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THIS ISSUE:—TWO SECTIONS, 308 PAGES, INCLUDING SPACE BUYERS' GUIDE.



# EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1924

SUITE 1117 WORLD BUILDING. NEW YORK

Original second class entry The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the act of March 3, 1879  
Issued Every Saturday

Vol. 57. No. 29

Two Sections  
Section One

NEW YORK, DECEMBER 13, 1924

By Mail in Advance \$4, U. S. A.;  
\$4.50, Canada; \$5, Foreign 10c Per Copy

## Where Most Business Goes Is A Good Place to Go For More Business

Of interest and advantage to all who do business in the Chicago field is the newspaper advertising record for the first ten months of 1924.

Indicative of general confidence in the continuance of good business is the fact that The Daily News—"the mirror of Chicago industry"—carried a greater volume of display advertising by 254,580 lines in the first ten months of 1924 than in the corresponding period of 1923. Among the daily newspapers of Chicago the nearest competitor of The Daily News in volume of display advertising printed—a morning newspaper—gained in this period 154,094 lines.

Here are the figures:

	1923	1924	Comparison
The Chicago Daily News -	12,206,992	12,461,572	254,580 gain
The next highest score - -	9,416,924	9,571,018	154,094 "

From which it is evident that when experienced and successful advertisers in the Chicago field "go after business in earnest," they concentrate their efforts largely in the medium they know to be most effective for the sale of any legitimate merchandise—

## THE CHICAGO DAILY NEWS

*First in Chicago*

# NEW ENGLAND

## Near the Top in Banking Facilities

A territory with money to save and money to invest, is an ideal merchandising territory, since there is always plenty of money to spend, as well. Advertising in such a territory will bring results that can be definitely valued on a dollar and cent basis.

### New England is an Ideal Merchandising Territory

New England has 40% of the country's savings, as well as 11% of the total bank deposits in national and state banks and trust companies. Yet this territory has only 7½% of America's population. 85% of New England's population is urban, living in cities where there is greater desire and greater need to spend money and where the money to spend is within easy reach of all.

National Advertisers and Manufacturers owe it to their salesmen and themselves to use advertising, in these listed dailies, over 2,000,000 copies of which circulate over the New England territory daily. They are sure result getters.

MASSACHUSETTS—Population, 3,852,356		Circulation	10,000
		lines	lines
*Attleboro Sun .....	(E)	5,628	.0275
*Boston Globe .....	(M&E)	274,892	.50
*Boston Globe .....	(S)	322,030	.55
Boston Transcript .....	(E)	.....	.....
*Boston Post .....	(M)	371,124	.60
*Boston Post .....	(S)	351,527	.55
*Fall River Herald .....	(E)	15,553	.03
*Fitchburg Sentinel .....	(E)	11,333	.025
*Haverhill Gazette .....	(E)	15,400	.025
†Lynn Item .....	(E)	16,945	.04
††Lowell Courier-Citizen and Evening Leader .....	(M&E)	21,270	.06
*New Bedford Standard Mercury .....	(M&E)	33,883	.10
*New Bedford Sunday Standard .....	(M&E)	26,944	.10
*North Adams Transcript .....	(S)	9,491	.04
*Salem News .....	(E)	20,784	.06
*Taunton Gazette .....	(E)	8,479	.04
*Worcester Telegram-Gazette .....	(M&E)	33,049	.10
*Worcester Sunday Telegram .....	(S)	49,849	.15
MAINE—Population, 768,014			
Augusta Kennebec Journal .....	.....	.....	.....
†Bangor Daily Commercial .....	(E)	14,750	.05
*Portland Express .....	(E)	27,251	.10

*Portland Telegram .....	(S)	29,392	.10	.07
(Sunday Edition Express)				
NEW HAMPSHIRE—Population, 443,633				
*Concord Monitor-Patriot .....	(E)	5,104	.0375	.025
†Keene Sentinel .....	(E)	3,609	.03	.034
*Manchester Union Leader .....	(M&E)	27,864	.09	.07
RHODE ISLAND—Population, 604,397				
†Newport Daily News .....	(E)	6,249	.0336	.0296
†Pawtucket Times .....	(E)	25,555	.07	.07
†Providence Bulletin .....	(E)	64,524	.17	(B).23
*Providence Journal .....	(M)	26,886	.10	(B).13
*Providence Journal .....	(S)	31,575	.15	.15
*Providence News .....	(E)	26,845	.07	.07
†Providence Tribune .....	(E)	23,603	.10	.09
*Westerly Sun .....	(E&S)	4,618	.025	.025
†Woonsocket Call .....	(E)	13,866	.05	.05
VERMONT—Population, 352,428				
*Barre Times .....	(E)	6,944	.03	.025
†Bennington Banner .....	(E)	3,007	.0125	.0125
*Burlington Free Press .....	(M)	12,983	.05	.05
*Rutland Herald .....	(M)	10,785	.04	.04
*†St. Johnsbury Caledonian-Record .....	(E)	4,024	.0214	.015

CONNECTICUT—Population, 1,380,631				
*Bridgeport Post-Telegram .....	(E&M)	45,795	.15	.15
*Bridgeport Post .....	(S)	20,017	.10	.10
*Hartford Courant .....	(M)	37,649	.08	.08
*Hartford Courant .....	(S)	50,247	.11	.11
†Hartford Times .....	(E)	48,875	.12	.12
*Meriden Record .....	(M)	7,848	.045	.03
*Middletown Press .....	(E)	6,050	.025	.025
†New Haven Register .....	(E&S)	42,171	.12	.11
*New London Day .....	(E)	12,079	.06	.045
††Norwich Bulletin .....	(M)	12,494	.07	.05
*Norwalk Hour .....	(E)	5,842	.04	.04
†South Norwalk Sentinel .....	(E)	4,280	.025	.025
*Stamford Advocate .....	(E)	9,805	.05	.04
*Waterbury Republican American .....	(M&E)	22,836	.08	.08
*Waterbury Republican .....	(S)	15,048	.08	.08
* A. E. C. Statement, April 1, 1924.				
†† Government Statement, April 1, 1924.				
† Government Statement, Sept. 30, 1924.				
* A. E. C. Statement, Sept. 30, 1924.				
(B) Combination rate Daily Journal and Eve. Bulletin.				

# ANOTHER STEP FORWARD

**T**HE business of R. Hoe & Co. was founded more than a Century ago and ever since has been the principal world factor in the manufacture of newspaper presses and other printing machinery. The majority of large newspapers and magazines throughout the world are printed on Hoe Presses and of the leading publications in the English language more come from Hoe Machines than from all other makes combined. During the last few years the demand for Hoe Machinery and particularly for Hoe Superspeed Newspaper Presses equipped with the Hoe Patented Automatic Pump System of Ink Distribution (orders in process at the present time aggregating approximately twelve million dollars in value) has exceeded manufacturing facilities, in spite of very large additions to and improvements in both the American and British plants of the Company and the recent acquisition of the extensive plant of the Hall Printing Press Company at Dunellen, N. J., which is now devoted almost exclusively to the manufacture of large newspaper presses. This demand has necessitated largely devoting to the manufacture of newspaper and magazine presses facilities formerly used in the production of other important types of printing machinery which the Company has done much to develop.

From these reasons the heirs of the late Robert Hoe, who have owned the business since the death of the latter in 1909, felt for some time that the works should be largely expanded, in order to better take care of the requirements of customers. With this in mind the present Company, R. Hoe & Co., Inc., was formed, the securities of which, including its Class A Stock and First Mortgage Gold Bonds, are now listed on the New York Stock Exchange and will provide ample capital for the required expansion of the Company's facilities, and enable it not only to maintain the position of supremacy so long occupied by Hoe machinery but to give its customers the benefit of the best engineering, designing and manufacturing skill available, in every branch of its work, thus insuring even better service in the future than in the past.

The Executive Management, which, during the last five years, has greatly developed the business, will continue in charge and maintain the long established policy of building only the best and most efficient machinery.

## R. HOE & CO., Inc.

504-520 GRAND STREET, NEW YORK CITY

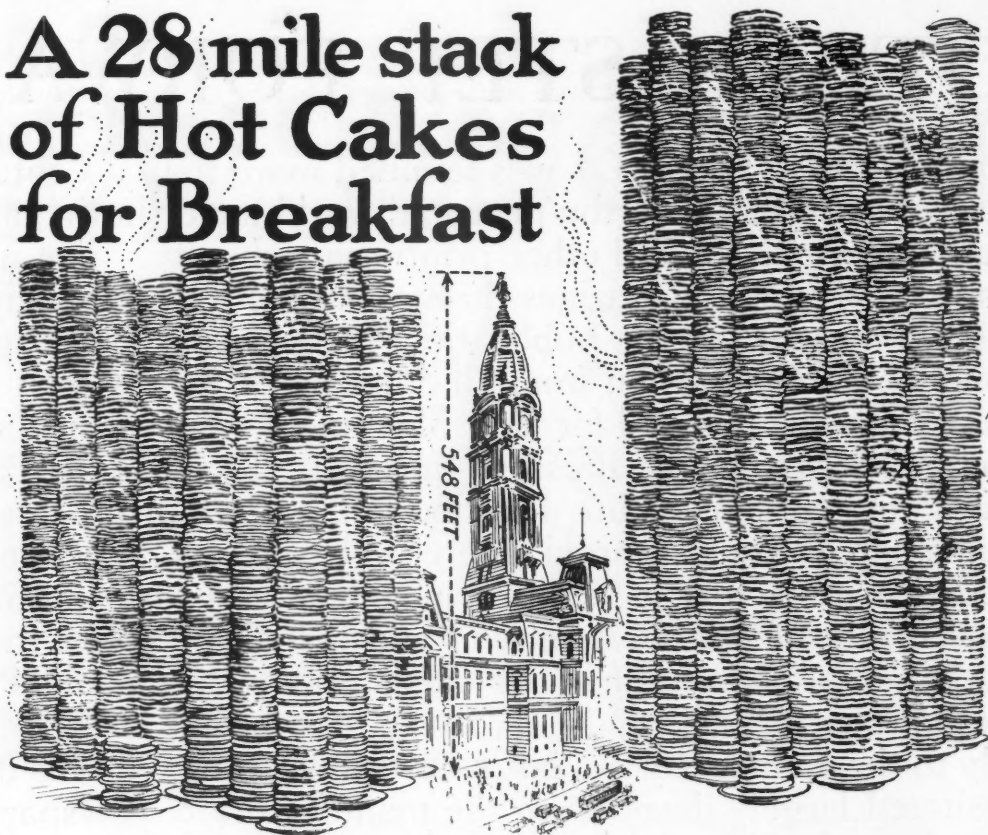
Also at DUNELLEN, N. J.

7 South Dearborn Street  
CHICAGO, ILL.

109-112 Borough Road,  
LONDON, S. E. 1, ENGLAND

7 Water Street  
BOSTON, MASS.

# A 28 mile stack of Hot Cakes for Breakfast



Can you visualize a stack of hot-cakes 150,000 feet high? That's what it would take to supply a breakfast of them to Mr. Bulletin Reader and Family.

Just an index to a consuming power that is matched by buying power—and that great market is tied to its great paper by the bonds of trust and respect, with no part of it achieved through the doubtful lure of premiums, prize contests, and such.



There is indeed no substitute for circulation—and the circulation of The Bulletin has grown to be one of the largest in America as a result of sound journalism devoid of pyrotechnics.

Neither has our space selling department any panacea to offer the advertiser—but it is notable that those National Advertisers who most cannily measure *results* are the ones who concentrate their Philadelphia advertising in the paper nearly every Philadelphia family reads.

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

516,609

Average Daily Net Circulation for Six Months Ending Sept. 30, 1924



# EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by  
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;  
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.  
Charter Member Audit Bureau of Circulations.

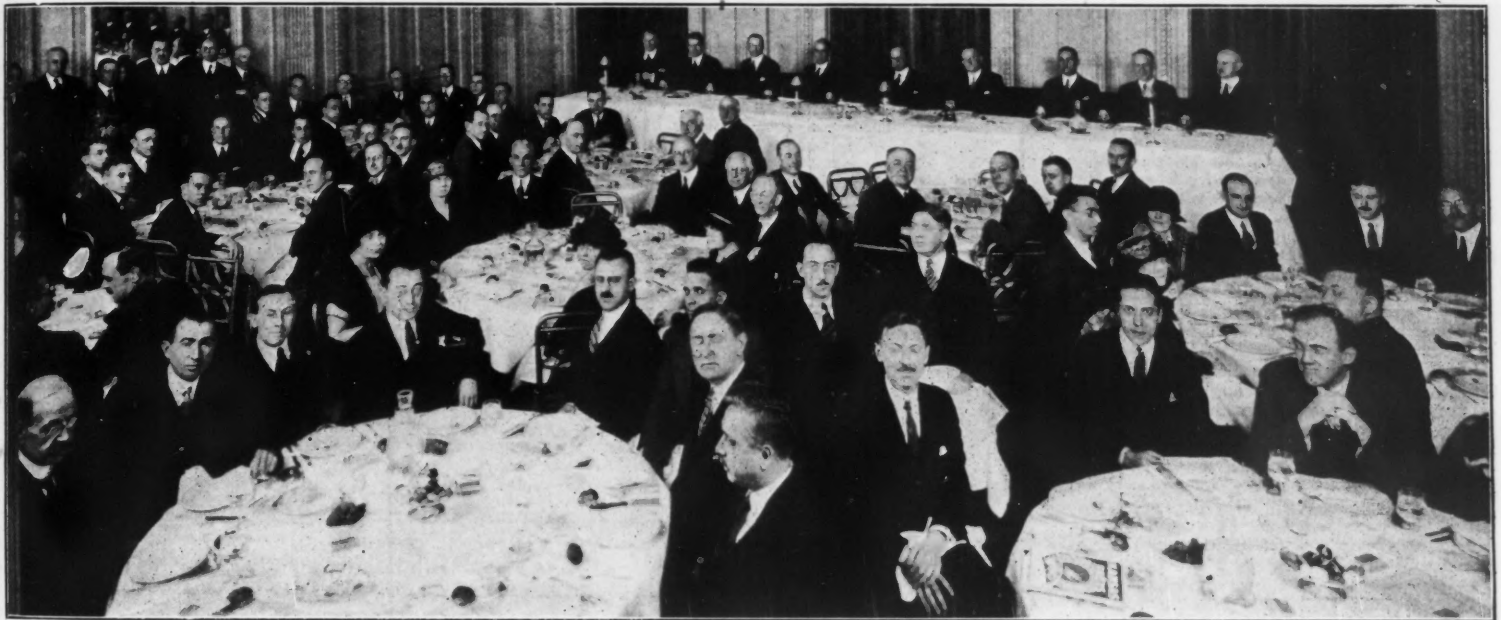
Vol. 57

NEW YORK, DECEMBER 13, 1924

No. 29

## Kansas Publishers Cooperate To Sell Their Market To Advertisers

Send Delegation to New York to Tell Merits of Their State Rather than Prestige of Individual Newspapers—Tender Luncheon to 125 Agency Representatives at Waldorf—George Marble, N. E. A. President, Presides.



KANSAS EDITORS AS HOSTS TO ADVERTISING PATRONS, PHOTOGRAPHER FOR EDITOR & PUBLISHER

**K**ANSAS publishers came to New York, Friday, Dec. 5, to tell advertising men about Kansas prosperity.

The scene was the Waldorf-Astoria, where the Kansas Daily Newspaper Advertising Association gave a luncheon and food for thought to 125 men and women representing New York's leading advertising agencies.

Bitter newspaper lineage warfare was forgotten.

These publishers were not preaching the merits of their own respective dailies. They talked the power of newspaper advertising in selling goods to the Kansas market.

They presented a unique merchandising plan, by which 24 newspaper in a state co-operated to serve the national advertiser.

For the first time on record, publishers buried the hatchet long used against agency men, and themselves became friendly enemies in the common cause of moving merchandise by newspaper advertising,—all because this year it is said Kansas have \$425,000,000 to spend on advertised products.

Telling of the Kansas market was a quartet of brilliant publisher-speakers: Senator Arthur Capper, publisher, *Topeka Capital*; Henry J. Allen, publisher, *Wichita Beacon*; Marcellus M. Murdock, publisher, *Wichita Eagle*; and W. A. Bailey, general manager, *Kansas City Kansan*. George W. Marble, pub-

lisher of the *Fort Scott Tribune-Monitor*, and president of the National Editorial Association, presided.

Mr. Murdock, perhaps, summed up the Kansas prosperity plea best, when he said:

"An abundant harvest awaits advertisers in the Kansas field. We expect you to furnish the seed. We'll just take the chicken feed. Kansas is a mine crammed with gold, that awaits your seeking."

Mr. Bailey opened the speeches in school-teacher style, asking those present to open the book "Facts About Kansas" placed at each seat. After explaining the organization of the association, which includes 24 daily-Kansas newspapers in its membership he devoted the remainder of his address to pointing out the highlights of the book.

"Our merchandising plan is built upon the strongest newspapers of Kansas. But we don't ask you to take advertising in the whole 24. What we have done, was to band together to uncover the facts of the Kansas field, realizing that we could do better work as a group than as individuals."

Members of the association, he said, were carefully chosen to cover completely and thoroughly the Kansas market at minimum cost.

"The member newspapers are located in 19 jobbing centers and these 19 jobbing centers are so located as to serve

most economically the needs of the entire state," he explained.

Mr. Murdock expanded on the description of the association, calling it a "fine piece of selling machinery with a good motor attached."

"We are," he put it, "the most dead earnest, the liveliest thing that has come out of Kansas since Carrie Nation, homebrew, or Will Rogers."

The Kansas Daily Newspaper Advertising Association, he said, was equipped to furnish advertisers and agents all usable information on the Kansas market.

"What our organization has done is to link up the local distributors with national advertising campaigns. We have obtained the signatures of the retailers and wholesalers of Kansas, pledging the co-operation of their stores with the newspapers in furthering the advertising of manufacturers in the Kansas daily papers.

"When a national campaign is in progress in the Kansas newspapers, these distributors, who are anxious to increase their sales, tie up their local advertising with the national drive."

Quoting from President Coolidge's recent message to Congress to the effect the United States was entering the most remarkable era of prosperity this country has ever known, Senator Capper, the next speaker explained just what this meant when applied to Kansas.

"Kansas has the second largest wheat crop in the history of the state," he said. "In consequence, the spirit among the farmers is better than in years. The farmers were losing money in 1921. Now the situation has changed remarkably."

"Of course, Kansas is not back to normal yet. But we have turned the corner. And I am certain the prosperity news from Kansas will grade up a little higher than from almost anywhere else in this country."

Senator Capper closed his address by generalizing on Kansas newspapers and newspaper advertising.

"Of the more than 600 newspapers in Kansas, not one can be called 'yellow,'" he said. "Advertisements in these newspapers, or in any newspapers in the country, will come nearer to delivering profit to the investor than any other form of advertising."

In the last speech of the luncheon, Mr. Allen offered a close-up of Kansas people. They are, he declared, buying the same sort of things as New Yorkers.

"Surely there is now hope for the League of Nations, when you advertising agents are permitted to see such enemies as Mr. Murdock and myself, co-operating as we are in this advertising association," former Governor Allen declared in opening his address.

"Even Senator Capper," he humorously claimed, "I am sure, has in his wardrobe in Washington 10 pairs of pants and a

separate pair of suspenders for every pair.

"Our girls too, are dressed like Broadway girls.

"Of course Kansas was founded to express the factor of freedom. We have a certain moral poise we have never been able to forget.

"Briefly, we are what Massachusetts would have been, if she had had our chance.

"'Bleeding Kansas' is ancient history. It has gone the way of the grasshopper plagues, which are no more.

"True we have gained tremendous attention because of the unusual way we have done certain things. But we have never been radical according to color.

"There is no taint of red in our newspapers."

The "Uniform Merchandising Service" of the association follows:

"1. On request, you will receive first-hand information of conditions in the vicinity of each of the members of this association. They will be glad to work with you in the preparation of a sales campaign to suit the needs of their community. Who is better acquainted with local conditions and local peculiarities than the local newspaper?"

"2. To help you get distribution through the proper and most desirable jobbers and retailers, these Kansas newspapers will be glad to introduce your salesmen to the distributors in their vicinity. They will do their utmost to make your salesmen's efforts most effective.

"3. Announcement will be made to all jobbers and retailers in the vicinity of each Kansas newspaper in this association, calling attention to your advertising campaign. This announcement will tell dealers of the reliability of your company. They will explain the purpose of your advertising and they will urge all dealers to co-operate with you in taking advantage of your efforts to help them realize quicker turnover and greater profit on your merchandise. All you need furnish is the postage.

"4. Each of your salesmen or detail men working the territory during your campaign will be furnished with a letter for his portfolio. This letter will verify your advertising contract and will ask dealers and jobbers to extend you their heartiest co-operation.

"5. Your salesmen will also be furnished with standard route information to help them cover their territories quickly and economically.

"6. On request, you will be furnished with an accurate list of all jobbers and dealers in the vicinity of each newspaper, so that you may follow up the personal calls of your salesmen with letters and other sales literature.

"7. Dealers will be urged to display your products conspicuously on their counters and in their windows at the time your advertising is appearing. They will also be solicited to tie up with your advertising by using your trade name and illustration of your product in their own advertising.

"8. These newspapers will do their utmost to secure window displays for you in the most advantageous locations.

"And in addition to this service the members of the Kansas Daily Newspaper Advertising Association have combined to give you uniform co-operation all over the state because they know what it means to you in avoiding confusion and in expediting the work of your salesmen.

"Is there another medium or group of mediums that offer you a service so complete—a service that will go so far in helping you get the most out of your advertising dollar?"

"This service, however, with the exception of surveys and report on conditions in each locality, is limited to advertisers using 5,000 lines or more. The members of this association, however, are always pleased to go to any reasonable extent in securing for any prospective advertiser or manufacturer any information needed regardless of the size of contract involved."

The book "Kansas Facts" distributed at the luncheon is issued from the association's executive offices at Hutchinson,

Kan. It contains many illustrations, with text descriptive of the cities where the 24 member newspapers are published and Kansas industries, with statistics on automobile owners, public utilities and lists of wholesalers and jobbers.

The member newspapers, representing a total circulation of 310,762, are: *Arkansas City Traveler, Atchison Globe, Coffeyville Journal, Dodge City*

*Globe, El Dorado Times, Emporia Gazette, Fort Scott Tribune, Great Bend Tribune, Hutchinson News-Herald, Iola Register, Junction City Union, Kansas City Kansan, Lawrence Journal World, Ottawa Herald, Parsons Sun, Pittsburg Headlight, Pittsburg Sun, Salina Journal, Salina Union, Topeka State Journal, Topeka Capital, Wichita Beacon, Wichita Eagle, Leavenworth Times.*

## BUFFALO COMMERCIAL CHANGES HANDS

Sold to New \$800,000 Corporation  
With Richard Coley as President—  
Take Control Dec. 15—Price  
Above \$200,000

Confirmation of the report of purchase of the *Buffalo Commercial* by a new corporation known as the Coley Publishing Company has been obtained from Richard Coley, president of the new



RICHARD COLEY



A. H. LONGBOTHAM

firm. Mr. Coley announced the Commercial would be taken over Dec. 15, and its name changed to the *Buffalo Evening Post*.

A. H. Longbotham, director of publicity of the Hotels Statler Company, Inc., will be secretary of the Post. He formerly was associated with the *Buffalo Express* and Rochester newspapers. Mr. Coley, formerly a reporter for the *Buffalo Evening News*, will be publisher.

Mr. Longbotham told Editor & Publisher the Post will stress its financial, industrial and commercial departments and will have many local features illustrated.

Associated with these two men are C. W. Webster of the Curtiss Aeroplane Export Corporation and Walter A. Schweizer of the Hotel Statler Company offices. The new firm is incorporated for \$800,000 and has paid to Mr. Finnegan a stipulated portion of the purchase price, Mr. Longbotham said.

While the price was not disclosed it was reported to be "in excess of \$200,000."

Passing of the Commercial from the hands of Mr. Finnegan will witness the signing of a union contract and an abandonment of the open shop policy. Soon after Mr. Finnegan took control of the newspaper about six years ago he launched into a vigorous open shop policy.

E. J. McCone, general manager of the Commercial, made a tour of the country declaring the typographical union dominated newspapers to such an extent they could not publish an editorial attacking the principle of the closed shop. Mr. McCone offered \$10,000 for an example of such an editorial printed prior to his declaration.

The Commercial is more than 100 years old. For several decades it was in the possession of the Warren family of Buffalo, Mr. Finnegan purchasing it from William Warren. It has been selling for one cent, other Buffalo newspapers selling for two cents, which will be the price of the Evening Post.

The Associated Press membership and equipment of the newspaper are included in the purchase price but not the building which is owned by Mr. Finnegan.

### Ambassador Guest of Foreign Writers

Sir Esme Howard, British Ambassador to the United States, was the luncheon guest of the Association of Foreign Correspondents at the Lawyers Club, New York, Dec. 9. P. W. Wilson, association president, presided. Other guests of honor were Dr. Albert Shaw, editor of the *Review of Reviews*; Sir Harry Gloster Armstrong, British Consul-General; and Frederick Hudd, Canadian Commissioner.

## SONGS OF THE CRAFT

(Written Exclusively for EDITOR & PUBLISHER)

By Henry Edward Warner

### A PRESSMAN'S LOVE SONG

My love is fair—fair is my love  
Above all else, and she  
Shall hear me as I twang my lute—  
(Or is the thing you twang a flute?)  
My love, she shall love me!

My love, she weighs a hundred tons  
And stands with all her feet  
(I must explain, she is indeed  
Plumb full of feet, a centipede!)  
Fast buried in concrete!

My love is dark, with here and there  
A line of silvery sheen.  
(I don't know where I got that word,  
But "sheen!" . . . it listens like a bird;  
No odds what it may mean!)

I feed her paper by the roll,  
She eats it by the ton!  
She has no indigestion—no!  
That is because she likes it so  
That eating paper's fun!

And when she's eaten all there is  
To eat, I stop her then  
And oil her up and rub her bright,  
And keep her joints and bearings tight  
Till she must run again.

I love my love, and she loves me! . . .  
And I shall just keep on  
Starting her off and stopping her  
Indefinitely, as it were,  
Till all my paper's gone!

O love, my love! . . . My speeding sweet!  
Hark to this song of mine!  
I love these hundred tons of you,  
You register so fair and true—  
Long may you roar and shine!

### Daughter of New York Publisher Dies

Elizabeth Reid, 9, daughter of Ogden M. Reid, publisher of the *New York Herald Tribune* died at the home of her parents in New York Dec. 5, of typhoid fever.

### Prints Health Extra

To further the cause of health education and publicity, the *Detroit News* recently printed a Health Extra, at the request of Dr. H. E. Kleinschmidt, Chairman of the Section on Health Education and Publicity of the American Public Health Association. The material was gathered from various newspapers and health departments of American states and cities.

### Poor Richards Buy New Club House

The Poor Richard Club of Philadelphia has purchased the Leidy Mansion, 1319 Locust street, for \$175,000. Howard C. Story, chairman of the expansion and rebuilding committee, announced the new home would be completely remodeled and ready for occupancy by March 1. The sum of \$45,000 has been set aside for remodeling expenses. The club has decided to increase its membership from 400 to 750. J. A. Wood, is club president.

### NEW TRIAL ORDERED

#### Appellate Court Reverses Pew Verdict Against I. N. S. on Legal Point

The Appellate Division of the New York Supreme Court, sitting in Brooklyn, last week ordered a new trial of the suit of Marlen E. Pew for \$65,000 against the International News Service, alleging breach of an employment contract. In the order, in which Justices Kelley, Jaycox, and Young concurred, Justice Kelby dissenting, the court ruled:

"Judgment and verdict reversed on the law and a new trial granted, with costs to abide the event. We think the trial justice was in error in ruling as a matter of law that the plaintiff was discharged from his employment. In our opinion this question was for the determination of the jury upon the letter of Jan. 5, 1923, and the surrounding circumstances disclosed upon the trial."

Mr. Pew was awarded a verdict of \$49,500 in November, 1923.

Motion was made this week for a new trial in the Supreme Court at Long Island City, where the original hearings were held, and it is probable the action will be heard next week.

# 150 PER CENT RISE IN 2ND CLASS RATES SEEN

All Publishing Interests "Lining Up for a Fight" As New Proposes to Place Added Burden on Newspapers and Magazines in Bill Now Being Drafted—Claim Postal Report "Filled With Absurdities"

By J. BART CAMPBELL

(By Telegraph, to EDITOR & PUBLISHER)

WASHINGTON, D. C., Dec. 11.—Second class postal rates would be increased between 100 and 150 per cent in the first and second zones, and in the other zones proportionately, to help meet the contemplated \$68,000,000 wage boost of postal employes, by a bill being drafted Thursday at the Post Office Department at the request of U. S. Senator Thomas Sterling, Chairman of the Senate Post Office and Post Roads Committee.

One spokesman for the American Newspaper Publishers Association is authority for the statement the proposed legislation would involve an increase of "more than 75 per cent" in second class rates.

The most direct estimate that could be obtained, however, placed the threatened increase at "about 100 per cent."

Postmaster General Harry S. New was understood to have singled out second class rates for such a purpose on the basis of the Post Office Department's report on the ascertainment of mail costs which staggered newspaper and magazine publishers by its glaring exaggerations and inconsistencies when it was sent to the Senate last week.

It was reported authoritatively Mr. New figured the handling of second class mail as shown by the report to represent a deficit of about 250 per cent. Conceding if an attempt were made to increase second class rates to meet completely such an alleged deficit many newspapers and magazines would not only be driven out of the mails, but some of them would face actual bankruptcy. Mr. New is said to have decided on the supposed 250 per cent being cut in about half to arrange for an approximate increase which, in his judgment, would help overcome partly the reported deficit and add considerably to the pay of postal employes at the expense of newspaper and magazine publishers.

Mr. New's latest proposal in particu-

lar, and the report on the ascertainment of mail costs in general, have apparently created a strong new alignment of the newspaper and magazine publishing interests which promises a solidarity in their front lines not existing before the whole situation was described by **EDITOR & PUBLISHER** last week.

The Postmaster General received Wednesday at the Post Office Department leading representatives of the American Newspaper Publishers' Association and kindred organizations who included: A. L. Miller, *Battle Creek* (Mich.) *Enquirer-News*, representing the Inland Daily Press Association; Charles F. Jenkins, *Farm Journal*, Philadelphia, representing the Agricultural Publishers Association; V. S. Hayden, executive secretary of the latter; Cranston Williams, of the Southern Newspaper Publishers Association; Howard Davis, *New York Herald Tribune*; Urey Woodson, *Owensboro* (Ky.) *Messenger*; Jerome D. Barnum, *Syracuse* (N. Y.) *Post-Standard*.

The entire situation was threshed out thoroughly with Mr. New, who is understood to have admitted the bill he was having drafted to provide the long-aggitated wage increase for postal employes was certain to meet with stiff opposition, but who insisted newspaper publishers, in particular, had invited just such a situation by advocating the proposed wage boost in their news and editorial columns before revenue for the purpose was in sight.

After their conference with the Postmaster General, the representatives of the newspaper publishing interests foregathered in the office of Elisha Hanson, Washington spokesman for the American Newspaper Publishers' Association, for a protracted meeting. On Thursday, Mr.

Hanson announced the interests he represented were "lining up for a fight," and made it plain Mr. New had been so informed.

Mr. Hanson explained further that representatives of his interests had completed a preliminary examination of some of the so-called schedules accompanying the report on the ascertainment of mail costs and had discovered a "number of absurdities which convinced them the report was not a true representation of actual conditions."

Mr. Hanson, who as secretary to U. S. Senator Medill McCormick, of Illinois, became versed thoroughly in Post Office appropriations and similar matters, declared the representatives of the newspaper publishing interests were agreed second class rates had already been stretched to a point "beyond saturation" and the Post Office Department's report evidently "shed no real or accurate light upon postal conditions."

Mr. Hanson also stated the examination of the report was still under way and in a few days the interests he spoke for would probably make a more extended explanation of their position. He indicated clearly, however, enough had been learned from the report already to justify the opinion the report was by no means what the Post Office Department had reported it to be.

As foreshadowed previously by **EDITOR & PUBLISHER**, the proposed postal wage increase legislation has become inextricably interwoven with the mail costs report, and the two will unquestionably become the center of one of the hottest legislative battles Congress has witnessed in years.

It was further pointed out while the new postal wage increase measure Mr.

New is having drafted will probably embrace all classes of mail, including parcel post, second class rates will be by far hardest hit if such legislation is to be enacted.

Representatives of the American Publishers Conference have already gone on record as being opposed to the mail costs report as largely "pure bunk" and with the American Newspaper Publishers' Association and kindred organizations now in the front line trenches, some hot shot is sure to be poured into both the proposed Sterling-New bill and the mail costs report upon which it is being based, once the entire subject is gone into thoroughly before the Senate Post Offices and Post Roads Committee, to which it will undoubtedly be referred.

A peculiar phase of the situation is that President Coolidge has not yet indicated approval of either the report or the proposed bill that is expected to emerge from it. Apparently the whole matter is to be threshed out between Congress and the Post Office Department in compliance with White House intimations the President does not desire to interfere in what may be regarded now as a Congressional situation.

It is known the President is desirous of having a postal pay increase bill worked out on a "scientific basis," so there will be no necessity for Congress to override his veto of the still pending Edge bill.

It was learned in the judgment of Administration leaders of the Senate and House the President will probably have his wish, although the danger point has not by any means yet been passed.

In the meantime the obvious effort of certain members of the Senate and House to justify the proposed legislation, and the palpable move of the Post Office Department to bolster up its mail costs report, at the expense of the newspaper and magazine interests principally, can no longer be camouflaged.

## Postal Crisis Demands Publishers Act Now— S. E. Thomason, A. N. P. A. Chief

**ENACTMENT** of the legislative program will drive newspaper country circulation out of the mails, S. E. Thomason, president of the A. N. P. A., warned his colleagues in a statement given to **EDITOR & PUBLISHER** before his return to Chicago Thursday. Immediate action by publishers to change the intentions of Congress is imperative, Mr. Thomason indicated in his message, which follows:

The Postal Committee of the American Newspaper Publishers Association, together with officers and directors of the association and representatives of the Southern and Inland Daily Press Associations met with Postmaster General New in Washington, December 10. In a frank statement the Postmaster General informed them of the fact that American newspapers are threatened with a legislative program at the present short session of Congress which if carried through will prove to be one of the most serious blows ever dealt by Congress to the distribution of newspapers outside of the metropolitan centers.

The cost finding report which the Joint Congressional Committee and the Post Office Department have been working on for three years was filed with Congress last week. According to this report, 75 per cent of the annual loss of the Post Office Department is attributable to second class mails.

The publishers Wednesday pointed out that the most casual study of the report disclosed serious errors in the allocation of expenses against second class mails and they took direct issue with the conclusions

reached, but Mr. New replied that the report, in the opinion of the Post Office Department was correct, and that it would necessarily be made the basis for increased mail rates in all classes of mail on the assumption that the postal salary increases might be carried over the President's veto by the present Congress. Mr. New Outlined to the A. N. P. A. Committee that increases of almost 100 per cent in the first four zones would be necessary to provide the revenues for higher wages.

It appears certain that a bill will shortly be introduced in Congress for increased zone rates along the lines of the Postmaster General's recommendations.

These increases if made law will be ruinous to the country circulations of all newspapers now distributed by mail. If these rates become effective, newspapers are confronted with the practical necessity of a complete revision of delivery methods in the country. It means a practical withdrawal of newspapers from the mails having in mind that newspapers have almost no circulation outside the fourth zone and that publishers using the mails outside of the fourth zone will have to bear practically no increased rates.

The situation appears to be intolerable. The A. N. P. A. is analyzing the cost finding report and its fallacies will be made apparent to Congress, but unless daily and weekly newspapers, large and small, are immediately made alive to the dangers of the present situation we are all faced with the necessity of devising a new method of distribution to country readers. We will not be able to afford the mails.

# MICHIGAN ANTI-GAMBLING LAW CALLED UNCONSTITUTIONAL BY COURT

## Statute Prohibiting Printing of Betting Odds and Sale of Out-of-State Papers Carrying Them Killed on Technical Grounds

(By Telegraph to EDITOR & PUBLISHER)

LANSING, Mich., Dec. 10.—The Voorhies-Bahorski Anti-Gambling Law, passed at the 1923 session of the Michigan legislature, which, among its stipulations, prohibited the publication of betting odds and even barred from sale in Michigan newspapers issued outside of the state carrying betting information of any sort, was declared unconstitutional and void in a decision handed down today by the State Supreme Court.

The court, in passing judgment on the measure, said to be the most drastic ever put into force in the United States, did not go into the merits of the law or take up the issue of "freedom of the press," but threw it into the discard purely on the technical point that it had not been according to the Journal, read three times on the floor of the lower house before its passage by the legislature.

The Voorhies-Bahorski Act was named after the bill drawn up by Paul Voorhies, then prosecutor of Wayne County, in which Detroit is situated, and Senator Joseph Bahorski, but it was sponsored from its inception by the *Detroit News* which solicited support for it in all parts of the state, but particularly in Detroit where it enlisted many women's clubs and civic organizations in the fight. The *Detroit Times*, which had been recently purchased by William Randolph Hearst and made racing forms on its sporting pages one of its big features, strongly opposed the measure, as did the *Free Press*, although in a less pronounced fashion.

The opening clause in the law, on which the recent fight against it was to be based had the Supreme Court taken up arguments on its merits, is so inclusive in its terms that it is declared that, taken most literally, it would technically bar the writing of any form of insurance other than the life variety, as it stipulated that it would be illegal to negotiate any transaction whereby money changed hands contingent upon an "event the outcome of which is not definitely known."

Among the other features of the law most protested by newspapers, in addition to the ban on publishing racing odds, choices, or forms, was the prohibition even of quoting odds after the sporting event in question had occurred. It was argued by its opponents that this stipulation was entirely unnecessary and only worked an additional hardship on newspapers which tried to give their readers "all the news."

Directly after the new law, which entirely supplanted the old anti-gambling act in Michigan, went into effect, most out-of-state newspapers tried to get around its provisions by blue penciling betting information. Sporadic raids were conducted on news stands in Detroit when papers were seized by the authorities because they were said to violate the new law, but when the police found that strict enforcement of the act's provision threatened to crowd out performance of any other duties they relaxed their vigilance somewhat and no cases against newspapers were ever fought out in the courts as far as could be learned here today. Other provisions of the act, equally stringent however, piled up so many cases on Detroit dockets that it is said it would have taken years to dispose of them.

It was reported at the Capitol today that the *Detroit News* will again sponsor an anti-gambling bill incorporating all of the salient features of the act just declared invalid including the feature relating to the publication of betting odds. If it is passed and the procedure is regular it is probable that the Supreme Court will again be called to rule on the constitutionality of the law.

### Racing Evil Attacked

Dec. 9, 1924.

TO EDITOR & PUBLISHER:—I was profoundly interested in the editorial in your issue of Dec. 6, headed "Does It Pay?" which related to horse racing news.

In this editorial you have touched one of the outstanding evils in American journalism. Racing on the running tracks is no longer, at least rarely, a sport in the old sense of the word.

On the average race track today, so far as the gentleman sportsman is concerned, tin jumping jacks could just as well be substituted for the animals which are driven from one point to another merely to make gambling easy, not only in the

immediate vicinity of the race track, but in every city in America where the infamous handbook is permitted to ply its nefarious business.

Some years ago an effort was made to secure federal legislation designed to destroy the business of the handbook trusts. This would have been successful had it not been for the opposition of leading newspapers who believed at the time that racing news really was catering to the spirit of true sportmanship. In my judgment, circulation gained by these so-called racing extras is as worthless to the advertiser as would be a sign painted on the top of a barn.

I enclose to you a pamphlet which was issued in 1922 by the *Detroit News* during the fight which that newspaper made against race track graft, which the *News* declared cost the people of Michigan millions of dollars a year with scarcely a running race track in the entire state. During the winter season, when racing on all of the leading tracks in America has ceased, little meetings are conducted here and there in Mexico and other places merely to furnish odds to handbook gamblers thousands of miles away. To this outrageous performance American newspapers daily contribute many thousands of

dollars of free publicity in the form of highly expensive "racing extras."

I sincerely trust that you will use your influence to awaken the conscience of the newspaper men of America on this subject.

The Louisiana lottery, in its palmy days, was saintly compared with the hidden operations of the handbook and racing trusts in this country today.

Very truly yours,  
H. GIOVANNOLI, Editor,  
Editor, *Lexington (Ky.) Leader*.

## COAST DAILY SELLING CROSS WORD AD-GRAMS

### Black Squares in the Popular Brain Teasers Put to Work in New Way by San Francisco Bulletin

The cross word puzzle has become more than a mental exercise—it has entered the field as a strong advertising medium through an innovation launched by members of the business and editorial staffs of the *San Francisco Bulletin*—the Cross Word Ad-gram.

The black squares in the puzzles were just so much wasted space, it was decided, and immediately the idea of selling them to advertisers was evolved.

The *Bulletin's* first Cross Word Ad-gram appeared full page size recently, with the "stop" spaces filled with advertisements. Prizes amounting to \$75 were awarded to the first eight persons submitting correct solutions.

The idea had such appeal to advertisers that only a few days had been required to sell the Ad-Grams on contracts calling for one puzzle a week for thirteen weeks.

The large department stores in San Francisco are now using the Ad-gram, by permission, in connection with their *Bulletin* advertisements, and are giving merchandise orders for a certain number of correct answers. In preparing the cross word puzzles for the stores, words are taken from the advertisements appearing in the "stop" spaces and worked into the designs.

Copyrights and patents on the idea have been applied for.

### VANDERBILT NAMING STAFF

#### La Verne Collier Named M. E. of Proposed Miami Tabloid

Various staff appointments for the projected tabloid newspaper in Miami were announced this week by Cornelius Vanderbilt, Jr., who last week made public his intention to enter the Florida field.

In a telegram, answering inquiries of EDITOR & PUBLISHER, Mr. Vanderbilt stated he had not yet determined the name, price, date of publication, or whether the new newspaper would be a morning or evening daily.

Appointments so far announced are: La Verne R. Collier, now picture editor of Vanderbilt's Los Angeles *Daily News*, to be managing editor; Gus Thornrose, chief photographer; and Henry Villard, nephew of Oswald Garrison Villard, editor of *The Nation*, Palm Beach correspondent.

### New Issues Fraud Order

Postmaster General New has issued a fraud order against John A. MacPherson and John Angus MacPherson, of Monterey, Mexico, in connection with the attempted sale of mine stock through the mails.

### Would Ban Firearm Advertising

Herbert A. Wilson, Boston Police Commissioner, Dec. 4, recommended a law to the state legislature prohibiting advertising of firearms in newspapers and magazines.

### Daily Adds Picture Section

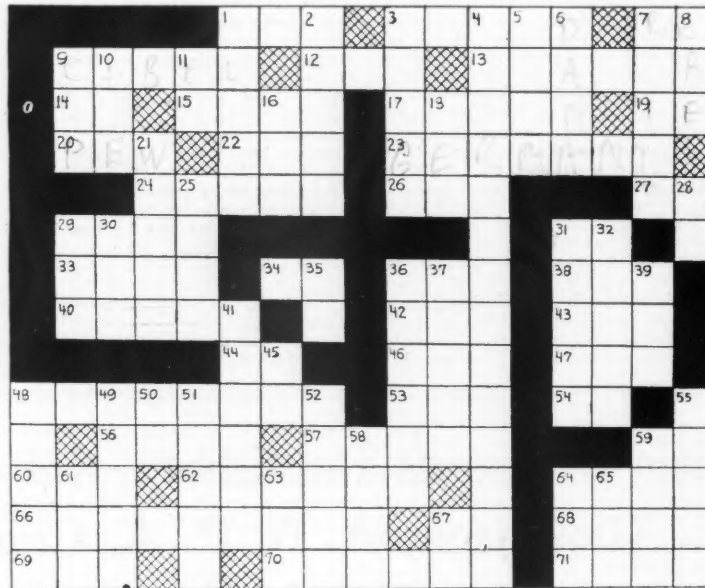
The *Danville (Ill.) Commercial News* added a four-page photoprint picture section to its Saturday edition Nov. 29.

## AFTER "THIRTY"

### A Newspaper Cross Word Puzzle for Newspaper Men

Compiled by WILLIAM KIDWELL HUTSON

Editor of the Advertising Club News, New York



#### HORIZONTAL

- 1 Alertness.
- 3 A table around which editors meet.
- 7 Concerning.
- 9 Every publisher fears it.
- 12 An association of advertisers (initials).
- 13 One who distributes newspapers.
- 14 Author's corrections.
- 15 Weight.
- 17 Few papers have this many editions.
- 19 That is.
- 20 Church furniture.
- 22 Small child.
- 23 A country frequently in the news.
- 24 Sole.
- 26 Few reporters own one.
- 27 Thus.
- 29 What you would like your circulation to be.
- 31 Run ad until further notice.
- 33 At another time.
- 34 A press association.
- 36 Prefix meaning three.
- 38 Man's name.
- 40 An Eastern religion.
- 42 Possesses.
- 43 Used in production of newspapers.
- 44 Compass point.
- 46 Shakespeare wrote many.
- 47 Organ.
- 48 New kind of newspapers.
- 53 Margin.
- 54 Steamship.
- 56 Cannot be located.
- 57 Means of transportation.
- 59 Senior.
- 60 Feeling of copy boy for the editor.
- 62 Newspaper men need a good one.
- 64 Fixed basis for charging for an ad.
- 66 What some great men make of a reporter.
- 67 In.
- 68 Man's ancestors (alleged).
- 69 Finis.
- 70 Adds again (far-fetched, try the others).
- 71 Taps gently.

#### DEFINITIONS

#### VERTICAL

- 1 He supplied plenty of copy for the ancient "Athens Argus."
- 2 Requisite in editorial sanctum.
- 3 Fundamental.
- 4 Essential for financial success of newspaper.
- 5 Stagger.
- 6 Famous editor.
- 7 Whose is the "New York Herald-Tribune"?
- 8 Before.
- 9 It disappears when you stand up.
- 10 Freeze.
- 11 Type measure.
- 16 Male descendant.
- 18 Period of time.
- 21 Now not so much used for newspaper delivery as formerly.
- 25 Fulonius said not to do it.
- 28 Upon.
- 29 A laugh.
- 30 Prefix meaning one.
- 32 Wears into shreds.
- 35 He wants free publicity.
- 36 Full of thorns or spines.
- 37 The newspapers' youngest rival.
- 39 Consumed.
- 41 A press association.
- 45 At the end of a note by the Editor.
- 48 To follow a track.
- 49 Fuse.
- 50 Behold.
- 51 Pertaining to osmium.
- 52 A barley cake.
- 55 Prominent in the press-room.
- 58 Branches of learning.
- 59 Leave as it is.
- 61 Frequently in sport headlines.
- 63 To make defective.
- 64 Knock.
- 65 A publishers association.



# SUPREME COURT TO ACT ON TAX CASE BY MAR. 1

## Stone Seeks Early Decision for Kansas City Journal-Post—N. Y. Herald Tribune Found Not Guilty and Re-indicted—Baltimore Post Case in Judge's Hands

HOPE was expressed this week by Attorney General Stone that there would be a Supreme Court decision on publicity sections of the Income Tax law before March 1, marking the most outstanding development of the last seven days, in the fight for press freedom during which the *New York Herald Tribune* was found not guilty of illegal income tax publication, and arguments were heard in the trial of the *Baltimore Post*, Scripps-Howard newspaper. This case is now in the hands of Judge Morris A. Soper who is expected to give his decision within a few days.

Basis for the Attorney General's hopes lies in the fact that government briefs have been prepared for Supreme Court action, based upon the case of the *Kansas City Post*, recently decided on legal points in the newspaper's favor.

Following its victory for newspapers, the *New York Tribune*, Inc., publisher of the *Herald Tribune*, was immediately re-indicted, when it was discovered the case was not appealable to the United States Supreme Court as would have been the case had the *New York* federal district court quashed the indictment.

The second indictment was quashed Dec. 11, allowing the Government to appeal.

The *Baltimore Post* case was argued Tuesday for the Post by Newton D. Baker, former Secretary of War and counsel for the Scripps-Howard newspapers and by W. Calvin Chestnut, a Baltimore attorney. Amos W. W. Woodcock, U. S. District Attorney, represented the Government.

Mr. Baker based his defense on the grounds:

That publication of the name, address and tax payment is not publication of the "return" under the meaning of that statute.

That if it were, then the statute itself should be held unconstitutional in that it violates the first amendment to the constitution which guarantees freedom of speech, and of the press.

"It is my honest opinion," said Mr. Baker, "that, under a fair interpretation of the law, the Post has violated no law."

"The constitutional point, as it were, is a backstop, so that if your construction of the statute should disagree with ours then it would violate the free press amendment."

"General publicity was contemplated by Congress when it passed the 1924 Income Tax Law, and by general publicity, it was not meant to limit it to persons who could go to the Internal Revenue Collector's Office and view the returns personally."

"Every congressman knows that if he votes for anything which suppresses free speech or publication he may as well not go home."

"The constitution specifically prohibits Congress from interfering with our right to worship according to the dictates of our consciences, or from placing any halter upon our rights to express our honest opinions, or upon the right to broadcast these opinions within reasonable limits in the public press."

"What, after all, is the freedom of the press? It is the right to print anything which people are free to say. This fanciful theory which the government is urging—that congress authorized disclosure of income tax facts to individuals, while preventing their use in the press—is fatal to the government's own contention."

"Freedom of speech and freedom of the press are inseparable. Under the constitution, anything the people are free to do or say, the press is free to print."

The decision of Judge Reeves, of Kansas City, in favor of the *Journal-Post* of that city in a similar case was cited to support the position of the *Baltimore Post*.

Mr. Woodcock said: "The Revenue Act of 1924 makes it unlawful for any person to publish in any

manner not provided by law any income tax return or part thereof. What was published is the name of an income tax payer and the amount he paid. I think there can be no doubt that this is a part of the payer's income tax return, although Judge Reeves in Kansas City seems to hold to the contrary."

The District Attorney declared that the law merely directs commissioners to "make available for public inspection in the office of the Collector of Internal Revenue certain lists prepared from the returns."

"This cannot be expanded into a provision for printing and publishing," he said. The indictment against the *Baltimore Post* was brought for publishing the amounts of income tax paid by a number of Baltimoreans, including Daniel Willard, President of the Baltimore & Ohio Railroad, and Leon C. Coblens, a department store proprietor.

The actual taking of testimony and argument in the *Herald Tribune's* first trial lasted less than three hours.

Upon the conclusion of the case Judge Knox made the following ruling:

"The argument presented is based on the law involved in the indictment, against the *Herald Tribune*, and is of a character that would permit of a lengthy

dissertation on the construction of these statutes and, perhaps, in the event of such a construction, the constitutional power of Congress to enact the statutes.

I do not see that it is necessary for me to do that, for whatever I do will in all probability be subject to review before the Appellate Court. And so I will instruct you, by reason of the construction which I place on the statutes under which this indictment was drawn, that there can be in this case no verdict of guilty against the defendant. I accordingly instruct you to return a verdict of not guilty."

The jury followed the direction of Judge Knox without leaving the box.

Henry A. Wise of counsel for the *Herald Tribune*, held that publication of income tax information was not banned because of Section 1018 of the revenue law, which included Section 3157 of the Revised Statutes, with the further provision that publication shall not be made in a manner "not provided by law." And the law, permitting publication, he said, was Section 257-B. If the law could be construed as the Government counsel suggested, Mr. Wise argued, than the Commissioner of Internal Revenue was guilty of a crime in violation of Section 1018, because he made the tax returns available

for publication by his order to Collectors of Internal Revenue and thus published them just as much as did the *Herald Tribune*.

The witnesses called by the Government were Mrs. Bessie Katz, clerk in the office of Internal Revenue Collector Frank K. Bowers; Chief Clerk Thomas J. Charles of the Second Revenue District and Reginald A. Wilson, reporter for the *Herald Tribune*. The defense rested after cross-examination of the witnesses, who told of the steps leading up to publication in the *Herald Tribune* of the names of Archer M. Huntington, M. M. Belding and John T. Underwood, whose taxes, respectively, were given as \$114,551.80, \$243,681.54 and \$258,617.65.

Mr. Charles identified the memorandum of instructions issued by Commissioner of Internal Revenue Blair instructing collectors to make public tax returns. He also identified a telegram from Commissioner Blair, dated Oct. 23, in which the latter said that to print a return or any part of one subjected the offender to a fine of \$1,000 or imprisonment for a year, or both. Next day, Oct. 24, it appeared from a telegram read by Mr. Joyce that Deputy Collector Mires sent a telegram to Collector Bowers announcing that assessment lists should be opened for inspection, but those examining lists should be advised of Section 3167.

"Representatives of the press should not be denied access to lists," the telegram concluded.

### THE KANSAS VICTORY SMILE



Walter S. Dickey, (center) owner and publisher, Kansas City Journal-Post, and Ralph Ellis, his managing editor, leaving the federal court building Kansas City with counsel, following their victory in the press freedom fight, when the demurer against them for alleged legal publication of income tax return was dismissed by Judge Reeves.

### FORMER BRITISH NEWS MAN STUDYING U. S.

Valentine Williams, Novelist, to Write On "Middle Class" Americans— Was London Daily Mail Foreign Editor

An English newspaper man, former war correspondent, is visiting the United States on the peace time mission of "studying the middle-class American."

Such is the business of Valentine Williams, who this week explained he intended to write a series of articles for the *London Daily Mail* on America's middle class, particularly on "What the American Family Saves."

"I mean to discuss," he said, "whether or not the people of the United States skimp on books and the higher things of life in order to have radios, gramophones, pianos, and flivvers."

Although he is now a novelist, Mr. Williams has had considerable newspaper experience.

"I went into Reuter's Agency when I was 18 years old and I think there is possibly not a single thing in newspaper work that I haven't done, 'except radio news,' he explained.

During the peace conference Mr. Williams wrote an editorial every night, when it was a hard task to reconcile the different points of view of the Allies. He interviewed Col. House, Lloyd George, and many other notables.

Early in the war, he was one of Lord Northcliffe's right hand men, representing the *London Daily News* at Neuve Chapelle, Ypres and Loos. In December, 1915, when his pen was no longer necessary to stimulate recruiting, he took a commission in the Irish Guards. The following year he was severely wounded, and in the last battle of the war was wounded again while on the staff of the Guards division. He was foreign editor of the *London Daily Mail* from 1919 until 1922, when he resigned to take up fiction writing.

At present Mr. Williams is the guest in New York of his brother, F. Douglas Williams, general manager for America of Reuters, Ltd.

# W. C. REICK, FORMER NEW YORK SUN OWNER, DIES

Brilliant Directing Editor of N. Y. Herald Under Younger Bennett Made His Fame On Mad Dog Story Taking Two Children to Pasteur in Paris for Treatment—Nearly 40 Years in N. Y. Field

WILLIAM C. REICK, 60, for nearly 40 years a New York newspaper maker, died at his New York home Dec. 6, after several months' illness.

One of the builders of the Herald of the Bennetts and more recently president of the *New York Journal of Commerce*, Mr. Reick achieved his greatest distinction as the owner for several years of the *New York Evening Sun*. He retired from presidency of the *Journal of Commerce* in October, 1923.

At different times he had also been connected with the management of the *New York Times* and the *Philadelphia Public Ledger*.

Suffering a slight stroke while in Bermuda last winter, he had been gradually failing in health since.

All New York dailies paid editorial tribute to the eventful journalistic career of this great newspaper maker.

A mad dog which bit two children in Newark, N. J., gave William C. Reick his first big opportunity in newspaper work and he was quick to take advantage of it. Mr. Reick, then a young man of 24, was Newark correspondent of the *New York Herald*, and his story of the incident led James Gordon Bennett the younger, owner of the *Herald*, to cable from Paris to have the two children sent there to receive the antitoxin treatment for rabies which had just been discovered by Pasteur.

Mr. Bennett was greatly interested in Pasteur's discovery and up to that time no American patients had received the treatment. Mr. Bennett's cablegram directed that the *Herald* man be sent along in charge of the children, and Mr. Reick, as the writer of the original story, was selected.

The tradition is that Mr. Reick, realizing the necessity for getting the patients to Paris as quickly as possible, obtained the consent of the children's parents, and put the patients on a tug, chartered in the name of the *Herald*, to catch an outgoing steamship down the bay. In any event, Mr. Reick went to Paris, met Mr. Bennett and so impressed him that he first placed Mr. Reick in charge of the London and Paris editions of the *New York Herald* and a year later made him city editor of the *Herald*, a place of first importance in the news department of that newspaper, which under Mr. Bennett had no titular managing editor.

Mr. Reick remained with the *Herald* for 18 years. He became associated with the management of the *New York Times* early in 1907, leaving in 1911, when he purchased the controlling ownership of the old *New York Sun*. He continued with the *Sun* after its purchase by Frank A. Munsey until after the latter's purchase of the *New York Herald*. In June, 1921, he assumed management and control of the *New York Journal of Commerce*.

Robert E. Livingston, now director of public relations for the Consolidated Gas Company of New York, and one of the few men who were members of the *New York Herald* staff at the time Mr. Reick came to the paper, recalled for EDITOR & PUBLISHER, his association with the brilliant *Herald* city editor.

After returning from Paris young Reick came to the *Herald* as secretary to Julius Chambers, Mr. Livingston said. Dr. Esdaile P. Cohen who died recently after years of service on the *New York World*, was then city editor of the *Herald*. Cohen sent Livingston down to Wall Street to investigate a story. When he returned "Billy" Reick was sitting at the city editor's desk, appearing ill at ease.

"Where's Cohen?" Livingston asked. "I want to report on a story."

"I'm city editor now," Reick replied.



THE LATE WILLIAM CHARLES REICK

A cablegram from James Gordon Bennett Jr., in Paris had effected the change. Livingston's association with Mr. Reick covered 17 years, long after both had passed from the *Herald's* service.

"Mr. Reick was a phenomenal organizer," Livingston said. "It was the basis of his success. He had a flair for exclusive stories. He also was continually checking the *Herald* against its rivals to be sure the *Herald* was getting every bit of the news."

The first imported automobile to come to the United States was a Mercedes sent to Mr. Reick by Mr. Bennett as a gift, Livingston stated. At another time Mr. Bennett gave his managing editor a tract of land near the old Jerome race track.

William Charles Reick was born in Philadelphia on Sept. 29, 1864, the son of Charles William and Margaret Turner Reick. He was educated in Philadelphia and prepared for Harvard University. He was married on Dec. 4, 1894, to Miss Carrie Ridgway at Burlington, N. J.

He began newspaper work in Philadelphia in 1883, and five years later was the *Herald* correspondent at Newark. After his appointment as city editor of the *Herald*, already referred to, Mr. Reick was the moving force of its news department for 14 years. At the time Mr. Reick became city editor of the *Herald* that newspaper, because of the absence of its owner in Europe, was somewhat like a ship without a rudder. There were many competent men on its staff, but few who cared to take responsibility in view of the personal peculiarities of its proprietor.

Not so with Mr. Reick, and he soon became the dominating personality in the organization. The success of the *Herald* in reporting events in the war with Spain was largely attributed to Mr. Reick's foresight and skill in the preparation for news collection.

Mr. Reick's place in the *Herald* organization continued unchanged until 1903, when Mr. Bennett made him president of the *New York Herald Company*, publisher of the *Herald* and *Evening Telegram*.

In 1907 Mr. Reick became connected with the management of the *New York Times* and of the *Public Ledger* in Philadelphia, then controlled by the principal owner of the *New York Times*. In 1911 he acquired a controlling interest in the *Sun* from Mrs. William M. Laffan.

When Mr. Reick took the control of the *Sun* properties he devoted much care to the improvement of the *Evening Sun*, putting it under the managing editorship of the late George M. Smith, who had served for many years as news editor of the *Sun* under Chester S. Lord. Mr. Reick removed the two newspapers from their old home at Frankfort and Nassau streets to the American Tract Society Building, a block further south, at Nassau and Spruce streets.

Mr. Reick's control of the *Sun* and *Evening Sun* lasted until 1916, when Frank A. Munsey, who had bought the *New York Press* in 1912, acquired the two papers and merged the *Press* with the *Sun*. Mr. Munsey complimented Mr. Reick particularly upon the development of the *Evening Sun*, and then said:

"Very great credit is due Mr. Reick for the fine development of the *Evening Sun* since it came under his control. I know of no man who has done a better and sounder piece of newspaper work at any time in New York or elsewhere than Mr. Reick has done on the *Evening Sun*."

Mr. Reick remained with the *Sun* until after the purchase of the *Herald* by Mr. Munsey and its amalgamation with the *Sun*. In June, 1921, he became president of the *Journal of Commerce* and *Commercial Bulletin*, suc-

ceeding John W. Dodsworth, son of the late William H. Dodsworth, the founder. It was announced that John W. Dodsworth and his brothers, A. W. and W. A. Dodsworth, would retain an interest in the newspaper.

Mr. Reick is survived by his widow and three daughters, Miss C. Louise Reick, Mrs. Chandler Bates, who was Miss Amy R. Reick, and Mrs. Henry S. Stearns, Jr., who was Miss Margaret Reick.

## "SPECIALS" CONSOLIDATED

### Ingraham and Powers Take Over the Late Frank R. Northrup Agency

Consolidation of the Frank R. Northrup Company, special newspaper representatives, and the P. B. Ingraham Company was announced this week, following the death of Mr. Northrup in New York, Nov. 29.

Mr. Ingraham was formerly advertising manager of *Printers' Ink*, and resigned Oct. 1 to establish his own office as a newspaper special representative.

The combined organization is called Ingraham-Powers, Inc., and will occupy the former Northrup offices in both New York and Chicago.

E. J. Powers, who had been associated with Mr. Northrup for 17 years in charge of the Chicago office, will continue in that location as vice-president of the new company. P. B. Ingraham will be president, with headquarters in New York. Miss F. Doble who had been associated with Mr. Northrup for 14 years, will be associated with the new organization.

### Publishers at Memorial Unveiling

Three newspaper publishers are members of the official party now in Havana, Cuba, to take part Dec. 14, in the unveiling of a memorial at Santiago de Cuba to Theodore Roosevelt, as Colonel of the Rough Riders. They are: Henry J. Allen, *Wichita* (Kan.) *Beacon*, and former Governor of Kansas; ex-Senator Lafayette Young of Iowa, *Des Moines Capital*; and Maj. Franklin Knox, *Manchester* (N. H.) *Leader*. Maj. Knox served with Col. Roosevelt in the Spanish-American war, and it was ex-Senator Young who nominated him for Vice-President at Philadelphia in 1900.

### Editorial Men Want Own Club

Cincinnati newspaper men have taken steps to organize a club limited strictly to editorial workers. They plan to withdraw from the present Cuvier-Press Club because of its overwhelming membership of "undertakers, dairy supply men, lawyers, politicians, and other business what-nots." The organization committee is composed of Robert K. Harris, *Cincinnati Times-Star*; Barrett Schroder, *Commercial Tribune*; Henry Segal, *Post* and V. H. Logan, *Enquirer*.

### Irwin Named Karger's Successor

Morris K. Irwin, Columbus correspondent of the *Cincinnati Times-Star* and formerly connected with the *Cincinnati Commercial Tribune* as copy reader has been appointed successor to the late Gus Karger, as Washington correspondent for the *Times-Star*. He assumed his duties Dec. 1.

### Ban on Crime News Urged

Members of the Business Men's Association of Woodlawn, a section of Chicago, recently passed a resolution urging "a cleansing of the daily press of the mass of crime reports." Certain newspapers are "exploiting crime and criminals to a degree to disgust and discourage the average citizen," the resolution stated.

# HOUSTON PLANS ROYAL WELCOME FOR A. A. C. W.

## Robert Cornell, Convention Executive Secretary, Outlines Program Which Includes "Pan-American" and Nat'l Advertising Days, and a Trip to Galveston—\$120,000 Raised for Entertainment

TEXANS are all prepared to kill the fatted steer for entertainment of delegates to the 21st annual A. A. C. W. convention at Houston, next May.



ROBERT CORNELL

This was the convention dinner bell rung this week in New York by Robert Cornell, assistant publisher of the *Houston Chronicle*, and the convention's executive secretary, who reported tentative program plans to the National Program Committee, meeting at the Advertising Club of New York, Dec. 8.

Approval of the plans was unanimous. The Houston menu, as read off by bell-ringer Cornell, took the proportions of his home state, and before café noir was reached eastern eyes widened in surprise.

"We are two months ahead of schedule," Mr. Cornell reported.

"We have just completed a five-day drive by which we raised \$120,000 for entertainment purposes.

"Newspaper publishers of the state have rallied in remarkable fashion to support the convention, believing it to be the greatest opportunity ever presented to sell Texas to the world."

In addition to contributions from Houston newspaper owners, substantial donations have been received from publishers in widely scattered cities of the state, Mr. Cornell said, including large checks from George B. Dealy, publisher of the *Dallas News* and Amon G. Carter, publisher of the *Fort Worth Star-Telegram*.

Outstanding features of the tentative Houston convention schedule described by Cornell include:

Change of the opening date from May 10 to May 9, to provide time for an elaborate official reception and ball. The convention will continue as planned until May 14. This reception will be a copy of the Albert Hall affair in London last July.

"National Advertising Day," on which President Coolidge is to be invited to speak on the functions of advertising in Washington and his address radiocast to the Houston convention and advertising clubs in all cities of the nation.

"Pan-American Day," which will be a program built up for the interest of delegates who have promised to attend from Mexico, Central America, Panama, and all South American countries.

"Coming of Age Party," celebrating the 21st year of the A. A. C. W.'s history. An official President's Ball the evening of May 12, which, according to Mr. Cornell, "will kill the idea that Texas doesn't know how to do things."

A "tabloid rodeo" and Texan barbecue, held on request of European and English delegates planning to attend.

Transportation of the entire convention for an afternoon session and evening entertainment from Houston to Galveston by motor.

A unique musical and inspirational program for Sunday, May 10, featuring local talent and Spanish troubadours imported from Mexico.

Circle tours, following the convention, carrying delegates on visits to important Texas cities, full details of which are to be announced later.

An imposing list of speakers, which will probably include: Charles M. Schwab, Secretaries Hughes and Hoover, Senators Edge and Borah, John D. Rockefeller, Jr., President Calles of Mexico, and Bruce Barton.

Before the National Program Committee, Mr. Cornell went into detail in regard to entertainment plans.

Attending the meeting were: C. K. Woodbridge, President of the Dictaphone Corporation and chairman of the general program committee; Joseph Meadon, Detroit, chairman of the On-to-Houston committee; John H. Logeman, Chicago, chairman of the international exhibit committee; Charles W. Hoyt, New York, M. C. Robbins, New York, and Gilbert Hodges, New York.

Also in attendance were Carl Hunt, general manager of the Associated Advertising Clubs, and Earle Pearson, educational director.

Arrangements were being made, Mr. Cornell told them, for entertainment of between 5,000 and 7,000 delegates.

"Of primary interest is the projected Pan-American Day," he said. "It will make this convention a real international affair. I intend to have a conference with Secretary Hoover in Washington Thursday, regarding the program of the day."

"The suggestion for the day came first from ex-Governor of Texas, William P. Hobby, now president of the *Houston Post-Dispatch*, publisher of the *Beaumont Enterprise* and *Beaumont Journal*, and general chairman of the Houston convention entertainment committee," Mr. Cornell explained.

Mr. Hobby met President Calles of Mexico in New Orleans recently and explained the importance of the convention. President Calles agreed to attend the sessions himself with an official state and business delegation and promised to convey to each of the Mexican states his official invitation to be present.

Secretary Hughes has also promised the Washington bureau of the A. A. C. W. to invite political, business and advertising representatives of all Central and South American countries.

"This Pan-American Day," Mr. Cornell declared, "is not being held for the selfish motive of offering opportunity to Ameri-

can and European business men to learn how to conduct trade with Latin-Americans.

"We want to make advertising the universal language of peace and goodwill among nations of the world.

"We had this thought in mind, when we decided upon convention decorations, which will have as central motif a composite flag made from the flags of all nations. In the center of this flag will be that of the United States, the Union Jack, Texas, Houston, and the A. A. C. W. emblem of 'Truth in Advertising.' As a border will be the flags of the 35 nations expected to attend.

"This composite flag will be made in several sizes, ranging from a pocket handkerchief to one to be painted on the ceiling of the Houston auditorium, 150 feet square. Thus delegates to Houston will be granted the unusual opportunity of deliberating on world problems sitting beneath the flags of all nations."

Elaborate plans are complete for the official reception to be held May 9. It will be in "true English style," Mr. Cornell said.

In the receiving line will probably be Secretary Hoover, representing the federal government; Mrs. M. A. Ferguson, Governor of Texas; Mayor Oscar F. Holcombe of Houston, and chairman of the convention's executive council; Senator Morris Shepard; Amon G. Carter, publisher of the *Fort Worth Star-Telegram* and president of the Tenth District, A. A. C. W.; and W. S. Patton, president of the Houston Advertising Association. An informal ball will follow the official reception.

On the following day, Sunday, May 15, down-town churches of Houston will turn over their pulpits to business men for inspirational addresses. There will be a musical program furnished by a mass band of 400 pieces; 125 negro voices in

plantation melodies from the Prairie View Normal, a negro institute; a choir of 300 local women; the internationally famous Kiwanis Glee Club of Houston; and a sextet from the Houston Symphony Orchestra.

Conveying of the entire convention by automobile to Galveston May 13, was one of the convention features elaborated on by Mr. Cornell before the National Program Committee.

The executive council of the convention, he said, had requisitioned 2,300 automobiles of the 4,200 owned by Houston people to carry the delegates the 50 miles between the two cities. The cars will leave Houston at 12 o'clock following the morning session, and, with a picnic lunch on the road, be at Galveston by 2 o'clock for the afternoon meeting. For the evening the Galveston entertainment committee is planning moon-light surf bathing, a "Bathing Beauty Parade," a treasure hunt for prizes hidden in the sand, and a shore dinner.

Another trip planned for delegates in addition to the circle tours will be down the Houston ship channel 20 miles to the San Jacinto battle ground. It will be Mexican night and the Mexican National Band brought from Mexico City by President Calles will furnish Spanish music. A Texas historical pageant will be presented.

In concluding his report to the National Program Committee, Mr. Cornell wished credit be given the Houston Advertising Association for its influence in gaining passage of a bond issue 10 days ago providing \$300,000 for remodeling of the Houston Auditorium, making it second only to Cleveland in municipal halls.

This was the second big feat accomplished by the association within two years, it having been responsible for the trip from Houston to London last July, which later caused the French line to make Houston a port of call.

Mr. Cornell wished it announced that the executive council voted that not a cent of the entertainment funds will be spent in violation of the United States Constitution.

In addition to Mr. Cornell, Houston convention officials include: Mayor Oscar F. Holcombe, general chairman, Executive Council; William S. Patton, president, Advertising Association of Houston, vice-chairman, Executive Council; Ex-Governor William P. Hobby, general chairman Entertainment Committee; Robert H. Cornell, executive secretary; R. M. Farrar, treasurer, Executive Council; J. W. Neal, chairman, Finance Committee; A. D. Simpson, vice-chairman; John H. Payne, vice-chairman; J. W. Evans, chairman, Budget Committee; George B. Forristall, vice-chairman.

S. R. Bertron, chairman, Transportation Committee; R. L. Dudley, vice-chairman; George S. Cohen, chairman, Publicity Committee; John B. Westover, vice-chairman; R. H. Weir, chairman, Hotel Committee.

### EVOLUTION OF A NEWS STORY TOLD BY PICTURES IN N. Y. SUN BOOTH



HOW news is gathered, written, and placed in newspapers was graphically told in pictures by the *New York Sun* in its booth at the Tercentenary Educational Exhibition held in the Ninth Regiment Armory during National Education Week, Nov. 14-22.

Under the caption "The Evolution of a News Story" a series of nine enlarged photographs showed the various steps taken in procuring, preparing and printing a news story. The first showed the city editor receiving information of a fire and assigning a reporter to cover it; then, in order, these pictures followed:

The reporter inside the fire lines; scene in the news room with reporter writing his story; composing room scene with

typesetting machines in operation; proof reader correcting the proofs; stereotyping process illustrating how a matrix is made; view of press room with one of several presses running off 20,000 32-page papers per hour; mailing room; and an exterior view of 20 motor trucks being loaded.

Underneath these pictures was displayed "A Complete School Page"—nine typical pages showing the general arrangement of Sun school pages.

In one corner of the booth was a United Press ticker, which attracted much attention. It was in operation, printing the actual news of the day as it came over the wires.

A Certificate Of Merit was awarded the Sun by those in charge of the Exposition.

### HOLD A. A. C. W. TROPHIES

THE two flags presented by American and overseas delegates, together with the twin statuettes of Columbia and Britannia, and the bust of Benjamin Franklin, the trophies of District 14's memorable Convention at Wembley, were officially deposited in the Aldwych Club of London on Thursday, Nov. 13.

The occasion was the installation of the incoming president of the Aldwych Club, Lord Waring, the head of the London department store of Waring & Gillow. Mr. Wareham Smith as club chairman, presided.

Lord Waring, on behalf of the Club, accepted the custody of the trophies, and complimented C. Harold Vernon upon the success of the Convention.

## "Them Was the Good Ol' Days!"

Telegraph Editors Would Never Have Growled Over the Run of News if Leased Wires Had Been Operated About the Time That Jonah Became the First Stowaway.

By CHET JOHNSON

NOTE TO EDITORS AND CORRESPONDENTS: Keep everything to 95 bulletins on account heavy run of news. The following stories are on file awaiting transmission:

David-Goliath fight  
Strike in Egypt  
Samson Arson Mystery  
Disturbance at Jericho  
Salome.

-702am-

Biblical News Service.

### BULLETIN

AT THE RINGSIDE, Israel—(EARLY LEAD FIGHT)—With clear, fair weather promised throughout the day, hundreds of fans were early this morning moving toward the huge open air arena near here where Young David, champion of Israel, and Giant Goliath, undefeated miller of the Philistines, are to meet in their scheduled (more)

-707am-

### BULLETIN

ASKALON—Judge Samson, widely known jurist and one of the world's strongest men, who several years ago was sought as the slayer of 30 prominent local Philistines, is being sought again by Philippine officers as the person responsible for a mysterious fire last night that destroyed hundreds of acres of rich grain fields.

-711am-

### AT THE RINGSIDE (ADD EARLY LEAD FIGHT)

Both contestants appear in the pink of (more)

-714am-

### CORRECTION

EDITORS: In bulletin Samson, about 30 down, make it read: ". . . sought by PHILISTINE officers, etc.," not "Philippine officers," as sent.

-716am-

The B. P.

### BULLETIN

THEBES (LEAD STRIKE)—A walk-out by thousands of brick makers appears imminent. The strike, it is said, will affect every plant in Egypt.

-722am-

### CORRECTION

EDITORS: In Samson bulletin make it read ". . . widely known jurist AND REPUTED one of the world's strongest, etc.," as sent.

-725am-

The B. P. Ed.

### ASKALON (ADD BULLETIN SAMSON)

The blaze followed a mad stampede through the fields by 300 foxes, tied in pairs. Firebrands had been attached to the tails of each two foxes. The plot to burn the fields was carried out by Samson in a fit of anger, caused by finding his former wife married to another when he returned after an absence of several years.

-731am-

### BULLETIN

JERICHO (LEAD FANATICS)—Unable to sleep for the seventh consecutive night because of the din outside the city limits, thousands of residents of this city, tired-eyed and weary, crept to the walls around Jericho at daylight and watched, with mingled terror and curiosity, the religious fanatics that have been walking around the walls for the past week, blowing weird blasts upon strange horns and other noise-making devices. The fanatics this morning reiterated their threats to cause the walls to crumble on the seventh day after their arrival—today.

Although professing ridicule of the threats made by the fanatics, city officials are known to have (more)

-743am-

### CORRECTION

EDITORS: In add bulletins Samson about 70 down make it read: "The plot to burn the fields, ACCORDING TO THE POLICE, was carried out, etc.," and then, about 10 farther: ". . . fit of anger, caused, THE INVESTIGATING OFFICERS CHARGE, by finding his former wife, etc.," as sent. UNVERIFIED AND LIBELOUS.

-748am-

The B. P. Ed.

### KILL KILL

EDITORS: In Jericho bulletin eliminate word "FANATICS" wherever it appears and substitute: "MEMBERS OF A STRANGE RELIGIOUS GROUP."

-751am-

The B. P. Ed.

### THEBES (ADD BULLETIN STRIKE)

In demands submitted to their employers, made public this morning, the workmen charge that they have been ordered to continue work, although, they contend, brick plant operators are aware that no straw is available.

-758am-

### JERICHO (ADD RUNNING)

city officials are known to have taken unusual precautions. Yesterday afternoon the city engineer, the city building commissioner and the director of public safety, made a careful examination of the walls.

In an editorial this morning, the *Jericho Journal* contends that the walls are safe, points out that the inspectors were unable to find any indication that blasts from the horns had weakened any part of the walls, and urges the community to remain calm and ignore the many rumors that are being circulated.

-805am-

### BULLETIN

PALESTINE (LEAD SALOME)—Mlle. Salome, famous danseuse, will not be permitted to appear here tonight in what was announced as one of the most daring and dazzling programs ever staged here. By a vote of 4 to 1, the city council last night revoked the permit previously issued to Mlle. Salome on the grounds that her dancing is "immoral, indecent and a menace to the public good."

-814am-

### PALESTINE (ADD BULLETIN SALOME WHICH MAKE DAY LEAD)

to the public good." On being advised of the decision of the city fathers, Mlle. Salome cried: "The narrow-minded old prudes! I've advertised a dancing engagement here tonight. I'm not going to cancel it! If the city council refuses me permission to use a public hall, I'll dance in the streets!"

-821am-

### BULLETIN

AT THE RINGSIDE, Israel (NEW LEAD FIGHT)—An inexperienced youngster, scarcely out of his teens, and a veteran giant, scarred by previous battles—David of Israel and Goliath of the Philistines,—will meet today in the battle of the century for the championship of the world.

As they met in the center of the huge open air arena for instructions preceding the bell for the first round, both contestants appeared in the (more)

-834am-

NOTE TO EDITORS: Beginning with the first round and until the conclusion of the match, the running story of the David-Goliath fight will be EOS and may be released upon receipt through authorized channels. It must be remembered, however, that broadcasting of these fight bulletins is NOT permitted under the recent ruling of the board of directors.

-839am-

The B. P.

### KILL KILL

EDITORS: Kill Salome bulletin and add. ADVERTISING and UNDESIRABLE.

-841am-

The A. Ed.

### THEBES (ADD STRIKE RUNNING)

no straw is available. The decision to call a nation-wide strike, it is said, was reached soon after the arrival in Egypt of an organizer for the brick makers' union, a Mr. Moses, who is reported to be in complete control of the situation.

"Unless working conditions are improved at once," Mr. Moses said to a Biblical Press correspondent this morning, "I am prepared to lead my people out of Egypt to some land where they will be assured of a square deal and a full dinner pail."

-853am-

### AT THE RINGSIDE (ROUND BY ROUND)

ROUND ONE—They met in the center of the ring and shook hands. Goliath swung wild. Young David waved his slingshot cautiously. Goliath missed three left clubs to the jaw and a terrific rabbit punch to the neck. David snapped a pebble to the kidneys that stung the giant. They were sparring at the bell.

-857am-

### ASKALON (ADD SAMSON)

absence of several years. Soon after her husband's departure Mrs. Samson, according to friends, obtained a divorce on the grounds of desertion.

Thirty minutes before the fire was discovered last night, according to investigating officers, Judge Samson was seen by three small boys who live in that vicinity. The alleged strong man, the boys are said to have told the police, was rounding up foxes. They fled, the boys said, when Judge Samson saw them and started toward them menacingly.

-906am-

### AT THE RINGSIDE (ADD BULLETIN NEW LEAD FIGHT)

while 35,000 fans cheered, both contestants appeared in the pink (more)

-911am-

### JERICHO (ADD BULLETINS WALL DISTURBANCES)

flying about the city. Shortly after 9 o'clock, police reserves started to clear the walls of men, women and children as the blasts from the group outside increased in volume.

-913am-

### AT THE RINGSIDE (ROUND BY ROUND)

ROUND TWO—David took the offensive, rushing the giant to his corner with a volley of heavy stones to the nose and mouth. The giant seemed dazed and looked to his corner for advice. The little Israelite flipped three more sharp stones to his solar plexus and a hard one to the button. The crowd roared for a knockout, but Goliath was saved by the bell.

-916am-

### ASKALON (ADD SAMSON RUNNING)

toward them menacingly. Mrs. Samson refused to see newspaper men who called at her home following the fire. Her maid said Mrs. Samson was hysterical over the reported return of her former husband, and had asked that officers be assigned to guard her home, fearing that Judge Samson might try to injure her.

-923am-

### AT THE RINGSIDE (ADD FIGHT BY ROUNDS)

ROUND THREE—David rushed his opponent, shooting in hard shots to the stomach and kidneys. Goliath was helpless before the onslaught. Young David stepped back and (more)

-927am-

### FLASH

DAVID WINS BY KNOCKOUT IN THIRD.

-929am-

### BULLETIN

AT THE RINGSIDE, Israel (LEAD ALL FIGHT)—Young David, of Israel, is the champion of the world. In a furious struggle, in which youth and courage were pitted against age and experience, the doughty little challenger out-pointed the gigantic champion in every round. A hurricane attack at the opening of the (more)

-935am-

### FLASH

JERICHO WALLS FALL.

-938am-

### EOS BULLETIN EOS

JERICHO (LEAD ALL DISASTER)—Thousands are dead, many more thousands are injured and Jericho is in ruins. Weakened by the blasts from the horns of members of a strange religious group that has been parading around the outskirts of the city for the past seven days and nights, the walls of the city suddenly crumbled at 9:32 this morning. Terror reigns everywhere. Practically every building in the city was demolished or badly damaged by the collapse of the walls.

-946am-

NOTE TO EDITORS: Members wishing to keep the wire open after the usual closing time for additional news developments, may do so by absorbing wire charges and paying operators direct.

The B. P.

# PLAYING TOREADOR TO WALL STREET BULLS

S. S. Fontaine, N. Y. World Financial Editor, Makes "The Street" His Arena to Bait Bears and Hurl Darts of Laughter at Financiers—Learned Fighting Tactics as War Correspondent

By WARREN BASSETT

WHEN a Wall Street brokerage house explodes, blowing the pocketbooks of thousands of investors to ribbons, a former war correspondent lists the casualties and writes the obituary for the *New York World*.

And when a newcomer to the Street steps out with the melodramatic announcement that he has made a "cool million," a former dramatic critic writes the story for the same paper.

Wall Street is both a melee and a melodrama to S. S. Fontaine, financial editor of the *World*, who covered revolutions in South America and opening nights on Broadway before he went down to watch the financial behemoths gobble up the silly little lambs and then smack their chops over the meal.

That was 25 years ago. At the present time, just to demonstrate he has lost none of his old versatility, Fontaine each day does a reportorial acrobatic few financial editors would attempt. On the left hand side of his page he writes the day's financial lead, a cold, technical account, which tells that "the rails held strong," or whatever they do. On the right hand side he writes a column of comment, gossip and humor, dealing with events and personalities in the Street.

This column, started three years ago to give the human side of Wall Street, has gained for Fontaine the reputation of being one of the few men who can "kid" the Street and get away with it. The column is rumored to be a thorn in the side of many sober, serious gentlemen of finance who would have it believed that the workings of the Street are privileged and profound. Here is an irreverent fellow who bursts into print with the fact that a certain manufacturing company, which had been "running at a loss," to quote official statements, reported a year's profit of \$5,000,000 to the Government—a trivial fellow who goes on to remark about the number of business firms which lose money year after year and keep operating purely through philanthropic motives. Saccharine-sweet success stories which make the subject appear a synthesis of Napoleon and Emmanuel Kant never clutter Fontaine's column. Financiers to him are more or less ordinary fellows with specialized talents who eat more or less ordinary food, and who talk about high taxes, apartments, automobiles, golf scores and baseball like other ordinary people.

"I was trained in the human nature school of reporting," Fontaine told EDITOR & PUBLISHER, and that is the key to his success as a financial writer. He makes features of dry transactions in stocks and bonds by writing about them with sparkle and vivacity. He has a horror of ponderous and portly sentences which walk solemnly down a column in top hats and cutaway coats.

And speaking of style, one test of reportorial vividness is what kind of a head a copyreader can glean from a story. Too often headline writing takes the form of a Caesarian operation. "WHIRLWIND FROM ROARING FORTIES TOSSES STEEL LIKE TIN WHIRLIGIG," was the recent head on Fontaine's column. And it leaped virtually intact from the copy.

The outstanding feature of Fontaine's writing is that he dramatizes financial news through conversation, and visualizes it for readers by figures of speech and pure fancy. Often he describes the market in the language of the biggest current news story.

And it is an interesting fact that as a true "old timer" Fontaine writes his copy in pencil on huge sheets of copy paper. This applies only to his column; his market lead and other items are dictated.

In his stories Fontaine starts with the proposition that the general reader wants



S. S. FONTAINE AT THE TAPE

to pick up any part of the paper and find it interesting.

"In writing financial news you must write for those outside of Wall Street as well as the experts, and at the same time give authentic news of the market," he explained. "You must get away from the technical phrases of the Street which read like trigonometry to all but the insiders. I try to write from the point of view of the public, not that of the financial man."

Wall Street doesn't resent being "kidded" if it isn't done viciously, Fontaine has learned.

"I am not a professional humorist," he declared. "The average funny man couldn't get away with it for very long in Wall Street. Fictitious anecdotes and characters would soon be recognized as such."

It takes footwork to give the true ring and flavor to his daily gossip of the Street. Each day Fontaine visits 20 offices in the financial district, and writes the stories he hears just as they are told in the board rooms of the big stock exchange houses. In these stories he uses the language of the Street. His characters are real persons. Friends call him up when they have something choice they would like to see in print.

Important changes have occurred in Wall Street since Fontaine first took his ringside seat 25 years ago. For instance, in the Street's attitude toward newspapers.

"Financiers are beginning to realize that it is only through newspapers that they can get in direct contact with the public," he declared. "They have discovered that it is absolutely essential to advertise in dailies to keep their businesses going."

"The story of this discovery goes back to war days, when William McAdoo, then Secretary of the Treasury, forced Wall Street against its will to finance Liberty Bonds at a low rate of interest, 3½ per cent, when it wanted 5 or even 6.

"By this act he created 20,000,000 new investors. It changed the Street from a place where only a few shrewd men

operated to a place patronized by the general public.

"Veterans of the Street were quick to take advantage of this situation. Stocks and bonds are now being sold to the general public in tremendously increased amounts. Financial advertising in newspapers has increased enormously, whereas before the war it was the custom to advertise in strictly Wall Street publications, with limited circulations."

Another important change has occurred in regard to publicity.

"The publicity man's influence in Wall Street is waning," in Fontaine's opinion.

"I have the fattest waste basket in the financial district, and I could use another.

"The modern idea is to refuse to allow a publicity man to write a story. Despite this, however, the number of publicity writers does not seem to decrease. I could fill four pages daily with their hand-out stuff.

"Today hardworking newspaper men haven't time to go out to lunch with press agents. Financial men are finding it pays better to use the advertising columns of newspapers.

"One hopeful sign is that instead of having the old-time 'publicity men,' many large companies now have trained reporters who assemble the bare facts and give them to the newspapers to use as they see fit.

"The hook or crook method of getting doctored news into print is rapidly passing."

And yet there is one feature of the Street that never changes, Fontaine sadly admitted. It is the annual influx of lambs impatient for shearing.

"The lamb is the general public and is always fleeced," he stated. "The lamb will not be content to use the facilities of the Street for investment purposes only. Money can be made in Wall Street by judicious buying and selling. It is even possible to double your original investment in a year's time. But the lamb refuses to play cautiously. He wants to make it all in a heap. The commission houses get them all sooner or later.

"The average life of a lamb is three years, from my observation. Some last a little longer, others lose their fleece within a year. But every three years there is a new crop."

To become a successful financial writer it is not necessary to steep oneself in figures and statistics, according to Fontaine.

"The general reporter has a very fine basis for beaming a news writer in Wall Street," he stated.

"I think a college man is the most desirable material, especially if he has taken some economics with a literary course, and then polished off with general reporting.

"It is my idea that there is nothing in newspaper experience or education which a financial reporter cannot use. The technique of the Street can be learned. But a sense of humor and a broad perspective cannot easily be acquired. Both are indispensable to any newspaper writer.

"I would list a fine news sense as the principal quality necessary for a good financial reporter."

Of his present position, Fontaine says he is "just a newspaper reporter who has grown into a financial editor."

He was born in the Blue Grass Country of Kentucky at the home of his grandfather, Samuel Spaulding, of Mapleton Manor. When? "About fifty years ago," is Fontaine's answer. During his youth he became interested in the great Kentucky sport, horse racing, and rode races at the county fairs.

He attended school at St. Mary's College, Kentucky, receiving the degree of Master of Arts. Subsequently he took a special course at Fordham University. In college he went out for baseball and won a pitcher's berth on the team. After leaving school he played semi-pro ball in the Blue Grass League.

His first newspaper work was done on the *Louisville Commercial*, where he learned everything a cub should know. From the *Commercial* staff he went to the *Louisville Courier-Journal*, under Marse Henry Watterson.

On April 9, 1892, he joined the staff of the *New York World*, and reported the cholera scare in the Lower Bay that year. The following year he was sent to South America as war correspondent for the *World*, and was appointed civil aide on the staff of Admiral Benham, U. S. N., and served in that capacity throughout the Brazilian revolution.

Returning to *New York* Fontaine was assigned to the dramatic department for a time, relinquishing this to join the *Wall Street* staff, where he has remained to the present time.

## Boston Post Sued for Libel

Suit for \$10,000 damages for alleged libel has been brought by Mayor William A. Shea, of Peabody, Mass., against the *Boston Post*, based on a story in which it was alleged that Mayor Shea, while in an alleged intoxicated condition, severely berated a police officer of Peabody because the latter held up and reprimanded a friend of the mayor's on the charge of speeding.

## Cross Resigns from New York Post

Harry Cross this week resigned as sporting editor of the *New York Evening Post*. No successor has been named. Cross recently returned to *New York* from a tour of the Continent with the *New York Giants* and the *Chicago White Sox*.

## McKeesport News Now 8 Columns

The *McKeesport* (Pa.) *Daily News* recently changed from 7 to 8 columns, and installed new mechanical equipment including a sextuple press.



# NEW AND AUTHENTIC HISTORY OF THE HERALD OF THE BENNETTS

By ALBERT EVANDER COLEMAN—41 Years on the New York Herald staff

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## CHAPTER TWENTY-SEVEN

*James Gordon Bennett, Jr., Honored by the New York Yacht Club—Defeated in An International Yacht Race—Story of His Activities As Manager of the Herald for His Father*

ON Mr. Bennett, Junior's, return to New York in 1867, wearing his laurels as winner of the unique ocean yacht race in midwinter, he was naturally looked up to by the public as one of the city's ablest and most representative young men, with a great career ahead of him. His father, as previously related, made him manager of the Herald, and the son entered upon his arduous duties with a vigor and extravagance that stand so far without an equal in modern journalism. The Herald's income at this time was enormous. The flow of advertising through the doors of its magnificent new office was incessant, "day and night," as the late Judson A. Brown, cashier, remarked. There were few or no agencies to take a rake-off from the golden stream; no costly art department had to be maintained with its photo-engraving accessory; print paper was cheap; compositors and pressmen were not yet exacting the present-day salaries, and thus the Herald's cash resources rapidly accumulated, and enabled the son to start the great expeditions through Africa and Asia, that at tremendous expense accomplished results that only governments had hitherto achieved.

In the meantime, young Bennett was a "social lion" in the metropolis, and stood pre-eminent in yachting circles, with the result that at the age of 26, he was unanimously elected on March 1, 1867, Vice-Commodore of the New York Yacht Club, an office he held until 1871, when he was again honored by being chosen Commodore, and for four years most ably discharged his duties, advancing the club's interests in every possible way, and bringing it up to a very flourishing condition.

In the winter of 1868-69, General Van Alen and his son cruised in West Indian waters in Mr. Bennett's famous "Henrietta" and met with a most friendly reception at every port touched at. Her keel was not altogether a stranger to the southern seas, as under Mr. Bennett, Jr.'s command she had done good service against the rebels during the late war, off the coasts of Florida and South Carolina.

### *Ocean Race Between the "Cambria" and the "Dauntless"*

In July, 1870, occurred the famous International Yacht Race between the "Cambria," owned by Mr. James Ashbury of England, and the "Dauntless," the property of James Gordon Bennett, Jr. After lengthy negotiations by cable, an unconditional race across the Atlantic Ocean was agreed upon. The "Cambria" was the fastest schooner yacht in British waters, while the "Dauntless," a worthy successor to the old "Henrietta," also had a wonderful record. She had been built in 1866, then known as the "Hirondelle"; was bought by Mr. Bennett from Mr. S. D. Bradford, Jr.; rebuilt in 1868, under the owner's supervision, and was in every way a suitable yacht to meet the exacting requirements of his position as Vice-Commodore of the New York Yacht Club.

Both Messrs. Ashbury and Bennett were keen sportsmen and gave close personal supervision to every detail of the exciting race in which they took part. The start was made from Daunt's Rock, off the coast of Ireland, on July 4, 1870, and the "Cambria" won, arriving at the Sandy Hook Lightship in 22 days, 5 hours, 17 minutes and 15 seconds, beating the "Dauntless" by one hour and 40 minutes.

### *Activities of Mr. Bennett, Jr., As Herald Manager*

As Mr. Hudson once said, the younger Bennett, "impulsive like his father, as ambitious and as fearless, after a period of intensive training, assumed the management of the Herald with great energy and skill. One of his first 'beats' was the cabling of the King of Prussia's important speech after the decisive battle of Sadowa, costing in tolls, \$7,000 in gold, causing intense astonishment on the morning of its publication!"

This was the first step he took on the long road of costly enterprise that he rapidly traveled in the next few years, and it has been estimated that more than a million dollars were expended in the financing of his numerous expeditions, and inclusive of his \$100,000 gift to the Irish famine sufferers.

As one of the ablest and most courageous and enterprising of the Herald's field correspondents during the Civil War, Dr. George W. Hosmer was honored by the junior Bennett with the important post of

London correspondent. He was one of the few men upon whom President Lincoln had relied for inside information as to conditions at the front, and his despatches were at all times accurate and comprehensive. When the Franco-Prussian War began in 1870, he was at once sent to Paris, as the best qualified man to represent the Herald. He was in the city when the siege began in October, 1870, and his long and interesting letters fully described the gallant resistance offered by the French Army; the revolt that broke out in the city on Oct. 31; how the last desperate sortie in January, 1871, failed; and the sufferings of the starving inhabitants, when famine prices prevailed. All communication with the outside world had been cut off, and the despatches had to be sent out by balloon or carrier pigeon, and the thrilling story of the siege written by the Doctor from day to day, appeared at irregular intervals in the Herald, and was pronounced a masterpiece of its kind. The World later said of him:

"His reports on the Franco-Prussian War and the Commune revolt won for him a lasting place in the front rank of war correspondents."

He continued in active service on the staff of the Herald for many years thereafter, until in 1889 he accepted the very responsible position of confidential secretary to Mr. Joseph Pulitzer, proprietor of the *New York World*, and was his traveling companion during the years of his blindness. His active service terminated in 1909, when at Monte Carlo, his health broke down. He was the author of several books, a famous story teller, and possessed an unusually pleasing personality. Though holding degrees both as a physician and a lawyer, he never practiced either profession, and died at Summit, New Jersey, on June 2, 1914.

At the beginning of the Franco-Prussian War in 1870, Mr. Bennett, Jr., sent several correspondents into the field, among them being Januarius A. MacGahan, a young American, then a law student in Brussels, and whose abilities as a linguist were very great. To him was assigned the arduous duty of following up General Bourbaki, in his last desperate attempt to hold back the onward march of the victorious Germans. With characteristic energy and promptitude, and suffering great hardships, he remained with the French Army until it was finally defeated and driven into Switzerland in January, 1871. He was then ordered to Paris and with much difficulty effected his entrance into the besieged city.

On March 23, appeared in the Herald one of the finest "spreads" on record with a half-page map of Paris, and MacGahan's vivid description of the frightful slaughter in the streets, at the terrible opening scenes of the communists' campaign.

Throughout these perilous days he behaved with a courage, tact and industry that rendered him immediately famous. One has only to turn to his correspondence as it appeared in the Herald to realize the splendid nature of the work he was doing. His letters were graphic, truthful and of high literary merit and were widely copied both in England and America. MacGahan risked his life on many occasions during the deadly strife in the bloodsoaked streets to get the exact facts, and the Bennetts jointly rewarded him on a scale of liberality previously unparalleled.

In January, 1872, he headed the "Herald's Special Exploring Expedition," that ascended the Nile, and leaving Kirasko plunged into the desert in search of Sir Samuel Baker's expedition that had been sent to annex the Soudan to Egypt. Under the heading, "The Herald on the Nile," Mr. Bennett published on July 1, 1873, MacGahan's despatch, announcing Baker's safe arrival at Khartoum, after suppressing the slave trade and a rebellion, being a great "beat" over Bennett's sluggish contemporaries.

### *The Herald's Commissioners Visit San Domingo*

Early in 1871, the U. S. Administration took up the subject of the annexation, or at least the control of the republic of San Domingo, and a commission was sent to the island to investigate the question at first hand. The subject vied with that of the Franco-German War as a topic of discussion by the press, and Mr. Bennett, Jr., promptly sent his own commissioners to San Domingo to report on the work of the Government's representatives and incidentally on the resources and people of the island, and during February the Herald printed pages of original matter on the subject and its editorial comments formed a valuable addition to the report of the Government's Commission, which came out much later.

It was at this time that Mr. Connery, the Herald's managing editor, referred to Mr. Bennett as "expedition mad!" It was also a fact that the names of his faithful correspondents never appeared over their despatches, and remained buried in the deepest obscurity.

(To Be Continued Next Week)



# WASHINGTON as a Market

You've just got to come into the National Capital itself, and appeal directly to its half-million prosperous consumers if you want to enlist their attention to any meritorious product.

There is no other way to accomplish it—and it assuredly is well worth while—for here is a community with a population larger than any one of eight different entire states, concentrated in one city. Cultured and progressive people—appreciative of the good things of life and competent to indulge their inclinations.

Nowhere is the problem of completely covering a field so easily solved as in Washington — through the Evening and Sunday Star. Within the city and its shopping radius the circulation of The Star leads its nearest competitor by 40,000 daily and 38,000 Sunday.

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Write our Statistical Department if you  
want specific information concerning  
any phase of commercial Washington

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## The Evening Star.

WITH SUNDAY MORNING EDITION

NEW YORK OFFICE  
Dan A. Carroll  
110 E. 42nd Street

WASHINGTON, D. C.

CHICAGO OFFICE  
J. E. Lutz  
Tower Building

## NEWSPAPER MAKERS AT WORK

LUCILE BRIAN GILMORE

EVERY morning at the top of the first column of the front page of the local section of the *Chicago Herald and Examiner* and every other Hearst newspaper there is a box heading with the word "Hinman" prominently in view. The column contains a daily discussion of the economic problems of the world, a discourse on the nation's business and the world's financial affairs. The name "Hinman" represents the man whose ideas



GEORGE WHEELER HINMAN

are expressed in that column, George W. Hinman, undoubtedly one of the leading political and economic experts in the country and one of the ablest newspaper financial writers.

Back of the man there is an education, and a training which has qualified him for his particular work, a training sufficient and adequate to make George W. Hinman an authority on what he discusses.

George W. Hinman is originally a New Yorker. There it was that he was brought up from childhood, but he has been an extensive traveler during his life. He graduated from Hamilton College with the first honors of the class. He went abroad to finish his education, then going to Germany, studying at the Universities of Leipzig, Berlin and Heidelberg, obtaining his master's degree and the degree of doctor of philosophy from the latter university, taking second honors.

He spent a total of four years in German schools, studying political economy, civil government, financial science and international law. At the end of that period he returned to New York and entered newspaper work as a reporter for the *New York Sun* under Charles A. Dana. He became almost immediately one of the "star" men of that paper, when its staff was famous throughout the country. Shortly after he came to the Sun, Hinman was made an assistant to city editor, and following that he assumed the duties of Sunday editor, writing also editorials for the Dana paper.

From the Sun, Hinman came to Chicago as editor of the *Chicago Inter-Ocean*, then owned by Charles T. Yerkes. After six years in this position, Hinman purchased the paper from Yerkes and for seven years was its editor and owner. He finally disposed of his double interest in that paper to the late H. Kohlsaat.

About that time Marietta College in Ohio was looking for a capable and qualified personage to fill the presidential

chair of the school. The offer was made to George Hinman, who accepted. He was president of the college for four and a half years. During that period the attendance of Marietta College was increased materially. He resigned the presidency, however, preferring to return to his original calling.

In 1920, Hinman returned to Chicago and assumed the direction of all publicity in the Harding campaign for president. He wrote most of the literature and pamphlets himself during those days.

In addition to his daily column, Hinman writes editorials on national and international questions. When he first entered newspaper work, he was undecided between the career of a newspaper man and that of a college professor. Today, however, he is overly enthusiastic about the newspaper life. Politics is the greatest game in the world for a man, he declares, and next to that is newspaper work. Constant contact with live men and live issues is what makes the game extremely interesting and fascinating. The first ten years are the hardest for the reporter, Hinman says, and after that, the work is sheer delight. Education is a valuable and almost an essential qualification for the successful newspaper man, Hinman thinks, unless the man proves to be a genius.

Ability to marshal his facts—no matter how abstruse the subject—in speedy fashion and express his ideas and thoughts in a simple, forceful manner are perhaps the most outstanding features of Hinman's writings. He gets to the facts without a great deal of preliminary bother—uncovers the kernel of the news and tells people what he has to say in a snappy way. He is reputed to be a ceaseless reader and possesses a marvelous ability for grasping facts.

Hinman lives in Winnetka, Ill., with his wife, and there are three sons and two daughters in the family. One of the sons is a newspaper man in Washington and another is in San Francisco in government service, while the third son is attending the University of Wisconsin. One of the daughters is in college, also.

### GRANTLAND RICE WINS WATCH

Awarded First Prize for Best 1924 Baseball Story

Grantland Rice, sports editor of the *New York Herald Tribune* was awarded a gold watch as first prize by a committee appointed by the Baseball Writers' Association of America to judge the best story written about baseball in 1924. Rice's prize-winning story was written about the last game of the recent world's series. First honorable mention was awarded to Gordon Mackay's story in the *Philadelphia Inquirer* about Walter Johnson's second defeat in the world's series. Second honorable mention went to W. B. Hanna's story in the *New*

*York Herald Tribune* on the riot during the Detroit-New York game in Detroit on June 13.

Blaine Patton, of the *Indianapolis Star*, won the first prize for minor league writers with a story about the numbering of players, and Bruce Dudley, of the *Louisville Courier-Journal*, received an honorable mention for his story on the opening game of the American Association schedule in Louisville.

The judges were I. E. Sanborn, Irvin S. Cobb, Ring Lardner and Fred G. Lieb.

The first prize for the minor league division was awarded by mistake to Frank W. Getty, of the *New York United Press* staff, for a story in the *Bridgeport Star*, under his name, about the sacrifice Bucky Harris made in keeping Walter Johnson in the box in his second game of the series. The committee ruled that a *New York* writer was ineligible for the minor league prize.

### BOOSTING HOUSTON ATTENDANCE

A.N.A.E. Appoints Committee to Promote Joint Meet with A.A.C.W.

Plans now being formulated by the Association of Newspaper Advertising Executives are expected to bring a record attendance of that organization to Houston, Texas, May 10-14, to attend the next annual convention to be held in conjunction with the A. A. C. W. international convention. An "On To Houston" committee has been appointed that is composed of one member from each state in the United States as well as a group of other prominent newspaper men who will serve as members at large.

Each state committee-man will be responsible for getting a large attendance from his state while the members at large will contribute general promotional activities.

### Broun "Sitting on the World"

Heywood Broun, conductor of "It Seems to Me" on the *New York World*, has collected articles from his columns published in book form under the title "Sitting on the World." He is now finishing a novel for early publication.

**Improves Your Collections**

Mr. L. B. Tweed, Credit Manager of the St. Paul, Minn., PIONEER PRESS & DISPATCH Writes:

"We are very glad indeed at this time that we accepted your free trial as your method of handling checking copies has convinced us it is efficient. We began your service on March 1st, and payment date covering March advertising is April 20th. We are glad to report remittances were received promptly and not a single deduction was made on account of the non-receipt of checking copy.

Surely your credit man will be interested at this angle!

**The Advertising CHECKING BUREAU Inc.**

538 So. Clark St. CHICAGO 15-19 East 26 St. NEW YORK

A NEWSPAPER CHECKING PROOF SERVICE.

## Make Your Christmas Advertising Pull Sales in Cincinnati

At Christmas time the one kind of advertising that carries real dealer influence is the advertising that brings buyers into the retail stores. National distribution resolves itself into a matter of local retailing and the most effective media for national advertising are the home circulating newspapers in the communities where the advertised goods are on sale.

In Cincinnati there is *one* newspaper that will carry your message into every worth-while home; one newspaper that is read by every member of every family that has the capacity to appreciate and the money to buy quality merchandise; one newspaper that enjoys the complete confidence of the business man and his employees and of every member of their families.

This newspaper is the Times-Star.

If you hope to cash in on your Christmas advertising in Cincinnati the Times-Star is your one best bet. It is the newspaper in which, for seventeen consecutive years, the Cincinnati merchants have placed the bulk of their own advertising. It is the newspaper in which national advertisers for an equal number of years have placed more of their display lineage than in any other medium in this territory.

It matters little whether your merchandise is distributed through department stores or specialty shops, jewelers, grocers, electrical dealers, hardware merchants, clothing stores, automobile dealers, confectioners, stationers, music stores, or radio shops, the Times-Star is the buyer's guide to the Cincinnati market. Your Christmas advertising will prove it.

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Member of Audit Bureau of Circulations

246,043

was the average net paid daily circulation of The Baltimore Sun (morning and evening) for the

Six-Month Period  
Ending Sept. 30

The average net Sunday circulation of The Sunday Sun for the same period was 177,548.

Everything in Baltimore  
Revolves Around

THE  SUN

Morning Evening Sunday

**Ben Franklin**  
**THRIFT SALE**

TRADE

MARK

See page 17



# LINOTYPE SERVICE IS WORLD WIDE

Agencies and supply depots conveniently located for the printing centers of the world take care of the needs of great metropolitan plants and isolated country shops alike with prompt, complete service.

*There Are Linotype "Service Stations" in Every Corner of the World*

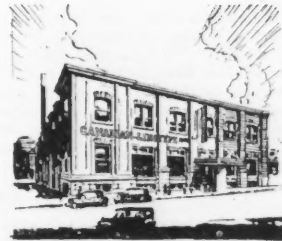
ALEXANDRIA	LIMA	BRUSSELS	MANCHESTER	NEW ORLEANS	PORT OF SPAIN
CAPE TOWN	MEDELLÍN	CHRISTIANIA	BRISTOL	TORONTO	SANTIAGO, CHILE
CALCUTTA	PARÁ	COPENHAGEN	GLASGOW	MONTREAL	ATHENS
HONG KONG	PERNAMBUCO	HELSINGFORS	DUBLIN	WINNIPEG	BARCELONA
MANILA	PORTO ALEGRE	LISBON	BUDAPEST	VANCOUVER	BERLIN
SHANGHAI	RIO DE JANEIRO	LONDON	BELGRADE	BOSTON	BERNE
TOKIO	SANTIAGO DE CUBA	MADRID	SOFIA	MAZATLÁN	STOCKHOLM
SINGAPORE	GUADALAJARA	MILAN	PRAGUE	MONTEVIDEO	VIENNA
MELBOURNE	MEXICO CITY	OPORTO	YOKOHAMA	ROSARIO	BOGOTÁ
SYDNEY	MONTEREY	PARIS	CAIRO	TAMPICO	BUENOS AIRES
AUCKLAND	NEW YORK	PETROGRAD	LOS ANGELES	SAN JOSÉ	CARACAS
HAVANA	CHICAGO	REYKJAVIK	HONOLULU	GUATEMALA	GUAYAQUIL
SAN JUAN	SAN FRANCISCO	ROME	AMSTERDAM		



NEW ORLEANS



SAN FRANCISCO



CANADIAN LINOTYPE LIMITED  
TORONTO



CHICAGO



MERGENTHALER LINOTYPE COMPANY, BROOKLYN, N. Y.

# "SPECIAL DEAL" OFFERS SPEED SALES IN PERIODS OF HESITATION

## Many Manufacturers Find Bargain Offerings Backed With Newspaper Space Move Goods—Plan Revives Lagging Dealer Interest

By HAMMOND EDWARD FRANKLIN

It was this way: The company had been pounding away for a number of years with advertising which described the selling points of the goods, the prices and where the products could be bought—in liberal newspaper space.

Sales had made gains, but had been rather spotty for 1924, due to general conditions. The salesmen had become somewhat demoralized. They had nothing special to offer the trade above the ordinary, and dealers were skimpy and faint-hearted in their purchases.

The president and the sales manager had a pow-wow with the head of their

this offer have blossomed in the grocery stores and naturally the salesmen have talked the proposition for all it is worth.

It is reasonable to assume that in this case, as in others, the manufacturer by buying the premium in large quantities gets a rock-bottom price and hence is able to just about break even on the cost of the griddle at \$1.69. He makes many new users—for women do relish a bargain—and has had the stimulus of a special proposition.

A motor car distributor for the Velie offered a special plan for the consumer in the late fall when automobile sales are apt to slacken, in liberal space under the rather startling heading, "List price for your old car," marked for special attention of Ford, Chevrolet and Overland owners. Any man who owns one of these cars and thinks he can get list price for the old boat at least reads the proposition, which was as follows:

- "(a) We have divided the city into 69 districts. We will sell one car in each district to some owner of a Ford, Chevrolet, Overland, Dodge or Maxwell.
- "(b) There are no strings to this offer. We will pay full list price for 1923-24 Fords, providing they are in average condition. If bought used, we will allow what you paid. Bring your bill of sale. On Dodges and Maxwells we will allow exceptional prices as an inducement for you to own a Velie and attend the opening Monday.
- "(c) Each purchaser must agree to use a separate spare tire cover with the name of the company on it.
- "(d) The sale will be closed promptly as soon as 69 cars are sold. It starts Monday morning at 9 a. m. Be here and get one of these cars and save yourselves hundreds of dollars in depreciation on your old car."

The one-cent sales advertised by the Rexall stores might be termed a form of special deal to the consumer. So in a sense is the typical bargain sale conducted ad nauseam by all sizes of retailers.

It has had little attention in newspaper space from the manufacturer who is selling direct to the consumer through agents. The Fuller Brush Company, although at intervals a liberal buyer of newsprint white space, usually talks the brushes, the men or the company, or all three.

The manufacturer of Ideal Brown Flint Ware is paving the way for his house-to-house men by featuring the free gift they give to obtain entrée. A good-looking agent is shown. The two-column newspaper says, "This gentleman has a free gift for you. May he present it soon?" and then goes on:

"It is free to every woman in this city—this useful gift. Our gentleman demonstrator is anxious to present it to you. He wants to tell you about a new housekeeping idea. A million dollar concern has been working 25 years to perfect it. Today Ideal Brown Flint Ware is sweeping the country. Already over 100,000 women have shown their approval. "Our demonstrator will call by appointment

Most of the far-sighted publishers who were quick to recognize the economies of the Associated Press in its infancy have again shown their alertness by obtaining the exclusive rights in their respective cities to the Consolidated Press—the first service designed to avoid duplication and to furnish instead a distinct supplement to "spot" news reports.

The Consolidated Press Assn. Executive Offices, Evening Star Building Washington, D. C.

only. A phone message to our local office will make sure he visits your home this week."

Some of the other firms, large and small, might well take a lesson on how local newspaper advertising can be used to aid and dignify their agents. As yet, direct selling firms have not sensed what they can do with newspaper advertising to back agents; their vision so far has been glued mostly to the "agents wanted" in the classified, and the newspapers, rather sympathizing with the local retailer, have not tried to awaken the direct sellers from their sleep.

The Lalance & Grosjean Manufacturing Company of New York City have hit upon an ingenious idea which makes their newspaper space doubly productive. The company markets agate and grey ware utensils for the kitchen. Twelve utensils are illustrated in white against a dark background. Toward the rear of the rotogravure advertisement appears a woman who is getting ready to use a roaster for meat and vegetables. Under the head, "That delicious crown-roast of lamb!" the copy talks uses.

At the left appears a list of the twelve utensils each with a letter beside it. The same letter appears in the picture under the appropriate utensil. In the list a square which can be checked is published.

But the real "wallop" is supplied by a coupon which is marked "Start-a-set coupon." An arrow points at a perforated vegetable cooker which may be obtained direct from the company for 85c and thus start a woman buying the whole outfit. The "start-a-set" idea, already a proven success in the jewelry field, has possibilities elsewhere. It enables this manufacturer, certainly, to present a whole family of reasonably common-place products in a new light.

Much thought has to be given to the introduction of a new product.

Some months past the H. K. McCann Advertising Agency wanted to get the smoking public on the western coast acquainted with what was known as "The new Melachrino No. 8, pocket tin" of 24 cigarettes. Hand lettered copy which played up the new cigarette made the free introductory offer of a free 50c tin of the new cigarette with each tin of 100 Melachrino No. 9 "while the introductory supply lasts." The dealer's part in such a picture has to be figured out in advance so he will be protected.

Sometimes on volume business he will take a small profit to draw customers, as is undoubtedly the case on the "Wear-Ever" Aluminum sales staged in co-operation with the manufacturer.

A soap manufacturer sells department stores a quantity order of six or eight soap products to be retailed for \$1 and a special market basket to be given. This introduces and samples some of his lesser known brands, gives the department store buyer a striking special, and appeals to the bargain instinct of the woman. One store moved several thousand dollars worth of soap in one sale under this plan.

Congoleum's nation-wide sale, which involved full pages in newspapers and special prices with furniture dealers everywhere co-operating, shows how a special proposition may put pep into a manufacturer's "week." Squibb offered during a special week a box of several lesser known products from its line to all who bought at least \$1 worth, including one Squibb article, from the druggist. Such a stunt wins good will from the trade as well as sales.

Sometimes the form in which the prod- (Continued on page 25)

### For the Kiddies' Christmas special offer—now! this jolly family of Aunt Jemima Rag Dolls



Here's more fun for the kiddies than they've had in a year! A whole family of jolly, rollicking Aunt Jemima Rag Dolls, brightly colored, ranging from 12 to 15 inches in height. Their Aunt Jemima herself, whose delicious pancakes have helped make her so great a favorite with the children. And there's Uncle Sam, and Wade, and Dottie—four of them altogether, every one with a cheery smile. Have the kiddies love them! So delightful toys for so little money! How to get these dolls? Just tear the top from a package of Aunt Jemima Pancake Flour and send for Aunt Jemima Rag Dolls and send Dept. 189-B, Aunt Jemima Company, St. Joseph, Missouri. To receive prompt delivery, be sure to address Dept. 189-B.



### AUNT JEMIMA PANCAKE FLOUR

A Good Example of Special Offer Copy

advertising agency. The result was it was decided to put on a "special deal" for a limited period, an extremely attractive special offer to the public which would give an unusually good reason for buying. The advertising was planned and placed, the salesmen were sold the plan and sent out fired with new enthusiasm. They went out and canvassed new and old dealers with the special proposition and the advertising.

The dealers bought much more cheerfully than before and in turn put more effort into the merchandise through window displays, counter displays and in other ways. The local newspaper merchandising chaps went over the top in many towns.

Thus were sales speeded up in a period of hesitation, giving the manufacturer a running start for the more stable and prosperous post-election period which appears to stretch ahead.

The right kind of a "special deal to the public," properly merchandised and locally advertised in the press, can be a first aid to sales which will set totals clambering.

A striking example of how a special proposition stimulus can be put across may be taken from the plan used by the Pillsbury Flour Mills Company, maker of Pillsbury's Pancake Flour.

In large space, the housewife was told to "Ask your grocer about this \$4 aluminum pancake griddle for \$1.69." A huge griddle was shown and the copy predicted that any woman who obtained this griddle by buying a four-pound package or three small packages and sending a sales slip and \$1.69 would be sure to make griddle cakes oftener.

The advertisement effectively sold the idea of owning this griddle at the same time it did the flour. Special signs with

# THE ST. LOUIS STAR

## GAINED 36,993 agate lines in NATIONAL ADVERTISING during the month of NOVEMBER 1924 as compared with same month last year

~an increase greater than that of any other daily St. Louis Newspaper!

### "Nothing Counts but RESULTS"

National Advertising Representative  
THE S. C. BECKWITH SPECIAL AGENCY

## STUDENTS HELPED TO BUY OWN PAPERS

Washington Journalism Professor and Publisher Evolve Stock Partnership Scheme—Declare Country Press Greatest Opportunity

A plan whereby graduates of the University of Washington School of Journalism can own their own newspapers with a very limited amount of capital and whereby they can enter the field of journalism as publishers has proved itself practicable, according to its originators, M. L. Spencer, director of the University of Washington School of Journalism, and Sol H. Lewis, editor of the *Lynden* (Wash.) *Tribune*, an alumnus of the Washington School of Journalism.

"The School has given up training men primarily for metropolitan newspaper work," Dr. Spencer said in explaining the plan. "We believe that the most productive field for many men to invest their lives in is the community or rural newspaper field. For this reason we are teaching our students, along with the courses in news writing and editing, how to manage and make successes of their own papers."

In order to allow graduates an opportunity to invest their 4 years of study profitably, Dr. Spencer and Mr. Lewis have put in operation their plan to give students newspapers of their own. A newspaper is bought by either of these men and one or two graduates are placed in charge of building it up according to modern newspaper practice. A stock corporation is organized, with Dr. Spencer or Mr. Lewis retaining 51 per cent of the stock and the other 49 per cent in escrow for the new "owner."

The graduates are paid a good salary, in all cases more than they could earn on a city paper. In addition, they receive dividends on their 49 per cent of the stock, whenever dividends are declared. Instead of coming directly to them, however, the dividend goes as payment for the stock. Payments on stock are not demanded any faster than dividends are declared. As soon as the graduate's part of the stock is paid for, the plant is valued and all the stock is placed in escrow. The remaining 51 per cent of the stock is then acquired by the graduate as was the first 49 per cent—from dividends.

"It isn't entirely altruistic," Dr. Spencer explained. "It's a good business proposition for the man that puts up the money, too. The principal reason for the plan, however, is to set graduates up in business."

Under this plan the man or men who are placed on the newspaper are enabled to own it within 3 to 5 years, in addition to drawing good salaries all the time. The only investment the graduate has to make is a small deposit of cash—\$500 or \$1,000—sometimes less—enough to keep him on the job during the first discouraging 2 or 3 months.

At the present time 7 newspapers in the State of Washington are owned by graduates of the School of Journalism which have been purchased or are being purchased under this plan. The possibilities of extension of the plan have been limited so far only by the scarcity of newspapers for sale.

### GIVE HARVARD AD PRIZES JAN. 1

Jury of Judges Meets in Cambridge—\$8,500 in Prizes

The jury which will select the first year's winners of the Harvard University advertising awards founded last year by Edward W. Bok, of Philadelphia, met Dec. 4 and 5 at the Harvard Business School, Cambridge, and considered the various advertisements submitted in the contest. It was announced that the winner will not be known before Jan. 1. Prizes totaling \$8,500 are offered.

From among the hundreds of advertisements which have been submitted, the jury will select the best national

campaign, the best local series, the person who has done the most in scientific research in advertising, the advertisement most effective in the use of English, most effective in the use of typography, most effective in the use of pictorial illustration, and the advertisement which accomplishes its purpose with the fewest words. The jury also will select the person who has done the most distinguished personal service in raising the standards of advertising during the year.

Members of the jury include: Philip Thomson, of the Western Electric Company and president of the Association of National Advertisers; H. K. McCann, of the H. K. McCann Advertising Agency, New York; George C. Sherman, of Sherman & LeBair Advertising Agency, New York; Milton Towne, of the Joseph Richards Advertising Agency, New York; E. W. Parsons, advertising manager of the *Chicago Tribune*; Harry Dwight Smith, of the Fuller & Smith Advertising Agency of Cleveland; O. C. Harn, of the National Lead Company; Dr. M. T. Copeland, director of the Bureau of Business Research of Harvard Business School, and Dr. Daniel Starch, professor of advertising, of the Harvard Business School.

### Libel Case Settled Out of Court

Settlement of a \$10,000 suit for damages by Wayne H. Whitman, former town solicitor of Coventry, R. I., against the Hope Publishing Company, publisher of the *Providence* (R. I.) *News*, was recently made out of court. The suit was based on an article alleged to have stated that Whitman's motor car was parked outside a building in which a Klan meeting was being held.

### Furniture Store Buys Classified Page

The Charles J. Barron Furniture Company of Zanesville, O., took a full page of classified advertising in the *Zanesville Signal*, Nov. 26. The store's merchandise was offered for sale under regular classified page heads—"Personals," "Miscellaneous For Sale," "Household Goods," etc. Distributed through the page were the names of five citizens who were invited to call at the store and receive prizes.

### Realtors Endorse Billboard Ban

Banishment of the billboards from public highways, started by the Minnesota Highway Department nearly a year ago, which has resulted in the removal of more than 100,000 signs, posters and billboards from the highways of Minnesota, has received the indorsement of the National Association of Real Estate boards.

### Boston Typos Accept Wage Rise

Members of Boston Typographical Union 13, at a special meeting Dec. 7, voted to accept the new wage offer of the newspaper publishers of the city, which grants wage increases of approximately five per cent. The contract is based on a work week of 44 hours, and is operative for two years.

### Fremont (O.) Messenger Sold

G. Paul Hunter has purchased the controlling interest of the *Fremont* (O.) *Daily Messenger*, and will be the president and manager. The *Messenger* was established 25 years ago.

### Prints 56-Page Regular Edition

The *Pawtucket* (R. I.) *Times* on Friday, Dec. 5, printed a regular edition of 56 pages, claimed to be the largest daily edition ever printed in New England. It was printed in four sections.

### London Store Takes Seven Ad Pages

The Selfridge Store in London, which has just enlarged its bargain basement to an area of some 3½ acres, within three days carried seven full pages of Bargain Basement offers in the *London Star*, evening daily.

# Ben Franklin THRIFT SALE

TRADE

MARK

## Tie Up Your Classified With the National Thrift Season!

The Ben Franklin Thrift Sale changes January from a poor classified advertising month to one of the best of the whole year.

The facts are: that the National Thrift Season will open on Franklin's Birthday, January 17th; that the universal attention of readers will then be focussed on many thrifty projects, including Economy in Buying; that merchants will then have after-the-holidays clearance offers to make; and that the new Ben Franklin Thrift Sale in your classified columns from January 17th to February 7th will win an immense seasonable popularity with your readers and advertisers.

This unusual Campaign has won the approval of the National Thrift Committee, the sponsors of National Thrift Week. It is your newspaper's opportunity to serve its readers, its advertisers and its community in a new and most advantageous way. Write today for the complete Ben Franklin Thrift Sale Campaign for your inspection!

*This Campaign is without question the most attractive classified promotion plan that has ever been put out. Its eighteen beautifully illustrated, hand-lettered display publicity ads (in mats) carry the old-fashioned thrift atmosphere in every line. A strikingly illustrated solicitor's portfolio contains every sales help that will make the drive a success. Other features are handsome window-display posters and price cards for dealer distribution, hundreds of ready written ads and complete campaign instructions. It's a winner!*

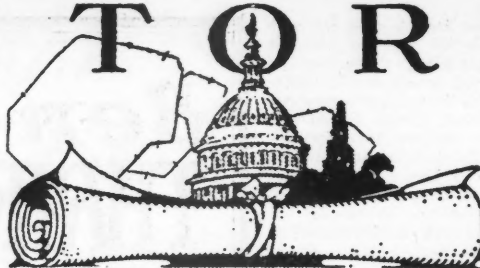
THE BASIL L. SMITH SYSTEM, INC.  
International Classified Advertising Counsellors  
Otis Building Philadelphia

# Ben Franklin THRIFT SALE

TRADE

MARK

# EDITORIAL



## THE POSTAL CASE

THE United States post office does not pay its way and there is no valid reason why it should.

That is the key-fact in the postal situation as revealed by the voluminous cost ascertainment report which the Postmaster General last week submitted to Congress, indicating a loss of \$40,000,000 for 1923.

Since the advent of Burleson the public mind has been confused and official Washington has been astray on the fundamental principles of post office operation. The fact that it is a public accommodation, a business and social convenience, a public communications service, has been lost sight of in a vain pursuit of a totally false ideal.

Make the post office break even or pay a profit! That standard has been set up to supplant the ancient, fundamental principle of public accommodation and good service at any reasonable cost. Confusion is the harvest.

The post office is not a commercial institution, created to make profit or necessarily pay its way. No business man would accept it as a safe private venture if he were compelled to conserve the social and business obligations which the public has for more than a century been encouraged to impose upon this branch of government service. It would be a wild speculation. No private individual or corporation could do for the people, through postal service, what the government may do and very well do. The year that the post office earns the least operating "profit" may very well be the most profitable year of its career, from the general viewpoint of public welfare. Corporations deal in the concrete elements of cost, revenue and profit. Uncle Sam deals in elements of service, both direct and indirect, and regardless of expense when the cause is worthy.

Hence, all of the talk we have been hearing, and sometimes cheering, during the past ten years, of "great statesmanship," because in this or that political regime the post office was made to pay a "profit" on operations, has been absurd. It has dropped the curtain on the highest ideals of government service. Whether the post office lost \$40,000,000 in last year's operations is of no more importance to the public than whether the Agricultural Department "lost" on every package of seed it handled, or cultured soil it examined, or hog remedies it experimented with. Did the Army show an operating profit? Did the Department of Justice close its books at the end of the year with a profit?

For thirty years, until 1911, the gross expenses of the Post Office exceeded revenues, and we were not in despair. Then politicians began to tell us that the post office was "just a great big business," which might be made to shower golden gains every year if operated by a simon-pure business man. When Burleson, of Texas, whooped up this idea and finally made a "profit" of \$64,000,000 in 1918, he was acclaimed a business giant, in some quarters, but we know that he almost wrecked the machine.

In 1921 postal receipts were \$163,000,000 less than postal revenues. In 1922 the operating deficit was \$61,000,000. But the question on the lips of the public was not concerning these "losses," but concerned inadequate, confused mail service. However, and it is queer, the theory persists that a postmaster is efficient according to his "profit" showing.

Postmaster General New tells us now that \$40,000,000 was "lost" last year and shows that second class mail was largely responsible. There is a great ad about it. Congress is to consider the question of recommending increased rates. Something must be done, it appears, to make the business idea of the post office work out. Yet, there is no public demand for a super-business "success" of the post office.

According to the cost ascertainment figures second class mail is costing more than three times the revenue paid in. The logic of "business" therefore calls for tripled rates.

The question of increased wages for postal employees is dragged in by the heels. It is supposed to be a trading point between the Postmaster General and the publishers. "How can we pay the employees living wages if we lose money on second class mail?" The answer is: According to your figures, if you triple second class rates you are still only "breaking even." If you add \$70,000,000 in wage increases to your operating deficit and expect the users of second

## PSALM XXXVII

Verses 1-3

Fret not thyself because of evil doers, neither be thou envious against the workers of iniquity.

For they shall soon be cut down like the grass, and wither as the green herb.

Trust in the Lord, and do good; so shalt thou dwell in the land, and verily thou shalt be fed.

class privileges to yield their percentage you will multiply present rates seven or eight times.

But the big question is: Would there be any real equalization of the matter if you were to pass off to the public, in the form of increased cost of printed matter, your "problem" of deficit in postal operation?

Who paid the \$40,000,000 postal deficit in 1923?

The public, in the form of taxes.

Who paid the postal deficit of \$163,000,000 in 1921?

The public, in the form of taxes.

Did anyone hear of any complaint about it?

No, but we think we do remember some talk about incompetent service, and a zone system which had as an evil effect the segregation of public thought according to localities.

Many of the heaviest and largest circulating magazines are using express and railroad service, and multiple mailing points, to escape present rates and the abominable zone system. Those whose circulations warrant it have this way out, if postal rates are made excessive. Small publications, which cannot sustain express delivery, will be the ones to pay. That fact may not be important because of any economic reason, but we believe that it hits at the very heart of this question. A post office, conducted as a business, would let the little minority expressions of public opinion perish. A great government, recognizing the truth that it is minority opinion which is the very essence of the life of our form of government, would foster and encourage the small publication on terms equal to the great.

There are many valid elements to be considered. But the premise must be: The post office is a public institution, not for "profit," but for service.

*What's the constitution between ' friends?  
New York Herald Tribune twice put in  
jeopardy for the same alleged offense of print-  
ing the news.*

December 13, 1924

Volume 57, No. 29

EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.,

1115 World Building, 63 Park Row, New York

Marlen E. Pew, Editor

Arthur T. Robb, Jr., Managing Editor

Associate Editors,

Warren L. Bassett

Philip N. Schuyler

James Wright Brown, Publisher.

J. B. Keeney, Business and Advertising Manager.

Fenton Dowling, Promotion Manager.

George Strate, Circulation Manager.

Washington: J. Bart Campbell, Homer Bldg.

St. Louis: Roy M. Edmonds, 1332 Syndicate Trust Building.

Chicago: L. B. Gilmore, 30 North Dearborn Street.

London Editor: Herbert C. Ridout, 10 Radcliffe Road, Winchmore Hill, N. 21.

Paris: G. Langelaan, 34, rue Thiers, Boulogne-sur-Seine (Seine).

Tokyo: John R. Morris, Japan Advertiser.

Toronto: W. A. Craich, 60 Lympstone Avenue, Low-  
ry Park.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50

## KANSAS EDITORS CALL

EDITOR & PUBLISHER salutes the 24 editors composing the Kansas Daily Newspaper Advertising Association.

All honor to their intelligent view of the business they are in.

They have a state rich in material resources, populated by 300,000 American families who produce liberally and consume generously of the good things of life. The people are 98.4 per cent literate. They live in cities, towns and on farms. Their pride of good citizenship is manifested by lively appreciation of good homes, furnished with the conveniences and luxuries of modern life; wearing apparel and ornamentation of quality and style; liberal patronage of the arts and amusements; good food and plenty of it. Kansas people rightfully demand their share of the world's material comforts.

Kansas is, therefore, one of the nation's inviting markets. The business world naturally desires to trade in a community which wants good merchandise and can afford to buy it. The advertising columns of the newspaper complete the chain.

Our friends from the sunflower state, working in co-operation, propose to sell—what? Not a lot of claims as to their own magnified superiority. All they assert is that they produce reliable, respectable, enterprising newspapers which the people approve by regularly reading them. They propose to sell their market. They come to New York, center of the advertising world, and invite some 125 advertising men to dine with them and learn first-hand the reasons why Kansas newspapers believe they should be on national advertising schedules. They describe the sort of a man the Kansan is, tell of his industry and thrift, and by fact and figure indicate the stupendous wealth that lies in their land.

The advertising agents, being the accredited representatives of advertisers and anxious to find profitable markets for clients, are interested. A sound service is done.

EDITOR & PUBLISHER for a good many years has been preaching the gospel of co-operation among newspapers and newspaper men. It seems to us that this little incident, the New York call of the Kansas editors, will have great meaning to those who read this journal. We need not discuss the wasteful, destructive, blind competitive practices of the past. One by one they have met, or are meeting, a deserved fate. We need only point our readers to the brilliant achievements that co-operation is every day scoring for advertising, according to the new science. There is great progress. The well-conceived promotion of the Kansas Daily Newspaper Advertising Association is a valuable exhibit, commanding the congratulations of our craft.

*No one has yet sprung the "publishers' subsidy" skit at Washington, but it will come. If postal rates are tripled the subscriber will pay the cost. If they are reduced, subscription rates will be lowered. If there has ever been a "subsidy" it was a readers' subsidy.*

## REMARKABLE CAREER

THE late William C. Reick was 25 years of age when James Gordon Bennett, Jr., made him chief editorial executive of the *New York Herald*.

Later he was associated with the management of the *New York Times*, for five years. He then acquired control of the *New York Sun* and *New York Evening Sun* and brought the latter publication to a high state of efficiency. When Mr. Munsey purchased these properties Mr. Reick gained control of the *Journal of Commerce*. His health was beginning to fail. He died at the age of 60.

Here was a remarkable career. Mr. Reick had wide acquaintance among influential business men. He lived in the inner circles of the social and commercial life of the metropolis. His is a conspicuous example of an editorial man winning success in the business field. He knew the ways of life. His knowledge gave him power.

On-to-Houston!

**PERSONALS**

**MRS. WILLIAM RANDOLPH HEARST**, now in Europe, was voted thanks Dec. 4, by the Mayor's Committee, New York, for her efforts in raising funds for free milk for tenement children:

Kent Cooper, assistant general manager of the Associated Press, left last week on a business trip to the Pacific Coast, planning to return to New York headquarters, Jan. 22.

William B. Bryant, publisher of the Paterson (N. J.) *Press-Guardian* was guest of honor at a recent meeting of the Business and Professional Women's Club of Paterson.

Sir Campbell Stuart, formerly managing director of the *London Times*, was guest of honor at a dinner given by Rupert Davies, publisher of the *Renfrew (Ont.) Mercury*, at the Ontario Club, Toronto, Dec. 5.

Perley L. Barbour, one of the owners of the *Quincy (Mass.) Journal*, last week was elected mayor.

Frank A. Chapman, publisher of the *Providence (R. I.) County Times* and the *Cranston Times*, was recently elected president of the Pen and Pencil Club of Rhode Island.

Guy L. Smith, president of Appalachian Publishers, Inc., publisher of the *Johnson City (Tenn.) Staff-News* and *Johnson City Chronicle*, was recently elected president of the local Kiwanis Club.

John H. Harrison, editor of the *Danville (Ill.) Commercial News*, sailed last week on the Belgenland for a tour of the world.

Lafayette Young, Jr., general manager of the *Des Moines (Ia.) Capital*, has been elected president of the Greater Des Moines Committee.

George W. Ochs Oakes of the *New York Times* was this week re-elected president of the Civitas Club of New York.

**IN THE EDITORIAL ROOMS**

**ALFRED J. WEST**, formerly managing editor of the *Windsor (Ont.) Border Cities Star*, and the *Hamilton (Ont.) Herald*, has been named managing editor of the *St. John (N. B.) Telegraph-Journal and Times-Star*.

Russell Crouse, formerly of the *New York Evening Post* rewrite staff is now conducting the "Sought Seen and Heard" column in that newspaper.

John Thorpe, *New York Evening Post* make-up editor, has been temporarily transferred to the re-write staff, being replaced by his assistant Nicholas Bradford.

Frederick A. Wilmot has been transferred from the Pawtucket office of the *Providence Journal* to the Providence office re-write staff.

Henry Suydam, Washington correspondent of the *Brooklyn Daily Eagle* is engaged to marry Miss Annie Hamilton Gordon, daughter of Mrs. George Barnett of Washington, it was announced this week. Miss Gordon is a step-daughter of Gen. George Barnett, U. S. M. C. retired.

Ben G. Kline, former Peking correspondent of the *Tokyo Japan Advertiser* and the *Philadelphia Public Ledger*, has returned to this country after four and a half years in China.

Oland D. Russell, acting sporting editor, *New York Evening Post*, left Saturday for a two weeks' vacation at his home in St. Joseph, Mo.

Leslie Peat, former labor reporter for the *Cleveland Times*, has been named editor of the *Lakewood (O.) Post*.

Walter Darlington, state editor of the *Philadelphia North American*, has been appointed special representative of the Department of Public Welfare of Pennsylvania.

Henry H. Tinkham, of the editorial staff, *Grand Rapids (Mich.) Press*, now is head of the public relations department, Consumers Power Company, Jackson, Mich.

Henry H. Hunt has been appointed editor of the *Jackson (Mich.) Saturday Star* by George W. Welsh, publisher.

Jesse L. C. Sunday, editor of the *Fredrick (Md.) Post*, who has been ill for several months, has returned to his desk.

Miss Ann Rummelhart, formerly society editor of the *Superior (Wis.) Telegram* is now club editor of the *Duluth Herald*, succeeding Miss Charlotte Marvin.

William Nichols, for five years city editor of the *Burlington (Ia.) Hawk-Eye* has resigned, effective Jan. 1, to supervise his extensive farming interests near Palmyra, Mo. Justis Schlotzhauer, of the *Hawk-Eye* staff, will become city editor.

J. Roy Stockton of the *St. Louis Post-Dispatch* staff was unanimously elected chairman, St. Louis Chapter, Baseball Writers' Association of America, at a special meeting recently, succeeding Sid Keener, of *St. Louis Times*, resigned.

Miss Leona Fay of the *Scranton (Pa.) Times* has returned to her desk after a photographer, on a hunting trip last week shot a 175 pound buck deer on Cape Cod.

Walter Berry, *Boston Globe* staff three weeks' illness.

John D. Lawson, editor of the *Westport (Conn.) Standard*, has been forced to take a vacation through ill health.

James Mortimer Rosenblum, court-house reporter for the *Bridgeport (Conn.) Telegram* for more than a year, who went to New Hampshire 18 months ago, has been elected a state senator from Manchester, N. H.

**IN THE BUSINESS OFFICE**

**W. C. CLARK** has been named advertising and classified manager of the *Durham (N. C.) Sun*.

E. C. Young, treasurer of the *Toronto Globe*, has resigned to become business manager and secretary-treasurer of the *Chatham (Ont.) Daily News*.

William C. Hunter, for 8 years circulation manager of the *Quincy (Ill.) Whig-Journal*, resigned Dec. 1.

Leonard Visscher has joined the *Jackson (Mich.) Citizen Patriot's* display advertising staff.

Raymond B. Knapp, formerly of the *Indianapolis (Ind.) News* classified staff, has been appointed classified advertising manager of the *Reading (Pa.) Tribune*.

Harry E. Scheuy, circulation manager of the *New Britain (Conn.) Record*, has been elected commander of the Eddy-Glover post of the American Legion in New Britain.

**HOLDING NEW POSTS**

**H. L. FRANKLIN**, from advertising staff, *Cincinnati Commercial-Tribune*, to advertising staff, *Cleveland Times and Commercial*.

James Chow, from advertising staff, *Detroit News*, to manager *Jackson (Mich.) Citizen Patriot* classified advertising staff.

Thomas E. Walker, from *Boston Herald* copy desk, to assistant managing editor, *Brockton Enterprise*.

Miss Eleanor Meade, from staff, *Springfield (Mass.) Republican*, to society editor, *Bridgeport (Conn.) Telegram*.

David Yocum, from city editor, *Warren (Pa.) Tribune*, to city editor, *Pottsville (Pa.) Journal*.

**WITH THE SPECIALS**

**C. L. HOUSER COMPANY**, New York and Chicago, has been appointed national advertising representative of the *Hudson (N. Y.) Hudson Register* and the *Mechanicville (N. Y.) Hudson Valley Times*.

J. R. Rathbone, who represents the *Ottawa Journal*, *Halifax Herald*, *Montreal Standard*, *Vancouver Sun* and *London Advertiser*, in Toronto, has moved from 95 King street East, to larger quarters at 110 Church street.

Jane J. Martin, advertising woman, has resigned as Eastern manager of Carpenter & Co., newspaper representatives.

**CHANGES OF OWNERSHIP**

**H. P. WETTENGELL**, publisher of the *Fletcher (Okla.) Herald*, has purchased the plant of the *Devol (Okla.) Dispatch* and moved it to Hastings, to establish the *Hastings (Okla.) Helmet*.

**FOLKS WORTH KNOWING**

**WHEN S. H. Robie**, editor and publisher of the *Chelsea (Mass.) Evening Record*, recently purchased a two-story brick plant, which he plans to make the *Record's* permanent home, he was realizing on the ambition which had prompted him to acquire that newspaper 22 years ago.



S. H. ROBIE

Then he had come from the weekly field, hoping to head an efficient daily. At first, he had to be his own editor, reporter, bookkeeper, advertising solicitor, collector, and make-up man, with a force of two men and a boy to assist him. The *Record* was a 6-column, 4-page paper, printed on a two-revolution Cottrell press. Two years after he had purchased the daily, his plant was destroyed by fire.

Publication was soon resumed, however, and Mr. Robie began to prosper. Four years ago a Duplex press was installed.

Mr. Robie went from a New Hampshire farm into a country village printing office at the age of 17 where he worked for \$3 a week and "pulled off" an edition of 1,200 copies weekly on a Washington hand press. Later he entered the employ of Omar A. Towne at Franklin, N. H., where he remained for 18 years. During the greater part of the time, he was associated with Mr. Towne in the publication of the *Franklin Transcript* afterwards consolidated with the *Merrimack Journal* as the *Journal-Transcript*.

D. F. Spradling has sold the *Ringling (Okla.) Eagle* to S. P. Smith and S. D. Smith, former owners of the *Comanche (Okla.) Reflex*.

W. V. Wildman of Alden, Ia., has purchased the *Radeliffe (Ia.) Signal* from C. E. Myers.

**MARRIED**

**CHARLES W. COLLINS**, dramatic critic, *Chicago Evening Post*, to Miss Margaret Norton of Chicago. They will spend their honeymoon trip abroad.

Harold Totten, of the *Chicago Daily News*, to Miss Katherine Simons at Chicago, recently.

Miss Helene Cole, assistant society editor of the *Seattle Post-Intelligencer*,

has been named society editor, succeeding Miss Eileen Delaney, who was married recently.

John C. Sturtevant, national advertising manager of the *Wausau (Wis.) Record-Herald*, son of J. L. Sturtevant, publisher, to Miss Arlene Towle at Chicago, Dec. 9.

**WITH THE ADVERTISERS**

**ROLLIN HOPPER**, Dodge Brothers advertising director, sailed for Europe Dec. 5, on the Olympic.

Joseph Appel, John Wanamaker store's advertising director, is spending five months' vacation on a world cruise on the Belgenland.

**PRESS ASSOCIATION NOTES**

**TODD WRIGHT**, member of the New York staff of the United Press, was this week appointed news editor of the United Financial Service. Wright has been four years in newspapering, starting on the *Des Moines Register and Tribune* in 1920, with subsequent service on the *Omaha Bee* and *Des Moines Capital*. He has been a year with the United Press.

Milton Garges, superintendent of the Associated Press traffic department, is spending a short vacation at French Lick, Ind.

James Moran has been transferred from the United Press New York office to the Washington bureau. He was formerly manager of the U. P. bureau in Boston.

Harry Bloombargh, assistant manager of the International News Service, Pittsburgh bureau, has been appointed manager of the I. N. S. bureau in Philadelphia.

E. T. Cutter, superintendent of the central division of the Associated Press, is on a business trip to Texas.

Herbert Little has been transferred from the St. Louis to the Washington bureau of the United Press. Max Buckingham, formerly of the Detroit bureau, succeeds him at St. Louis.

Morris W. Leckenby has been appointed Associated Press correspondent at Phoenix, Ariz.

**SPECIAL EDITIONS**

**PINE BLUFF (Ark.) Daily Graphic**, 40-page Power Development edition, Nov. 29.

*Calgary (Alta.) Daily Herald*, 58-page Western Grain Route Development edition, Nov. 22.

*Providence (R. I.) Journal*, special four-section, 48-page paper, Nov. 27.

**NEW PLANTS AND EQUIPMENT**

**RICHMOND (Va.) Times-Dispatch** has installed eight Intertypes.

*Norfolk (Va.) Ledger-Dispatch* has purchased an Intertype.

The newspaper whose circulation increases steadily should publish circulation holding features such as those provided by Frederic J. Haskin from Washington, D. C. Make up your mind to use them in 1925.

## WHAT'S WHAT IN THE FEATURE FIELD

THE special committee to study the "player-writer" problem will report Dec. 13 in New York before the executive committee of the United States Lawn Tennis Association.

It is reported that the committee has framed a rule permitting William Tilden, who writes for the Ledger Syndicate, Philadelphia, and others to continue to write tennis articles for newspapers provided they do not use their championship titles in connection with their writings.

The special committee was assisted by Senator Wharton Pepper, Dexereux Milburn, and Grantland Rice, who conducts the "Spotlight" for the *New York Herald Tribune* Syndicate.

A. C. Ring has resigned as general manager of the Readers Syndicate, Inc., New York.

Howard R. McEwen, middle western representative of the McClure Newspaper Syndicate, will resume his duties Jan. 1, following a sick leave.

Leo N. Kenward, formerly of the *Baltimore Sun* art department, last week joined the art staff of NEA, Inc., Cleveland.

The "Story of the World Fliers" by Lewell Thomas which is being released through the McClure Newspaper Syndicate and the Chicago Tribune Newspapers Syndicate is being published in Scandinavia, Mexico, Peru, Chile and Argentina.

Drew Pearson, former European manager for the U. P. C. News Service, New York, spent last week in Cleveland in the interests of his company.

"High Lights of History" the new daily history strip by Mansfield, handled by the McClure Newspaper Syndicate, New York, has been made a part of the school course in Baltimore and Spokane.

Mrs. Florence Riddick Boys, editor and owner of a Women's Page service, issued weekly from Plymouth, Ind., recently returned from a few weeks study in Washington, where she goes several times a year to get in touch with women's headquarters of various national organizations. Besides her non-political Woman's Page service, Mrs. Boys is the editor of a "Page of Particular Interest to Women," in the *National Republican*.

After taking Babe Ruth, home run king, on a 9,000 mile tour of the country, Christy Walsh, head of the newspaper syndicate bearing his name, returned to New York this week. On the tour which was arranged by Walsh, Ruth played 15 exhibition games. Ruth was met by mayors and committees in every city.

Mrs. Carolyn Lisberge has taken charge of the department on the training of children, syndicated by International Feature Service, New York, four times a week, and will begin writing articles for the feature Dec. 29. She is the mother of three children, and specialized on child training in college.

Speaking about child training, John D. Rockefeller, Jr., contributed an article on that subject this week for the Women's News Service, Inc., New York, which

**Ben Franklin**  
**THRIFT SALE**  
TRADE MARK

See page 17

is offering a series written by various noted fathers and mothers.

Premier Syndicate, New York, has begun syndication of a four-column weekly cross-word puzzle for Sunday newspapers. It averages 170 hidden words in both horizontal and vertical squares.

The Gopher News Service has been organized in St. Paul to furnish Minnesota weeklies with the legislative and other State Capitol news.

"Rose of the World" is the latest story by Kathleen Norris to be handled by the McClure Newspaper Syndicate.

## PARIS CAMERAMEN ORGANIZE

Victor Console of London Daily Mail President of New Group

American and British press and cinema photographers in Paris have just formed themselves into an association, with the title The Anglo-American Press Photographers and News Cinema Association of Paris. The president of the new organization is Mr. Victor Console, special photographer in Paris of the *London Daily Mail*. Edwin Getlin, of the International News Reel, is vice-president, with John A. Chapman, Pacific and Atlantic Photos, secretary and treasurer.

Members of the Association feel they can much more effectively protect their interest as an association than individually. Dealings with the Prefecture de Police and government authorities will be greatly facilitated. They will see that each member regularly exercising the profession of news photographer or news cinema operator is properly protected. Also they will endeavor to make arrangements so that news photographers visiting the country for a short time get the same treatment as local men.

## Unveil Memorial to George Wurts

A memorial tablet in honor of the late George Wurts, for many years the editor of the old *Paterson* (N. J.) *Press* and associate editor of the *Press-Guardian* up to the time of his death 18 months ago, was unveiled recently by members of the Pica Club, a newspaper organization of Passaic County, of which Mr. Wurts was a member, in the Free Public Library of Paterson.

## Minneapolis Tribune Frolic

More than 300 employees of the *Minneapolis* (Minn.) *Tribune*, representing all of the newspaper's departments, attended the second Tribune party of the season Dec. 4.

## Minnesota Paper Suspends

The *Hanley Falls* (Minn.) *Press* has suspended, leaving the town without a newspaper, because of lack of advertising patronage.

## Daily Holds Housewarming

A housewarming for employes and their families was held at the *Scranton* (Pa.) *Republican* plant, Saturday, Dec. 6.

## New Haven Register

is New Haven's  
Dominant Paper

Circulation over 42,171 Average

Bought every day by more New Haven people than buy any other TWO New Haven papers COMBINED.

**New Haven Register**

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

## FLASHES

The Radio Corporation of America ought to do a nice little business transmitting cross-word puzzles to Europe by wireless.—*New York World*.

Statistics show that the safest people are those who ride in dirigibles and those who defraud Government.—*Baltimore Sun*.

It has been discovered that a dollar bill lasts seven months. Now let the statistician who worked this out try to prove it by practical use.—*Louisville Courier-Journal*.

If the Treasury Department really wants to make silver dollars popular, it should insist on their meeting the people half way.—*New Orleans Times-Picayune*.

One thousand radicals have been arrested in France and Mr. Burns wasn't even there!—*New York World*.

They used to say that skill at billiards was a sign of a misspent youth. What shall be said of a champion cross-word puzzler?—*Kansas City Star*.

In the old days the word simple meant foolish. Now it is used only to make frocks cost more.—*Hartford Times*.

If your picture sent by radio is not flattering you can blame it on static.—*New York World*.

The Carnegie Corporation is seeking advice on how spare time should be spent. Coming, the more efficient loafer.—*Boston Transcript*.

A true friend is one who can love you still after borrowing money from you.—*New York Telegram and Evening Mail*.

Mr. A. proved that hush money sometimes talks louder than any other kind.—*New York Herald Tribune*.

There seem to be two big problems before the people today—where to park and where to jump.—*Des Moines Register*.

There can be no doubt that the cross-word puzzle enlarges one's vocabulary, especially with words under D.—*Cleveland Times*.

It is a wise thing to exclude the European criminals from our shores, where it is very likely their morals would soon be corrupted.—*Columbia Record*.

The *Cleveland Plain Dealer* says the breast bone of the goose is unusually thin this season. Well, that's the goose's lookout, not ours.—*Detroit Free Press*.

History will doubtless give the cross-word puzzle credit for causing the discovery of the dictionary.—*Baltimore Sun*.

The best in the world is none too good for our disabled veterans, and maybe that is why the Veterans' Bureau has 27,035 employes to care for 22,610 soldiers.—*New York World*.

The general public will doubtless begin to show real enthusiasm for radio photography when it becomes possible to send snapshots direct from the bathing beaches.—*Baltimore Sun*.

Late feminine styles suggest that Eve should have taken a bigger bite of the apple.—*New York World*.

*Your True-Cut Caslon series of typefaces is most satisfactory*

*says San Francisco Chronicle*

IN writing of their Ludlow, Mr. Perry Epstein, Advertising Manager of the San Francisco Chronicle writes:

"Congratulations upon the new typefaces furnished by Ludlow. Your Caslon True-Cut series is most satisfactory for all advertising purposes, and I am glad it is being added to our Ludlow equipment.

"My experience is that advertisers are exceptionally well pleased with the Chronicle's Ludlow set-ups. Printing surely is making marked strides, at this time, and it must be a source of satisfaction to all Ludlow users to know that the Ludlow Company is keeping in the very front rank of this advance."



**Ludlow Typograph Co.**

San Francisco  
Hearst Bldg.

2032 Clybourn Avenue  
CHICAGO

New York  
World Bldg.

SET IN LUDLOW TRUE-CUT CASLON WITH ITS ITALIC

**WHAT THEY ARE SAYING**

**DIRECTING THE FLOW OF ADVERTISING**

"LOCAL merchants and retailers can direct the flow of advertising into the daily newspapers by exerting their influence on the travelling representatives with whom they come into contact and over whom they exert an influence to their own advantage. If they accrue the full benefits to be derived from the expenditures of the manufacturer in advertising they will send back word asking more space in local papers, which seek those markets permitting an intensive cultivation."—F. Gay Davis, Western Manager, Bureau of Advertising, A.N.P.A.

\* \* \*

**ADVERTISING AND DISTRIBUTION**

"ADVERTISING is the lighthouse which helps the consumers find what they want when they want it. Fundamentals of salesmanship should be used in advertising copy. Emotion controls desire; desire controls decision; so the advertising man must make the appeal to the heart, where the emotion is generated. Advertising is the long distance telephone from your store to the home of the consumer, with charges reversed. Advertising is the big factor in distribution. It is a big help, not only to the advertiser, the merchant, but to the buyer, the consumer."—W. C. Murden, of the University of Iowa, before Des Moines Advertising Club.

\* \* \*

**NEWSPAPERS THE UNIVERSITY OF TODAY**

"THE newspaper is the University of Today. It is perhaps the most important factor in the steady rising of the level of intelligence of America. In millions of instances perhaps, it is the only printed intelligence that our citizens consult. One of the most important characteristics of the modern newspaper is its cosmopolitanism. The newspaper is the enemy of provincialism and provincialism is a threat against any social organization. The newspaper develops that something in the individual which inspires him to look beyond his own little world and teaches him to develop his community on broader lines out of the experience of many other communities. You cannot read the modern newspaper and stay inside of your own immediate circle mentally."—Dr. B. M. Rastall, Manager, Californians, Inc.

\* \* \*

**WHEN "GOOD-MIXERS" BECOME BORES**

"NOW, I will try to say a few words on the actual solicitation of advertising. As I grow older I frequently become resentful at two things. One is that when the party is over at night nobody seems to have sense enough to go home. And the second is that the salesman feels he must ask me how my golf game is before getting to what he has come to see me for. I believe he should come in with a little program. I am not objecting to a little gossip, but if a man comes in to see me I want to know what he has come in to see me for first. We can take up the social side of it afterward. A salesman needs no apology to come in and talk directly of his subject. I am not unsympathetic. I like, so far as possible, to maintain those contacts, but I cannot maintain them on a social basis."—Gilbert Kinney, of the J. Walter Thompson Company, before New York Times Advertising Staff.

\* \* \*

**THE PLACE OF THE PRESS**

"THE press has become the eyes and ears of the world, and, to a great extent, its voice. It is the substance which puts humanity in contact with all its parts. It is the spokesman of the weak and the appeal of the suffering. It tears us away from our selfishness and moves us to acts of kindness and charity. It is the advocate constantly pleading before the bar of public opinion. It holds up for review the acts of our officials and of those men in higher places who have it in their power to advance peace or endanger it."—Judge J. Fisher, before Edmonton Philosophical Society.

**ADVERTISING AGENCY AFFAIRS**

JOHN A. DICKSON, for the past six years general manager of the *Chicago Herald & Examiner*, has acquired an interest in the Mitchell-Faust Advertising Company has been elected secretary of the concern. No other change has been made in the personnel of the organization. The other officers continue as before: Ernest I. Mitchell, president; Paul E. Faust, treasurer; C. H. Linn and Stanley G. Swanberg, vice-presidents. Mr. Dickson for many years has been prominent in the advertising business and has been counsellor on retail and national advertising operations.

N. W. Ayer & Son have announced that they will establish a Pacific Northwest branch at Portland, Ore. George H. Thornley, one of the members of the firm, and S. E. Peacock, manager of the San Francisco branch, visited various cities of the Pacific Northwest in making the selection of the new location.

A. J. Lasker, head of the Lord & Thomas Advertising Agency, arrived in San Francisco Dec. 7, to confer principally with the firm's California clients, among whom are the Southern Pacific Company, Dollar Steamship Lines, American Tobacco Company, Union Oil Com-

pany, California Prune and Apricot Growers' Association, California Fruit Growers' Exchange, California Walnut Growers' Association, the All-Year Club of Southern California, California Olive Association, California Lima Bean Growers' Association and Gantner & Mattern.

Edmund L. Judson, for the past year in charge of production with Evans & Barnhill, Inc., New York advertising agency, was this week promoted to space buyer.

G. H. E. Hawkins is new copy and art director of the Brandt Advertising Company, Chicago. He was formerly with Critchfield & Co., Chicago.

I. Dorfman has obtained a controlling interest in the Kings Advertising Agency, New York. He was formerly advertising manager of L. W. Sweet, Inc., New York. At one time he was with the New York office of Lord & Thomas.

Joseph E. Hanson, advertising manager of L. Bamberger & Son, Newark, N. J., department store, has resigned to start an advertising agency of his own with offices in Newark and New York.

Permanent roads are a good investment —not an expense

**90 Per Cent of World's Motor Cars on Our Highways**

There are 16,000,000 motor vehicles in the United States — approximately 90 per cent of all in the world.

This total is being increased at the rate of 4,000,000 a year.

What is the saturation point?

Ask any one of the 16,000,000 motorists trying to make headway through the countless traffic jams on some of our concrete highways. He will tell you, from the standpoint of comfort and safety in driving, the saturation point is already in sight.

Not a very encouraging outlook, is it, for the man about to buy his first automobile?

So you see car owners and prospective car owners are both interested — and have an immediate task confronting them.

What are you going to do about it? Even now you are curtailing the use of your car because you do not want to endure the discomfort, inconvenience and danger of traveling on congested, narrow highways.

Your highway officials need your support. They can't do much unless you stand squarely behind them.

To delay building more highways wide enough and strong enough to meet all the requirements of modern traffic will cost you more money than will an adequate system of Concrete Roads and Streets.

**PORTLAND CEMENT ASSOCIATION**

111 West Washington street  
CHICAGO

*A National Organization to Improve and Extend the Uses of Concrete*

OFFICES IN 29 CITIES

## 250 ATTEND DINNER TO ROWE STEWART

Philadelphia Record Executive Feted by Friends—Movement Launched to Bring 1926 A. A. C. W. Meet to Quaker City



ROWE STEWART

Advertising men of Philadelphia and New York gave a banquet Dec. 9, in the Ritz Carlton Hotel, Philadelphia, in honor of Rowe Stewart, recently elected vice-president and general manager of the Philadelphia Record.

A movement was set in motion at the banquet to bring the 1926 A. A. C. W. convention to Philadelphia.

Mr. Stewart's activities in national advertising affairs date back

to 1914, when he was elected chairman of the "On-to-Toronto" Committee of the Poor Richard Club to interest advertising men in the convention of the A. A. C. W. held later that year at Toronto.

In 1915 he headed the same committee for the "On-to-Chicago" convention for the Associated Clubs. That year they brought back the convention for Philadelphia the following year, 1916.

In 1916 Mr. Stewart was made chairman of the Committee of the Poor Richard Club that made the preparations for the convention and that later acted as hosts for the hundreds of delegates from all parts of the world who attended. The Poor Richard Club elected Mr. Stewart president, an office he held for two years. He was made president of the A. A. C. W. 1920-21, and is at present serving with past-presidents of that organization on the Advisory Committee to President Lou E. Holland.

In addition to the Record, Mr. Stewart has been connected at various times with the Philadelphia North American, New York Globe, Washington Herald, and the Philadelphia Times. For three years, from 1910 to 1913 he was in the advertising agency business with the Tracy-Parry-Stewart Company.

Those who arranged the banquet in his honor included: John Clark Sims, Jarvis A. Wood, Karl Bloomingdale, Howard C. Story, Harry Appleton, C. A. Stinson, W. H. H. Neville, P. C. Staples, John M. Fogelsanger, and Gordon H. Cilley. More than 250 friends of Mr. Stewart attended, including 25 who journeyed to Philadelphia from New York for the occasion.

### MARGIN SPACE IS ADVERTISING

Must Be So Computed in Postal Rates, Is Ruling

Postmasters have been informed from the office of the Postmaster General that all marginal space associated with advertising must, hereafter, be computed in postal rates as advertising.

When a page is 50 per cent advertising and 50 per cent news the marginal spaces must be split in the rate calculation. If advertising appears on a page, the back of which is blank, the blank page must be paid for at the advertising rate.

The order says: "When a publisher follows the method of measuring the columns devoted to advertising and to matter other than advertising, respectively, the margins should be ignored entirely and only the actual space covered by the printed columns taken into consideration. For example, if the printed columns are 22 inches long, excluding the title and date line, with eight columns to the page, making 176 column inches to the page, and 88 inches are devoted to advertising, such matter would constitute 50 per cent of the page. On this basis the portion designated as advertising and

### KOHLSAAT'S ASHES TO REST IN WASHINGTON CATHEDRAL

THE urn containing the ashes of Herman H. Kohlsaat, Chicago newspaper publisher, will be placed in the crypt of Washington Cathedral "as an acknowledgment of his constructive moral influence as a citizen in government and journalism." Mr. Kohlsaat died in Washington Oct. 17.

On Nov. 29, the Rt. Rev. James E. Freeman, Bishop of Washington, made public the following statement issued by Cathedral authorities:

"In recognition of the public service rendered by private citizens, so conspicuously exemplified in the life of Herman H. Kohlsaat, whose unselfish counsel was always welcomed by those hearing official responsibility, and as an acknowledgment of his constructive moral influence as a citizen in government and journalism, the urn containing the ashes of the late Herman H. Kohlsaat will rest permanently in the crypt of the Washington Cathedral."

Woodrow Wilson and several Church dignitaries are buried in the Cathedral vault, which lies beneath the floor of the center aisle of that part of the structure known as Bethlehem Nativity Chapel.

that as other than advertising would each include its proper proportion of the marginal space and date line."

### Plan \$5,000,000 Power Development

A \$5,000,000 development in connection with the water supply for the paper mill of the Backus-Brooks Company of Minneapolis, Minn., at Kenora, Ont., requiring employment of 500 men and resulting in increasing the output of this mill, making it one of the largest in the country, has been authorized by the Canadian government, according to word received in Minneapolis this week.

### Ten-Page Classified Section

The Rockford (Ill.) Register-Gazette carried a ten page classified section on Tuesday, December 9, eight pages of the section composed of Christmas Gift Suggestion ads. Practically every large and small merchant in the city was represented. One advertiser ran 75 small ads. C. E. Phillips, classified manager, said the copy was written and sold in five days.

### Printer Repays Editor's Kindness

Because he was kind, Charles A. Spilman, editor of the Edwardsville (Ill.) Intelligencer, is the beneficiary of an insurance policy for \$500 of Micheal Bachman, 85, a printer, killed Dec. 5, when he fell beneath a street car in Marion, Ind. Bachman had been a printer for 65 years, and had worked for Spilman during the last 25.

### Tribute to Eugene Field and B. L. T.

Tributes to the memories of Eugene Field and Bert Leston Taylor (B. L. T.) were paid at a banquet of the Allied Arts Association of Chicago at the Auditorium Hotel recently.

In  
New Orleans  
it's  
THE  
ITEM

## N. Y. TIMES ENDOWS U. S. BOOK OF BIOGRAPHY

Gives \$500,000 Through Publisher Adolph Ochs Toward Preparation of Authoritative Biographical Dictionary

The New York Times, through action of Adolph S. Ochs, publisher, on December 6 advanced \$500,000 towards publication of an authoritative dictionary of American biography, the American Council of Learned Societies Devoted to Humanistic Studies announced this week in Washington, D. C.

Consisting of 20 volumes the dictionary will record the life histories of 20,000 illustrious Americans, not including any of the living.

The Times will be neither maker nor publisher of the dictionary, and will assume no control over its conduct and no responsibility for its contents.

The function of the newspaper, according to J. F. Jameson, chairman of the management committee representing the council, is simply that of making possible preparation of the reference book.

The permanent committee will consist of seven members. Those already named are J. F. Jameson, chairman; John H. Finley, Frederic L. Paxton, Iphigene Ochs Sulzberger, Carl Van Doren and Charles Warren. The seventh member will be the editor-in-chief who is to be picked by those already on the committee.

The editorial work will be done in Washington because of the advantages offered there by the Congressional Library. The first volume is expected to appear within four years. This will be followed by fifteen volumes at the rate of three a year.

### STATE AD CLUBS ORGANIZE

Illinois Groups Elect W. Frank McClure President in Chicago

CHICAGO, Dec. 9.—Representatives of more than fifteen advertising associations and clubs throughout the state of Illinois met in Chicago, December 8, at the invitation of the Advertising Council of the Chicago Association of Commerce and effected a state organization of advertising clubs. W. Frank McClure, vice-president of Albert Frank & Co., was elected president; S. O. Blair of Peoria, vice-president, Miss Minerva J. Agur of the Chicago Woman's Advertising Club, secretary; and Charles J. Scheetz of Joliet, treasurer.

The purpose of the association is to develop local advertising clubs.

It was decided to hold an annual convention, the first in Springfield, early in April.

### Business Editors to Washington

The National Conference of Business Paper Editors will hold a Washington meeting, Dec. 15. Speakers include General Lord, director of the budget, and Secretary of Commerce Hoover.

### DAILY'S HOME A LIGHTHOUSE

THE new home of the Miami (Fla.) Daily News will serve as a lighthouse as well as a publication plant when completed. Atop the tower of the structure, which will rise 285 feet above Biscayne Bay, a beacon light will be placed visible 50 miles away and serving to guide both north and south bound vessels. The tower will be on the Spanish style, a copy of the Giralda tower in Seville, Spain. James M. Cox, former governor of Ohio and publisher of Ohio newspapers, is owner of the Daily News.

## REPORTERS WIN \$3,000 OF MURDER REWARD

Goldstein and Mulroy Get \$1,500 Apiece for Solving Franks' Slaying While On Chicago Daily News Staff

Alvin H. Goldstein and James W. Mulroy, newspaper reporters, this week received \$1,500 apiece from the \$6,000 reward offered for solution of the Robert Franks murder mystery, for which Richard A. Loeb and Nathan F. Leopold Jr., are serving life sentences. Six other men shared in the reward.

Both reporters, at the time of the murder were on the staff of the Chicago Daily News, with which newspaper Mulroy is still affiliated. Goldstein is now employed by the St. Louis Post-Dispatch.

In solving the murder mystery the reporters developed an angle overlooked by the police. They went out to Chicago University and obtained typewritten class notes prepared by Leopold and Loeb months before. They compared these with the typewritten ransom letter sent to the slain boy's father. The typing was identical. Confronted with this evidence a confession was soon obtained.

For their work Goldstein and Mulroy each received a \$100 check and a commendatory letter from Victor F. Lawson, publisher of the Daily News.

The beneficiaries in the \$6,000 reward were selected from 102 persons involved in the case. Jacob Franks, the slain boy's father, offered \$5,000 reward and Police Chief Collins \$1,000 more. Policemen and public officials were eliminated.

Ben Franklin  
THRIFT SALE  
TRADE MARK

See page 17

## Norwegian Newsprint

Prompt shipments

Inquiries solicited

NORWEGIAN PAPER MILLS AGENCY, INC.

33 West 42nd Street

New York City

Telephone Penn. 7443



# G. HERB PALIN, SLOGANEER, "DOES HIS STUFF" WHILE THOUSANDS CHEER

## \$500 Every Hour Flows In to Show His Magic Power—"Remembrance Value" Is the Way to Make Your Advertising Pay

By PHILIP SCHUYLER

HE handed me his card. On it was engraved: "G. Herb Palin," and beneath, in parentheses, were the words—"The Highest Paid Writer in the World." Of course I was impressed. "Yes," said he, "I am paid anywhere from \$1 to \$500 an hour and I'm kept

of the A. A. C. W. to be held next May at Houston, Tex: "No advertising man should fail to hit the great Southwestern Trail." "Houston, Texas, U. S. A., Be There on the Tenth of May." "There," he interrupted himself, "that last one's the best. See, it gives the

speed of an octuple press. They came from his lips all folded, ready for delivery. I wore out pencils trying to keep up with him.

A crowd began to gather. We were in the gorgeous lounge of the Advertising Club of New York. Those who edged closer and closer to the slogan vendor were men trained in superlatives.

G. Herb Palin was displaying the bait with which he had landed the largest advertisers of the nation. He was giving proof of his "remembrance value."

Slogan after slogan tripped from his tongue. They danced out like maidens bound to a May party. They roared out, like steamboat sirens. They boomed out like organ notes.

And he ended it all by giving his rates. "Isn't he wonderful?" asked one of the advertising men from the crowd when the show ended.

This man was once a reporter, even as you and I.

On the staff of the *New York World* from 1902 to 1903, he was writing news, but was handicapped because he couldn't remember dates. One day, he stumbled across that ancient rhyme of the months.

"By Golly," he said to himself, "that's a good way to remember how many days 'hath December.'

"Wonder if the same stunt couldn't be put to work to make people remember what soap they should use, what soup they should eat, or what shirt they should wear?"

And he gave up his job as reporter on the strength of this idea, and set to work to write and sell slogans. He has kept it up now for 21 years.

Of course success didn't greet him when he first opened the door to his slogan career. He made his hat his office, however, and made his feet do the work of a centipede.

"What's the use of vast research departments," he contended. "The man who knows nothing about the business he intends to advertise can write the best copy.

"Let him do as I do. Simply get in to see the highest executive. Go beyond the advertising manager. I show this high executive what I have done in the past, and ask permission to try to do something for him.

"Then I begin to ask him about his business. I get the highlights from this conversation. From these I write my

slogans. Within 20 minutes to an hour's time, I convince and sell him, charging \$100 for one, \$200 for 20, or \$1,000 for 100 lines.

"Anyone could do the same thing. The average person fails in not practicing continually as I do, making up rhymes and slogans about everything I see at all times.

"And, of course," he added, "no one else has this," and he patted a big album, which contained, he said, 1,000 testimonials from the nation's biggest advertisers.

"Last week," he reminisced, "I came to New York from Los Angeles. On the way, I stopped off at Chicago. Riding in a taxi, I passed the office of a radio manufacturer called the Operadio Corporation.

"Immediately Operadio slogans began to buzz about in my head. I motioned the driver to stop, jumped from the taxi, and rushed into the office.

"Within 30 minutes, I had sold a slogan, receiving a \$195 radio machine in payment.

"I went to the station and caught the New York train. In the same sleeping car with me were the presidents of the Vergex Vitamin Company and the Carbola Paint Company.

"We soon found ourselves in conversation in the smoking compartment. Before bedtime, I had sold one \$500 worth of slogans, the other \$700 worth. I had made \$1,395 on the trip.

"And when I reached New York the trip had taken me only the customary four days.

"This," he concluded, "is not quite 100 per cent efficient. But it was a fairly successful trans-Continental trip."

While Mr. Palin is "proud in possession" of his sloganeering ability, he has ambition.

"Thousands of people have asked me to try and do it," he explained.

"I have two books coming out next spring, one a collection of children's stories, the other called 'Rhymes of the Times, or the Better Thoughts of a Worse Man,' but they are nothing.

"You know," he said, "how no one now sings more than the first verse?"

"Well," he ended, "my life ambition is to write a song to take the place of the 'Star Spangled Banner.'

"It would be a national anthem all could remember."



G. HERB PALIN, GRAND MARSHAL OF LEXICONS

busy most of the time. I now write slogans for 700 of the largest firms in the United States and Canada.

"I am G. Herb Palin, without a competitor on earth."

Mr. Palin, by way of aside to those few who may never have heard of him, is the record breaking sloganeer of the century—the chap who teases the advertisement reader by saying:

"Everyone who buys a car should know what Timken Roller Bearings Are."

Lures Pierce Arrow purchasers declaring:

"Pride of its Makers Makes You Proud in Possession."

And proclaims that Dunlap tires are:

"Built on Honor to Honor Its Builders."

A man who writes a slogan a minute and collects immediately. And he is proudest to call himself an advertising man, honorary or life member of 36 A. A. C. W. clubs, and poet laureate of the Pacific Coast Advertising Clubs.

He doesn't mind confiding, however, that he is the fellow responsible for the slogan "heard 'round the world"—"Safety First."

"My kingdom for your secret," I cried. Fortunately, he gave it to me for nothing, which was about the same thing.

"It is so simple," he said.

"The straight line, you may know, is the shortest distance between two points. The shortest line, in other words, is the shortest distance between the advertiser and the consumer.

"To write copy that sells, all one need do is to tell the story in the best and fewest possible words, plus a remembrance value. That's what I tell my clientele. Anyone else may do the same thing.

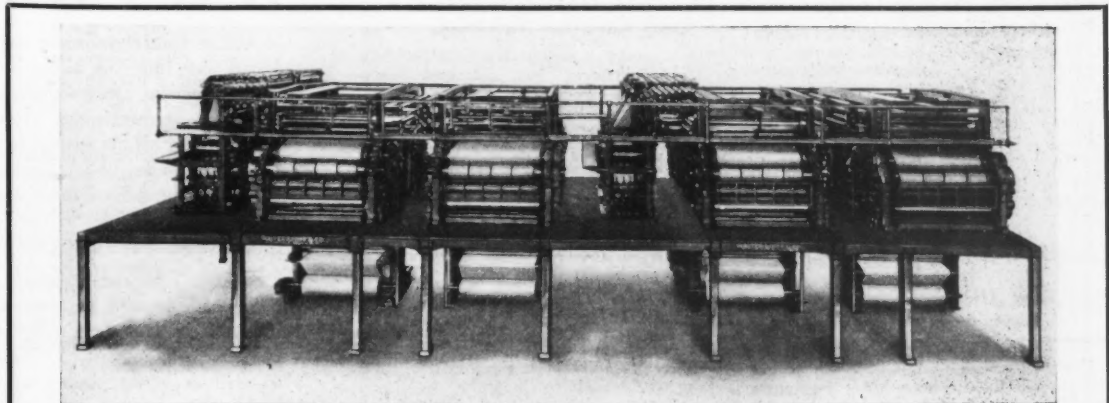
"I get my remembrance value by rhyme and alliteration. The word's greatest aid to memory is rhyme. Alliteration is next best.

"In other words crystallize your salesmanship.

"Here's some examples for you, slogans, written for the international convention

place, the date, and the injunction to be there."

"Right," I admitted. But G. Herb Palin was in dead earnest now. He began reeling off slogans with



The Times-Dispatch, Richmond, Virginia has just moved into its new building and Publishers visiting that plant will find a battery of

Two Scott "Multi-Unit" Octuple Presses consisting of eight four page wide Units and Four Heavy Duty Folders.

The Norfolk, Virginia, Ledger-Dispatch, Norfolk, Virginia are also operating a battery of Scott "Multi-Unit" Octuple Presses with Central Heavy Duty 64-page Folders.

We Also Build "Straight-Unit" Newspaper Presses

SCOTT PRESSES NEVER MISS THE MAIL

WALTER SCOTT & CO. PLAINFIELD, NEW JERSEY, U. S. A.

CHICAGO 1441 Monadnock Block NEW YORK 1457 Broadway, at 42nd Street

## CITRUS BODY REPORTS ON BIG AD DRIVE

**California Fruit Growers Exchange Tells How Sunkist Advertising was Conducted—Spends Less Than One Cent Per Person for Selling**

How "Sunkist" was made a household word in the United States by advertising is told in a report of the advertising department of the California Fruit Growers' Exchange made public this week.

"The market for oranges and lemons is people, and it is the purpose of the Exchange advertising plan to seek out the merits and many uses of citrus fruits and keep these facts continuously and effectively before as many people as possible," the report states.

"To accomplish this with any considerable percentage of the 120 million people who comprise the American market, requires a comprehensive program. Although its advertising investments are large in the aggregate, the Exchange expends less than one cent per person annually to get its selling messages before the consuming public.

"These messages during the past season were broadcast principally through 53 million Sunkist full-color pages in magazines with national circulation and 175 million advertising insertions in the daily newspapers throughout the United States and Canada. Supplementing this major effort, posters, farm papers, trade papers and thousands of window displays were employed in an endeavor to acquaint every one with sound reasons for his greater use of oranges and lemons.

"The advertising activities of the Exchange are synchronized as closely as possible with the selling program. When the merchandising problem presented by the excess of small sized oranges became apparent, the newspaper advertising campaign was completely rewritten to emphasize the quality of these small oranges, the attractive values offered and the particular uses to which small sizes are adapted. The advertising and merchandising support was of material assistance in the handling of this extreme size situation.

"While the principal objective of Exchange advertising is now, as it was in the first campaign 17 years ago, to increase the total consumption of citrus fruit without particular regard to source or brand, emphasis is laid on the advantages of the California fruit, particularly the Exchange 'Sunkist' and 'Red Ball' trade-marked brands. Advertising and dealer service work have assisted in the substantial progress made by the recently established 'Red Ball' brand in the southern territory, where it is principally sold."

### MERGER IN MODESTO

**News Buys Herald—Will Print Both Papers from New Plant**

(By Telegraph, to Editor & Publisher)

MODESTO, Cal., Dec. 8.—E. L. Sherman, publisher of the *Evening News*, has purchased the *Morning Herald*. The Herald will be maintained as a morning paper

and the news as an evening paper. H. E. Conway, city editor of the *Evening News*, has been advanced to editor of the *News*, while Dan. L. Beebe, who has been news editor of the *News* has been made editor of the *Herald*. H. P. Walls, present business manager of the *Evening News*, will be business manager for both.

Both plants will be moved about Jan. 1, into a new \$50,000 building now being erected by the *News*. The *Evening News* will continue its full U. P. leased wire while the A. P. leased wire will be in operation for the *Herald*.

The new building being built to house the newspaper's plant will have a floor area of 14,000 square feet. Every modern convenience is being installed.

### League Protests on Church Ad

Use of Episcopal without Protestant preceding it in newspaper classified religious advertisements is "erroneous, misleading, and illegal," according to the National Church League, in an open letter of protest to the *New York Times* made public recently. Attention was called to the fact that the only constitutional and legal title is "The Protestant Episcopal Church in the United States of America." In classified advertising the full title can be limited only to "Protestant Episcopal."

### 2,000 Billboards Banned from Park

Nearly 2,000 billboards and signs have been removed from the Adirondack Park in Northern New York this season as a result of the law passed at the last legislature prohibiting signboards within the limits of the park. The work has been done by the Conservation Commission through the forest rangers and property owners.

### Former Reporter Now Playwright

Dana Burnet, a former newspaper reporter, has written a play called "The Habitual Husband," which is scheduled for first production in New York about Dec. 20. Burnet was on the staff of the *New York Sun* from 1911 to 1918. He is the author of a volume of poems and "The Shining Adventure," and a novel, both written while he was reporting for the *Sun*.

### Daily Advertises Advertising

The *Omaha* (Neb.) *World-Herald's* service department has prepared for syndication to newspapers a series of 12 full page advertisements to interest readers in advertising. Henry Doorly, business manager, is in charge. The copy, cleverly prepared, aims to accomplish for display advertising, what the *World-Herald* has done before in the classified field.

### San Francisco Veteran Retired

W. F. Bogart, financial manager of the *San Francisco Examiner*, has been retired after a continuous service of nearly 45 years. He joined the *Examiner* when it was purchased by Senator George Hearst, father of William Randolph Hearst.

## SHIPPING BOARD AD POLICIES PROBED

**House Committee Seeking to Determine Whether Favoritism Was Used in Letting Contracts—E. L. Davis, Chairman**

Whether or not favoritism was shown in advertising contracts let by the United States Emergency Fleet Corporation is being probed in Washington by the House Special committee investigating the Shipping Board. The hearing is expected to end before the end of the month, when a report will be made.

James M. Boring, advertising manager of the corporation, testifying Dec. 8, denied emphatically the contracts were let only to friends.

He told the committee he "took no stock" in the story that an attempt was being made to "injure" the name of the *Leviathan* through unfounded newspaper articles.

He said the *Leviathan* was the most widely advertised ship in the world and, therefore, anything about the vessel was "news" and that frequently what was "good news" in one sense was "bad news" for the ship.

Newspaper editors, he asserted, were interested in selling their papers and not passenger tickets on the *Leviathan*, and he pointed out that an accident to the vessel, even if minor, would be news, whereas a similar accident to another ship probably would not receive so much attention.

English newspapers, however, Mr. Boring said, had a different attitude and frequently accidents to British ships were "soft pedaled" by the English press.

Representative E. L. Davis, Democrat, of Tennessee, heads the House committee.

**Ben Franklin THRIFT SALE**

See page 17



## NEIGHBORS

When Ephraim Crosby made a clearing far out on Valley Road and built his house, he had no neighbors. He lived an independent life, producing on the farm practically all that his family ate and wore. Emergencies—sickness and fire and protection of his homestead from prowlers—he met for himself. Later he had neighbors, one five and another eight miles away. Sometimes he helped them with their planting and harvesting, and they helped him in turn. Produce was marketed in the town, twenty miles along the cart-road.

Today Ephraim Crosby's grandchildren still live in the homestead, farming its many acres. The next house is a good mile away. But the Crosbys of today are not isolated. They neighbor with a nation. They buy and sell in the far city as well as in the county-seat. They have at their call the assistance and services of men in Chicago or New York, as well as men on the next farm.

Stretching from the Crosbys' farm living-room are telephone wires that lead to every part of the nation. Though they live in the distant countryside, the Crosbys enjoy the benefits of national telephone service as wholly as does the city dweller. The plan and organization of the Bell System has extended the facilities of the telephone to all types of people. By producing a telephone service superior to any in the world at a cost within the reach of all to pay, the Bell System has made America a nation of neighbors.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

**BELL SYSTEM**

One Policy, One System, Universal Service

# INTERTYPE

Standardized and interchangeable typesetting machines for all composition, from 5-point text up to full width 36-point bold, and 60-point bold condensed, on slugs up to 42 ems wide. See our full page next week.

**INTERTYPE CORPORATION**

General Offices: 805 Terminal Building

Brooklyn, N. Y.

**AD. MEN PUT QUALITY ABOVE CIRCULATION**

**"Dry News Must Go," Trade Paper Editors Told—Declare Advertiser Puffs and Blurbs Dilute Reader Interest**

Business papers which print puffs and blurbs for advertisers are diluting the interest of their editorial columns and impairing their efficiency as advertising mediums, was the consensus of opinion at a "Truth" party held by the New York Editorial Conference of the Associated Business Papers, Inc., at a luncheon at the Astor Hotel, Friday, Dec. 5.

A three-cornered discussion was held in which the business paper viewpoint was expressed by Frank C. Wight, editor of *Engineering News-Record*, the agency viewpoint by M. L. Wilson, vice-president of the Blackman Company, Inc., and the advertiser's attitude by P. C. Gunion of the Hyatt Roller Bearing Company.

Mr. Wight said that what editors desire most from agencies and advertisers is an appreciation of the editorial viewpoint of news, which should automatically eliminate the demand for "puffs."

Mr. Wilson, speaking for the agencies, asked that trade papers be made so bright and interesting they would not be laid aside unopened by subscribers. "Too technical and too dry" was his criticism of business papers.

"The man who reads the *Saturday Evening Post* with enjoyment does not become a ponderous, dull fellow when he turns to read his trade paper," he said. "Editors should keep this in mind in preparing copy. Dry news must go."

"All groups of publishers will see the necessity of strengthening their editorial departments. Advertisers follow readers and readers follow interesting reading. Agencies are becoming less interested in total circulation, and more interested in qualitative circulation."

More comprehensive, interesting editorial matter was asked of business paper publishers by P. C. Gunion, who, although not able to be present prepared a paper which was read at the luncheon, giving the attitude of the advertiser.

"Editorial quality rather than circulation is influencing buyers of space. Filling trade papers with handouts puffing advertisers makes them uninteresting to the reader, and therefore of little value to the advertiser."

Mr. Gunion scored special editions, declaring they were usually too large to be read, vitiating the value of the advertising carried.

**DAILY BACKS NAT'L SPELLING BEE**

**Louisville Courier-Journal Evolves Plan for Picking U. S. Champion**

The *Louisville Courier-Journal*, as a promotion project, has launched a National Spelling Bee, and invited newspapers in the chief cities of the country to aid in the plan. It is claimed to be the first national spelling bee ever attempted by a newspaper.

City champions are to be selected by the various newspapers, the winners to be sent to Washington to compete for the national championship. J. A. Humphreys, Jr., of the *Courier-Journal* staff, is national director of the contest.

The prizes will be well above \$2,000. The prize list will increase as the number of participating papers grows. The entrance fee charged in each city is calculated to cover only cost of management and organization and the prize list, a generous percentage of the receipts automatically going into the prize list fund.

"The national bee," said Mr. Humphreys, "is, we believe, a newspaper promotion stunt of the widest significance. No other plan that I have seen effects 'hook-up' with so great a percentage of the city's population. Not only are school children taken in, but we find adults as eager, or more eager, to get the fun, as the children. For this reason our plans have been made so com-

prehensive that ministers, lawyers, doctors, parent-teacher bodies, luncheon clubs, alumni organizations, commercial and religious bodies are entered."

**NEW QUEBEC PAPER COMPANY**

**Quebec Paper Mills, Inc., Organized With Capitalization of \$13,500,000**

The Quebec Paper Mills, Ltd., was incorporated last week by provincial letters patent with a capitalization of \$13,500,000. Frank Clarke, of the Gulf Pulp and Paper Company, and also acting president for the Rothermere interests, heads the new company, the promoters also including several attorneys of Montreal. The head office will be in Quebec.

Transfer to the new company of 2,000 square miles of pulpwood along the Manicouagan River was effected on Saturday. These limits had been leased in November, 1923, by the province, and the transfer is preliminary to the construction by the Rothermere interests of new pulp and paper mills within a few miles of Quebec, since a clause of the lease provided that the successful bidder must erect a mill within eight miles of one of the 18 cities of the Province. The object of this proviso was to give work to residents of cities and relieve unemployment. It is generally believed that the new mill will be near Quebec, and Sillery and St. Romuald are mentioned as a likely choice. To meet the requirements work must be started in April at the latest. A short distance from the proposed sites the St. Regis Pulp and Paper Company has purchased land for a mill.

**"SPECIAL DEAL" OFFERS SPEED SALES**

(Continued from page 16)

uct is marketed can be changed to advantage. Right now a number of manufacturers are furnishing special holly boxes and Christmas cards for products from fountain pens to hosiery. A tea importer offers tea in little bags, each bag sufficient for four cups. This makes a new angle of approach to dealers and consumers.

Kindly Old Aunt Jemima has been advertised extensively. Sales are large. Yet the Aunt Jemima Company of St. Joseph, Mo., is finding a new appeal especially appropriate for the season before Christmas by offering the Aunt Jemima family of rag dolls, Auntie herself, Uncle Mose, Little Diana and Little Wade, 12 to 15 inches high, for tearing a top from a package of the pancake flour or prepared buckwheat flour. The dolls are sent all ready to cut out and stuff, providing 25c accompanies the package top. The newspaper copy is keyed. A window strip and store card are furnished the dealer, who is kept posted on what is doing.

In a short-time drive for sales awhile ago the Durham-Duplex Razor Company offered a 50c package of blades free with every purchase of a razor and 50c worth of blades for a dollar. By juggling the hand lettering on the title of the copy, "Men of ———!" the copy was localized.

The Gem Safety Razor Corporation this fall for \$1 is offering free a cigarette case with a Gem razor and backing this with substantial advertising.

Every day a new idea is being created. Some work; some don't. But there are times when a specially planned "deal" to the public gives the needed punch to an otherwise colorless campaign.

**Umpires Again File Suits**

Gerald W. Hayes and Ed O. Gaffney, baseball umpires in the Western League, have filed two libel suits against the *Oklahoma City (Okla.) Times*, asking \$1,000 in each case, for statements in stories which commented adversely on decisions made by them in Oklahoma City games. Suits filed by the umpires some months ago against the Oklahoma Publishing Company, publisher of the *Times*, were dismissed.

**When Things Go Wrong!**

In spite of best intentions and endeavors things will go wrong. So it is with stereotype mats as with any other supplies or equipment.

But when things do go wrong must you wait until your dealer gets his next shipment; or until he has had time to communicate with a factory or some other dealer somewhere—you know not where?

The beauty of using *Certified Dry Mats* is that we are *here*, the mats are made *here at home*; there is no need to wait for the next shipment! If things should go wrong they can be righted in a jiffy.

Remember that your stereotype problem is with you every day of the year. Then why not tie up with the dry mat that you can depend upon day in and day out the year 'round.

Know your source of supply! Insist upon having American-made *Certified cold process dry mats* and you can forget your stereotype mat troubles.

*Samples of Certificates cost you nothing, and you incur no obligation whatsoever. Just let us know how much shrinkage you require and what equipment you employ, particularly your casting box, so that we can send you the Certified mat best suited for your requirements.*

**CERTIFIED DRY MAT CORPORATION**  
340 Madison Ave. New York, N. Y.

"Made in America to Insure Quality and Service"



**THE POTTSVILLE REPUBLICAN**

Net paid A. B. C. Circulation\* Guaranteed—12,589 copies per day.

**POTTSVILLE MORNING PAPER**

Net Paid A. B. C. Circulation\* Guaranteed—3,354 copies per day.

Covering Pottsville and Schuylkill Counties—the greatest coal region in the world—with a diversity of industrial interests absolutely second to none in any busy city on this Continent of 25,000 population. The center of a market area embracing more than 100,000 people within a six mile radius of the city of Pottsville.

Here the Reading and the Pennsylvania Railroads have busy shops, active train dispatching points, splendid passenger service, and with the Lehigh Valley, Jersey Central, Lehigh & New England, Delaware & Hudson, Lackawanna and other nearby railroad traffic connections give the Pottsville section unsurpassed freight and passenger railroad facilities.

Pottsville and Schuylkill Counties have nine daily newspapers—a situation that does not exist the world over—and of these papers the Pottsville Morning Paper and the Evening Republican easily lead the procession with more bona fide net paid circulation than all the others combined.

*The Only Two A. B. C. Papers in the Entire Section COVER RICH POTTSVILLE FIELD COMPLETELY*

By Using the **POTTSVILLE MORNING PAPER**

and **POTTSVILLE EVENING REPUBLICAN**

In Combination

J. H. ZERBEY, Editor and Proprietor  
HAMILTON-DE LISSER  
25 W. 43rd St., New York 127 N. Dearborn St., Chicago  
Advertising Representatives

\*A.B.C. Publishers' Statement for 3 months ending Sept. 30, 1924

## N. Y. EVENING POST PLANS NEW BUILDING

Site Purchased at 71-75 West Street in Downtown Financial District—12 to 15-Story Home Contemplated

Cyrus H. K. Curtis has purchased property in the New York downtown financial district, and this week announced plans for building a modern new newspaper plant for his *New York Evening Post*. The purchase and construction plans were necessitated in order to "make adequate provision for the Post's recent advertising and circulation expansion," he declared.

The site, now covered by a group of old buildings, is known as 71-75 West street running through to 108-116 Washington street and includes the entire southerly block front on Carlisle street, between these two thoroughfares. The street frontages are respectively 133 feet on West street, 123.4 on Washington street and 180.2 feet on Carlisle street. The building at 108 Washington street was acquired from the *Wall Street Journal* and the balance of the site from the Russell Estate.

Possession will be taken by the New York Evening Post on Jan. 2. When the leases expire, about March 1, 1925, a modern 12 or 15 story structure will be erected on the West street frontage. The future home of the Mechanical department of the Evening Post will be the Washington street frontage. Construction details are now being worked out and will be announced shortly. The broker in the transaction was the Charles F. Noyes Company.

John C. Martin, vice-president and treasurer of the Evening Post made the following announcement regarding the purchase:

"We have selected this site after a careful survey of the down-town district because we believe it is admirably suited for our purpose. It's proximity to the Stock Exchange and the Curb Market, its unexcelled transit facilities, its potentialities as regards light and air, overlooking the North River, and its general accessibility have all combined to create a location peculiarly adaptable to our needs. The recent growth of the New York Evening Post in advertising and circulation has made necessary the building of a more modern plant in which will be incorporated the most modern details of newspaper plant construction. The present lease in the Post building does not expire until May 1, 1927, which will give us ample time to make our plans with regard to our new home."

The present plant occupied by the Evening Post was built for that newspaper in 1907, and is owned by the Garrison Realty Company, of New York, in which Oswald Garrison Villard, president editor of *The Nation*, and former Evening Post owner is interested. When Mr. Villard sold the Post to Thomas W. Lamont he retained the building, which is an 11-story structure.

## Directory of Leading Features

FOR DAILY, SUNDAY AND WEEKLY NEWSPAPERS.

### Comic Cartoons

WALT MUNSON'S "TIME TO CRAB"  
Appearing in Brooklyn Eagle  
Tri Feature Syndicate, 110 W. 40th St., N. Y.

### Editorials

TIMELY TOPICS, DAILY SERVICE  
Wide Territorials Protection  
Three Days' Service and Rates  
Gladly Sent  
Reid Editorial Service  
Harrisburg, Pa.

### Fiction

"STORIES"  
Lewis Wilson Appleton, Jr.  
2048 East Wilmet St., Philadelphia, Pa.

LET US BUILD YOUR CIRCULATION  
Famous Stories by Famous Authors  
Service for Authors, 33 W. 42nd St., New York

## NEW UNION CHIEF ELECTED

W. T. Keegan, New York, Named I. S. & E. U. President

Winfield T. Keegan, New York Stereotypers' Union No. 1, was elected president of the International Stereotypers and Engravers Union, according to results of the biennial referendum vote reported this week. He is to serve two years from Jan. 1, 1925.

Thomas P. Reynolds, Omaha (Neb.) Stereotypers' Union No. 34, and present international president, was elected vice-president. At his own request he was not nominated for re-election to the presidency. Charles A. Sumner, Kansas City, was re-elected secretary-treasurer.

### Press to Use Sweden's Radio

Facilities of the Swedish government's new high-powered wireless station at Varberg, will be extended to the press shortly, it was announced this week. Commercial service started on Tuesday. The station cost \$1,350,000. Two high-frequency alternators with which it is equipped and all the machinery, costing \$510,000 were bought in America.

### Display Window for Advertisers

The Promotion & Service Department of the *Roanoke* (Va.) *Times and World-News*, has constructed a large display window in the front of the business office for the use of advertisers in these newspapers.

### National Commission to Meet

Preparations are under way for the annual convention of the National Advertising Commission to be held in Detroit Jan. 29. W. Frank McClure, president, is in charge.

### TIPS TO AD MANAGERS

**Bellamy-Neff Company**, 120 West 42nd street, New York. Placing orders with some newspaper that is having rologravure sections for the Seaton Novelty Company, New York, "Little Cut Up," pocket knife.

**Brandt Advertising Company**, 5 South Dearborn street, Chicago. Reported to have secured the following accounts: North Shore Food Products Company, North Shore Cottage Cheese, Chicago; Hough Shade Corp., Vudor Shades, Janesville, Wis.

**Brooke, Smith & French, Inc.**, S. E. cor. John R. and Eliot streets, Detroit. Placing orders with some Pacific Coast newspapers for the Gray Motor Company, Detroit.

**Caples Company**, Grand Central Terminal Building, New York. Again placing orders with newspapers in various sections for the Remington Typewriter Company, New York.

**S. A. Conover Company**, 99 Chauncey street, Boston. Now handling account of the Samson Electric Company, Helical Radio Transformer, Canton, Mass.

**J. H. Cross Company**, 1500 Locust street, Philadelphia. Reported will handle account of the Hires Turner Glass Company, Philadelphia. Placing orders with newspapers in various sections for the Shepard-Potter Company, "Thermodyne" radio, Plattsburg, N. Y.

**Dorrance, Sullivan & Company**, 130 West 42nd street, New York. Has secured the ac-

count of L. T. Piver, Inc., American distributors for L. T. Piver, of Paris, perfumer.

**John H. Dunham Company**, 400 No. Michigan avenue, Chicago. Contracts on the C. D. Osborn Company, glove makers, are being distributed to the several papers in Chicago.

**George L. Dyer Company**, 42 Broadway, New York. Placing copy with newspapers in selected sections for the Lionel Corp., Toys, New York.

**George W. Edwards & Company**, 328 Chestnut street, Philadelphia. Reported will place account of H. C. Krumm & Sons, macaroni.

**Erwin, Wasey & Company**, 844 Rush street, Chicago. Reported placing orders with newspapers in various sections for the Woodstock Typewriter Company, Chicago.

**Erwin, Wasey & Company**, 23 West 43rd street, New York. Reported will place a tryout campaign with newspapers in Pennsylvania and Michigan for the Postum Cereal Company, "Post Brand Chocolates," New York.

**Evans & Barnhill, Inc.**, 247 Park avenue, New York. Placing holiday copy with newspapers in various sections for the Ingersoll Watch Company, New York.

**Charles Daniel Frey**, 30 North Michigan avenue, Chicago. Now placing the account of S. Karpen & Brothers, Chicago. No further newspaper advertising will be used this year, but it is quite possible that newspaper space will be included in the 1925 campaign.

**Charles C. Green Agency**, 450 4th avenue, New York. Reported to be handling account of R. H. Kline, medical, Red Bank, N. J.

**Greenleaf Company**, 41 Mt. Vernon street, Boston. Reported will handle account of Wadsworth, Howland & Company, Itay State Paints and Varnishes, after January 1, 1925.

**Gundlach Advertising Company**, 400 North Michigan avenue, Chicago. An advertising and sales campaign in the south and in some of the more important points of the north and east is being prepared on the San-Dotach Brush Company, Nashville, Tenn. C. H. Sofge, manager of the brush company, is in charge. Orders are also going out to a general list of papers on the Desic-Wemmer Company, Lima, O.

**Hertz-Hadley Company**, 646 North Michigan avenue, Chicago. Oklahoma papers are receiving copy on the Sealey Mattress Company, Sugarland, Tex.

**Charles W. Hoyt Company**, 116 West 34th street, New York. Again placing orders with newspapers in various sections for the Ives Mfg. Company, Toys, Bridgeport.

**H. W. Kastor & Sons**, 14 East Jackson boulevard, Chicago. List on the Williams Candy Company, Chicago, now being prepared.

**John S. King Company**, Newman-Stern Building, Cleveland. Again placing copy with newspapers in selected sections for the Lion Knitting Mills Company, "Ace" knitted caps, Cleveland.

**Lennen & Mitchell, Inc.**, 17 East 45th street, New York. Will handle the 1925 campaign on Blue Jay Corn Plasters and surgical dressings advertising for Bauer & Black.

**Thomas F. Logan, Inc.**, 680 5th avenue, New York. Reported renewing some newspaper contracts for the International Mercantile Marine Company, New York.

**George H. Mayr Company**, 224 W. Harrison street, Chicago. Placing advertising direct.

**Midland Advertising Agency**, 312 Dixie Terminal, Cincinnati. Has secured the account of the Kodel Mfg. Company, Cincinnati.

**Byron G. Moon Company**, Proctor Building, Troy. Renewing some newspaper contracts for the Hope Knitting Company, Cohoes, N. Y.

**Irving F. Paschall, Inc.**, McCormick Building, Chicago. Now handling account of the Williams Mfg. Company, "Pedrick Piston Rings," Philadelphia.

**Potts-Turnbull Advertising Agency**, 6 North Michigan avenue, Chicago. Contracts are going out to a general list of papers on the Gooch Milling and Elevator Company, Lincoln, Neb.

**Stack Advertising Agency**, 29 East Madison street, Chicago. Copy is being sent out to general list of newspapers on the Sante Railway, Chicago.

**Street & Finney**, 40 West 40th street, New York. Now handling account of Cammeyer New York, designer and retailer of women's and children's shoes.

**Tuttle, Greensboro, N. C.** Appointed advertising council for the Central Tourist Bureau, Asheville.

**United States Advertising Corporation**, North Michigan avenue, Chicago. A general list of papers is receiving copy sent out to the Willys-Overland Company, Toledo, O.

## Church Ads at Christmas

The churches of your town have something to say to the people who read your paper on Saturday night besides the mere announcement of a sermon topic.

The biggest church event of the year is Christmas. In some cities publishers have been able to obtain the underwriting of large space so that the churches or business men interested in church work may tell the public the real meaning of Christmas.

Copy for this purpose has been prepared by the Church Advertising Department of the Associated Advertising Clubs of the World.

Proofs of 52 ads comprising Series No. 6, each containing 250 words, may be obtained from Herbert H. Smith, 723 Witherspoon Bldg., Philadelphia, Pa. Price for use 3 cents per week per 1000 circulation.

Several mat services offer attractive page layouts to use with Christmas copy.

## CHURCH ADVERTISING DEPARTMENT

A. A. C. W.

Dr. Christian F. Reiser, President, 701 West 177th St., New York

Associated Advertising  
383 Madison Ave.



Clubs of the World  
New York City

CANADA'S ADVERTISERS ELECT NEW OFFICERS

T. F. Kelly Named President of Canadian Association—Tribute Paid John Sullivan, former A. N. A. Secretary-Treasurer

Thomas F. Kelly, of the Hoover Suction Sweeper Company, was elected president of the Association of Canadian Advertisers at the recent annual convention held in Toronto.

The principal business of the convention were resolutions passed calling upon the Audit Bureau of Circulations to introduce renewal statistics in their returns, and directing that association officers enter into conference with the Canadian Manufacturers Association on methods to promote the sale of Canadian goods.

Other officers are: vice-president, G. L. Spry, London; F. W. Johnson, Montreal and John Martin, Toronto, and Treasurer A. L. Davidson, Toronto.

New members of the board of directors include the following: W. M. Mackay, Beattie, E. W. Robertson, A. L. Blanken, F. Hetherington, W. M. MacQueen and W. G. McGunther.

The association adopted a resolution voicing its appreciation of the co-operation which had been extended to it by John Sullivan during his ten years' service as secretary-treasurer of the Association of National Advertisers. As previously reported Mr. Sullivan has resigned because of ill health.

The resolution reads as follows:

Resolved that this meeting express to Mr. John Sullivan, secretary of the Association of National Advertisers, its deep regret that continued ill health has compelled him to give up his work; and that we are deeply conscious of the invaluable assistance Mr. Sullivan has given this Association for many years, and that while voicing our appreciation of the services he has rendered the A. C. A. and tendering our sincere sympathy in his misfortune, we express the very strong hope that he will soon be restored to his accustomed health and vigor.

W. M. Mackay, of Lever Bros., Toronto, president of the association, presided over the two-day meeting.

Thomas Heads Norristown Register

L. Powell Thomas, treasurer, Norristown (Pa.) Register, has been elected president, succeeding Gilbert S. Jones, resigned. David H. Mann has been appointed assistant treasurer.

NEW BROOKLYN TIMES PLANT

Construction Started This Week on Modern Home

The Brooklyn Daily Times has started construction at Nos. 532-40 Atlantic Avenue, Brooklyn, of a modern plant. The building is to be of the unitary type, and the unit now in course of construction will have a frontage of 67 feet and a depth of 90 feet. It will be of the cavity production type. It is designed to permit of expansion when necessary. The executive and business offices will be on the fifth floor. On the floor below will be the editorial rooms, the photographing department and the photographers' plant. The composing room

THE PASSAIC DAILY NEWS

Leads in Classified, Local and Foreign Advertising in one of New Jersey's Fastest Growing Cities TRADING POPULATION 167,395

NEW JERSEY NEWSPAPERS, INC. National Advertising Representatives (New Jersey Newspapers Exclusively) New York Chicago Philadelphia Newark

is to occupy the entire third floor except for the space allotted to the stereotype mat-making department. The second floor will contain the stereotype casting and molding room and the offices of the circulation and home delivery department.

The street floor is devoted to three tiers of presses. The immediate needs of the paper will be served by a new Hoe Super-speed Sextuple press, which is now being manufactured, and the new sextuple unit type press recently installed in the present Times Building.

The contract calls for the completion of the building by Feb. 15, and the Times will be issuing from its new building by April 1.

The newspaper will retain possession of its present building for bulletin and other purposes.

KLAN EXPOSER DIES

Charles P. Sweeney, 32, Was New York World Reporter

Charles P. Sweeney, 32, reporter for the New York World and instrumental in the Ku Klux Klan expose conducted by that newspaper, died suddenly of pneumonia in New York, Dec. 10.

Mr. Sweeney began newspaper work in 1909 in Central Pennsylvania, and then served as reporter and copy editor on various papers in Philadelphia. He was legislative and Washington correspondent of the Philadelphia Public Ledger from 1916 to 1918; in charge of labor information for the Committee on Public Information, in 1918, then became assistant to the Secretary of the War Labor Board, and represented the Secretary of Labor in investigating working class educational systems in Europe.

He was industrial editor of the Public Ledger in 1919 and publicity adviser in the United States for the Irish Republic from 1919 until he came to the World in 1921.

Chicago Daily Names New Bus. Mgr.

Charles F. Gladfelter was this week announced as the new business manager of the Chicago Herald-Examiner. Until recently he had been with the Chicago Motor Coach Company, and previously had been for 10 years associated with the Louisville (Ky.) Herald.

Danville (Va.) News Sold to Editor

William B. Smith, editor and manager of the Danville (Va.) News, with a group of associates has purchased that newspaper from the Danville Publishing Company.

Ben Franklin THRIFT SALE TRADE MARK

See page 17

THE PHILADELPHIA RECORD Always Reliable

The Second largest morning daily Circulation in Philadelphia

and GROWING!

Obituary

GEORGE HENRY, 59, for the last 23 years foreman of the electrotyping plant of the New York American, died suddenly Dec. 8.

ORVILLE HENRY LEONARD, 56, conductor of "The Belfry," a column in the New Canada (Conn.) Advertiser, died Dec. 7, in New Canaan. He was author of stories and verses of the West.

HERMAN J. KRUEGER, a stereotyper for 45 years, recently connected with the New York Daily News, died in Brooklyn Dec. 6.

LEVI M. WISE, 64, president of the Butler (Pa.) Eagle, died in Cleveland, O., Dec. 5, following an operation.

CHARLES C. ROWELL, 63, foreman of the proofroom of the Spokane (Wash.) Spokesman-Review, died Dec. 4.

GEORGE C. RHODERICK, 62, editor and publisher of the Middletown (Md.) Valley Register, died recently at his home in Middletown of apoplexy.

FRANK T. TRIPP, for more than 33 years publisher of the Highland Falls (N. Y.) Highland News, died in Newburgh, N. Y., Dec. 4.

HARRY R. COOK, for many years employed on the old Lynn News, Haverhill Gazette and Boston Herald, died Dec. 3, at his home in Lynn, Mass.

WALTER A. PARCELLE, for 29 years a member of the editorial staff of the Boston Globe and later director of publicity for the Eastern States Exposition at Springfield, Mass., died last week at his home in Mt. Vision, N. Y.

MATT ANDREWS, who served as a printer and proof reader on the Scranton (Pa.) Republican for 35 years, died recently.

E. B. DAHL, 45, editor and publisher of the Pine River (Minn.) Sentinel, died last week following an operation.

1893 SERVICE 1924 as visualized by BENJAMIN & KENTNOR CO.

SERVICE TO PUBLISHERS, as we see it, means much more than merely getting business. That, of course, is important, but the caring for it, keeping it giving satisfaction, preventing mistakes that work harm, all enter into the service we render.

There are hundreds of ways, some of them seemingly unimportant, others of supreme importance, where we find chances to do things for publishers which increase revenue and make standing with advertisers — standing that counts.

BENJAMIN & KENTNOR CO. Advertising Representatives of Newspapers

2 West 45th St. 900 Mallery Bldg. New York Chicago 401 Van Nuys Bldg. Los Angeles



Imperial in Historical Chattanooga

IN addition to being one of the most beautiful scenic spots on the Tennessee River, Chattanooga is also rich in historic interest. The romantic stories of Lookout Mountain and Missionary Ridge will live forever. The battle grounds will always be sacred to American hearts.

Today the Chattanooga News and the Chattanooga Times are recording modern historical events a few hours after they happen. In selecting the Imperial Plus Metal Plan we feel that these two splendid Southern newspapers have paid us a distinct compliment.

Like the North and the East, the South has taken to the Plus Plan. Publishers all over the South find in it an unexpected dependable economy. That economy lies in keeping their type metal at highest efficiency and prolonging its life by years of service.

A Plan for Economy

If you want to put your type metal on a strictly economical basis and get the most out of it, you will send for the Imperial Plus Plan. The newspapers being featured twice a month in this column are a testimony of the reliability and economy of the Plus Plan. May we send you a copy of the Plus Plan?

Imperial METAL

Linotype—Monotype—Intertype—Stereotype—Elrod—Ludlow—Linograph—Thompson

Imperial Type Metal Co.

New York—Philadelphia—Cleveland—Detroit



BEST BY ACID TEST TRADE MARK REG.

ASSOCIATION CHIEFS

J. E. GREY, circulation manager of the San Francisco Call, and 1924-25 president of the California Circulation Managers' Association, has spent his entire newspaper career on San Francisco newspapers.



J. E. GREY

Fifteen years ago he started circulation work on the Weekly Examiner, later transferring to the Daily Examiner. He joined the staff of the Call in 1915 and has remained with that newspaper ever since.

The association he now heads was organized at Coronado, Cal., Sept. 22, 1919, and was successful from the beginning. The purpose of its organization as described by W. J. Harrison, of the Los Angeles Herald, and one of the past presidents, was to "doing things FOR our publishers, not TO them." The membership totals 81.

COAST-TO-COAST AIR SERVICE PERMANENT

"Here to Stay," Says Col. Henderson—San Francisco Now But 34 Hours From New York—Additions Planned

Transcontinental air mail service, begun in July by the U. S. Post Office Department, is here to stay, according to Col. Paul Henderson, second assistant postmaster general, in a review of air mail accomplishments to date.

San Francisco has been permanently moved up to within 34 hours of New York, from the point of view of the post office he said, an accomplishment of great value to businesses of all kinds. A seven-days-a-week continuous service is being maintained.

"This operation is running along very smoothly," Col. Henderson said. "Our schedules are approximately four hours longer than our experiment of a year ago would indicate as practical.

"Every day the service becomes more popular with the people, and consequently better patronized.

"I am confident, from what I have seen, that this transcontinental service is here to stay."

Among the developments hoped for by the air mail service are:

An additional service each night between New York and Chicago.

Reduction of schedule time between coasts and an increase in the frequency of dispatches.

Cutting the cost per ton-mile from \$2.63 to less than 30 cents.

Use of ships with greater carrying capacity.

Col. Henderson predicted that the time would come when all the important centers of the country would be connected up by air mail, with a nightly service between such centers 1,000 to 1,400 miles apart, and the carrying of merchandise and passengers by air.

TRENTON

N F W JERSEY

A prosperous city of diversified industries served by one paper.

TRENTON (N. J.) TIMES

KELLY-SMITH CO.

National Representatives

Marbridge Bldg. New York

Lytton Bldg. Chicago

ASSOCIATIONS

PACIFIC NORTHWEST NEWS-PAPER ASSOCIATION re-elected J. F. Young, business manager of the Spokane Spokesman-Review, president at the annual meeting in Spokane recently. Other officers elected were: S. R. Winch, manager of the Portland Oregon Journal, re-elected treasurer; Frank J. Burd, Vancouver (B. C.) Province, vice-president; Harvey J. Kelley, Spokane, secretary.

Nevada Press Association reorganized at its autumn meeting held recently at the University of Nevada, pledging itself to the development of state interests and the promotion of the profession of journalism. Officers elected were: President, Harold Hale, Elko Independent; vice-president, W. H. Ayres, Winnemucca Silver State; secretary-treasurer, W. C. Black, Lovelock Review-Miner.

Press Club of Chicago recently had as speakers Knute Rockne and Alonzo A. Stagg, Sr., football coaches of Notre Dame and the University of Chicago.

St. Louis Chapter, Baseball Writers of America has made a request that the National League modify the rules governing the Best Player award, so that the details of all future balloting, as well as that of the recent award, be made public, has been made to John A. Heydler, president of the League, by the St. Louis Chapter of the Baseball Writers' Association of America.

Seventh District Editorial Association of Minnesota at its midwinter meeting at Olivia, Minn., Dec. 5, honored Minnesota's governor-elect, Theodore Christianson, editor of the Dawson Sentinel, and Mrs. Christianson.

Baltimore Press Club unanimously re-elected Judge Thomas J. C. Williams, president, Dec. 6.

Advertising Men's Post, No. 38, American Legion, Chicago, recently elected David L. Shillinglaw, commander.

Tri-State Good Fellowship Club of the Associated Press, which includes eastern Pennsylvania, New Jersey and Delaware, held its second annual meeting in Reading, Pa., Dec. 6. Among the speakers were Albert N. Burkholder, managing editor of the Reading Eagle; Charles A. Price, of New York, eastern division traffic manager of the A. P.; J. H. Reitinger, Philadelphia correspondent.

Illinois Woman's Press Association had as speakers Junius B. Wood, "round the world reporter," of the Chicago Daily News; William H. Stuart, Chicago Evening American; Carl Sanborn, Chicago Tribune; Betty Walker, Chicago Herald and Examiner; Sam Putnam and Paul T. Gilbert of the Chicago Evening Post, at a recent meeting in Chicago.

League of Advertising Women, New York, will hear a talk by Jesse H. Neal, executive secretary of the Associated Business Papers and secretary-treasurer of the A. A. C. W., at its Dec. 16 meeting.

Central Interscholastic Press Association composed of editors of high school publications, held its annual meeting at the University of Wisconsin last week. Eight hundred attended. Prof. E. holders, managers and directors a greater M. Johnson of the University School of Journalism is director of the association.

Association of Teachers of Journalism was organized last week at Madison, Wis., during the annual meeting of the Central Interscholastic Press Association. George A. Montgomery of Kansas City, was elected chairman, Miss Rowena Harvey of Fort Wayne, Ind., vice-chairman; John R. Mulligan of Minneapolis, secretary and treasurer. The association is composed of instructors in journalism in the high schools of the country.

Eleventh District, A. A. C. W. recently elected J. F. Greenawalt, publicity manager of the Mountain State Telephone & Telegraph company, Denver, chairman of the district.

Veteran Journalists of Boston discussed the advisability of creating a trust fund for indigent newspaper men at their annual meeting in Boston, Dec. 6. A committee was appointed to investigate the matter. A. J. Philpotts of the Boston Globe was elected president; William Swan, head of the Swan News Service, Boston, secretary, and Everett W. Shumway, formerly of the Boston Herald, treasurer.

Massachusetts Press Association held its annual meeting Monday at the Hotel Bellevue in Boston. The following officers were elected: Walter D. Allen, Brookline Chronicle, president, William J. Hefferman, Spencer Leader, James D. P. Wingate, Medford Mercury, and Frank F. Prescott, Gazette-Transcript, vice-presidents; Carl F. Prescott of Weymouth secretary.

National Press Club members are engaged in a hot campaign for election of a new president Dec. 15. The battle is between John P. Coakley, the Newark Star-Eagle and Toledo Blade correspondent, and Henry L. Sweinhart, member of the Washington staff of the Havas News Agency. The rest of the ticket stands: Ulric Bell, Washington correspondent for the Louisville Courier-Jour-

nal, unopposed for vice-president, while Bertram D. Hulén, of the Associated Press, and Emmet G. Dougherty, of the Washington staff of the New York Herald-Tribune, for secretary and treasurer respectively, also have the field clear before them.

Advertising Club of New York is preparing for a Christmas party for children of club members to be held Dec. 27. H. H. Charles, president, is in charge. Speakers before the club this week were to include Charles I. Wiers, president, Direct Mail Advertising Association, on Dec. 12, and Miss Vivian Kellems, lecturer, on "The Theater of Today," Dec. 13. Women have been invited to attend the latter.

The sinking of the Washington, we are informed, has taught us valuable lessons. One of them is that the fool taxpayer and his money are soon parted.—Columbia Record.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely By

THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

(Both Members of ABC)

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres. Mount Vernon—New Rochelle

A Stable Market

THE Milwaukee-Wisconsin consin market offers your most dependable sales opportunity in 1924! The first city of diversified industries located in the world's richest dairying center—an unbeatable combination—thoroughly covered by one advertising medium—

The Milwaukee JOURNAL FIRST—by Merit

The Pittsburgh Press

A Scripps-Howard Newspaper Daily and Sunday

Has the Largest

CIRCULATION IN PITTSBURGH MEMBER A. B. C.

Foreign Advertising Representatives ALLIED NEWSPAPERS, INC. New York Office—52 Vandewater Ave. Chicago Office—5 North Wabash Ave. San Francisco—Cleveland—Cincinnati

THE same standards of quality are maintained by The News today that caused this paper to be recognized as one of America's best dailies long years ago.

The Dallas Morning News Supreme in Texas

KANSAS

is an agricultural state. 1924 is its best crop year in a decade. The towns and cities share with the farmers in the new prosperity. Topeka, the capital city, is the buying center for the rich Kaw Valley.

Primary Distribution

Owing to the class of its merchants its strategic sales territory and the cooperation given by the CAPITAL, most national advertisers include Topeka in their primary distribution campaigns.

Topeka Daily Capital

Member A. B. C.

Arthur Capper Publisher

Marco Morrow Asst. Publisher

45 OUT OF EVERY 100

people who buy any English language New York evening paper prefer the

NEW YORK EVENING JOURNAL

EVENING HERALD

Los Angeles, Calif.

Gained 6,631 Daily Average Circulation. Sworn Government Statement. Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

IT COVERS THE FIELD COMPLETELY

REPRESENTATIVES:

H. W. Moloney, 604 Times Bldg., New York. G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago. A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

## TO PROBE COMMODITY DISTRIBUTION COSTS

**National Chamber of Commerce Calls Conference of Retail, Wholesale and Manufacturing Interests to Attack Problem**

A project for bringing together retail, wholesale and manufacturing interests of the United States in an effort to cut down the costs of distributing the wide array of articles for which the general public, as the ultimate consumer, pays, has been announced by the Chamber of Commerce of the United States.

A conference of representatives of the three branches of merchandising activity will be held in Washington early in January under the auspices of the Department of Domestic Distribution of the National Chamber. It will consider the problem of distribution, compounded of all the factors that enter into the spread of the price of an article on its way from producer to consumer, and will formulate a program of investigation to be carried on by representative committees of business men and economists.

The recommendations of these committees, each dealing with a different phase of the inquiry, will form the basis of discussion at a final conference representing all branches of commercial activity involved in distribution, and a definite course of action to reduce the costs, which necessarily enter into prices, will, it is hoped, be evolved.

The undertaking of the National Chamber constitutes the first concerted attack upon the problem of distribution from the point of view of the distributor. The field of inquiry which the forthcoming conference will cover is for the most part unexplored, the announcement stated. It has, at times been criticized as the field of greatest price expansion. In support of this criticism it has been asserted by one set of investigators that of each dollar spent by the consumer almost half, 49c, goes to pay for the costs of distribution and all that it entails. Whether this is correct or not, the purpose of the conference, as announced will be to point the way by which expenses in this field may be reduced.

"Few subjects relating to what is called business," the Department of Domestic Distribution, which is making preparations for the conference, says in its announcement, "are of so great interest to the average man or woman as what happens in the spread of price between producer and consumer. Periods of high prices bringing about an insistent demand that the public shall be shown why the cost of articles, generally speaking, should be doubled, or even trebled, between producer and consumer. There are very good reasons why this situation should be uppermost in the mind of the average person since the cost of living today is about 60 per cent above that prevailing in 1913."

"One of the difficulties encountered in approaching the problem of distribution is that, unlike transportation and manufacture, it is almost wholly intangible.

"Charges are frequent that there are too many grocery stores but they cannot either be admitted or denied because even the approximate number of groceries is not known. Producers of merchandise cannot apportion their sales because the number of outlets is not known.

"These and many other considerations

enter into the problem of distribution. As practical results of the contemplated survey it is possible that material savings may be accomplished by reducing the amount and number of failures throughout all industry by reducing the costs of doing business and the ultimate price to the consumer and by placing the distributor in a better relation to his customers."

### BANKS URGED TO ADVERTISE

**A. A. C. W. Completes Survey of Money Lost in Fraud Stocks**

Approximately \$600,000,000 was lost last year to investors in fraudulent stocks, according to a survey just completed by the Associated Advertising Clubs of the World, which intends to use the figures obtained to urge reputable banks to advertise the "investigate before you invest" slogan, in their local newspapers.

The A. A. C. W. sent questionnaires to 285 Chambers of Commerce and 40 Better Business Bureaus, asking them to report the estimate of the annual loss from fraudulent investments in their localities.

Replies obtained announced this week showed \$600,000,000 or \$6 per capita as the approximate figure. The heaviest losers, the report showed, appeared to be the coal and iron miners of Pennsylvania. One group of Pennsylvania towns, with a population of 10,000, reported a loss of \$400,000 through fake stocks or \$40 per capita.

### Newspaper Ownership Case Settled

Long litigation over the ownership of the *Turlock* (Cal.) *Tribune* has been ended with the payment of \$1,000 to Thomas D. Calkins. In numerous actions, Mrs. Veda Calkins, daughter-in-law of the plaintiff, contested Calkins' claim of ownership.

### WHAT OUR READERS SAY

#### E. & P. Widely Read

Alliance, O., Dec. 2.

To EDITOR & PUBLISHER:—Your journal is certainly read. I recently put in a couple of hunches and I've had fifty calls on them for suggestions as to how the idea is developed.—PAUL W. REED, City Editor, *Alliance* (O.) *Review*.

#### An Inspiring Influence

Dec. 1, 1924.

To EDITOR & PUBLISHER: Let me say at this time that I have read EDITOR & PUBLISHER regularly and thoroughly for many years, and I regard it as a most helpful and inspiring influence in newspaper making. Its editorial aims have been in the right direction, and its features have been most instructive, informative and encouraging. I hope you

will have many more years to devote to it.

HENRY L. STODDARD.

### Concerning Circulation

To EDITOR & PUBLISHER: Mr. Omansky in his comment on the resolution of the California Circulation Managers Association on community and metropolitan newspaper clubbing and delivery seems to have overlooked entirely the subject of criticism on the part of the association. There can be no valid objection to combination delivery from an economic standpoint of physical expense.

The objection of the California managers is clearly stated in "condemning the sale of a community newspaper in conjunction with a metropolitan newspaper on a compulsory combination basis." In connection with this resolution another was also adopted calling for a poll of the membership of the Audit Bureau of Circulation members "to determine the sentiment of the members as the practice of the Audit Bureau in certifying as paid the circulation of newspapers given away free with other publications."

The action of the convention had nothing to do with the question of combination delivery. The convention was concerned, and seriously concerned, with the practice of the Audit Bureau in certifying as paid circulation newspapers given away free with other publications without any increase in the price of the paper and without the formality of an order from the subscribers for the additional papers served free.

The combination is sustained by the bureau on the theory that a customer who buys a paper on a corner and finds another paper stuffed inside without his knowledge or consent is buying two papers provided he pays 50 per cent of the total combination price. The theory of the California Circulation Managers Association is, if he pays only the regular price of one paper, the other is given away as a free premium and that the

Audit Bureau is violating its own rules in certifying that the circulation of both papers is paid by giving each separate audits.

This distinction would be clear to anyone taking the trouble to read the resolutions adopted and the paper read before the convention on the subject by Harold D. Searles, circulation manager of the *Hollywood Citizen*, which prompted the action.—C. F. WAITE, *San Pedro Daily Pilot*.

### Used as a Text Book

Nov. 20, 1924.

To EDITOR & PUBLISHER: The EDITOR & PUBLISHER is used as a text book in the School of Journalism, University of Wisconsin, in which I am a student, and is one "text book" that is read from cover to cover every week by every student without the coercion of the instructors. It fills the bill, that is the simple story.

VICTOR R. PORTMANN.

## A Security Market

with complete newspaper financial service.

Buffalo offers a promising market for high grade securities. The Buffalo Evening News financial and business pages are complete, interesting, prompt; carrying TO-DAY'S news of activities in commerce and markets TO-DAY.

The News with its effective coverage and responsive reader interest, offers the financial advertiser the complete audience in the Buffalo territory. A. B. C. Sept. 30, 1923, \*119,754 total net paid.

Cover the Buffalo Market with the

### BUFFALO EVENING NEWS

\*Present average circulation 128,763  
Edward H. Butler, Editor and Publisher  
Kelly-Smith Company, Representatives  
Marbridge Bldg. Lytton Bldg.  
New York, N. Y. Chicago, Ill.

### WHY SOME TEXAS CAMPAIGNS FAIL?

Because

## The BEAUMONT ENTERPRISE

## AND The BEAUMONT JOURNAL

were not on the list. Some Sales Managers think they can cover Texas with four papers. They can not.

Ask Beckwith—He Knows.

## The Plain Dealer

has the Largest Circulation of Any Cleveland Daily Newspaper

205,569

J. B. Woodward 110 E. 42d St. New York  
Woodward & Kelly Security Bldg. Chicago

## GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK.

### Standard Gravure Corporation

LOUISVILLE, KY.

## Los Angeles Times

The only great morning newspaper in the Pacific Southwest whose ownership, control, direction and whole interests are in the territory which it serves.

World Leader in Advertising for Three Consecutive Years

## The Desert News

SALT LAKE CITY, UTAH

Covers a radius of 300 miles—all retail trading territory—prosperous, happy.

Foreign Representatives

CONE, HUNTON & WOODMAN  
New York Chicago Detroit  
Kansas City St. Louis Atlanta

Pacific Coast Representatives

H. H. CONGER COMPANY  
Los Angeles San Francisco

## Detroit Times



Evening 220,000  
Sunday 250,000



# OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

IN the preparation of the volume "Editorial Writing" (Houghton Mifflin Company) M. Lyle Spencer has frequently drawn upon contributions printed in EDITOR & PUBLISHER. In fact the book opens with a mention of EDITOR & PUBLISHER in which the editor of the *Wall Street Journal* is quoted as saying that of the 22,000 editorials published in the United States every week 21,500 might far better have never been printed. For the loss in prestige of the editorial page Mr. Spencer gives the following nine major reasons:

- (1) The phenomenal development of the news-gathering departments;
- (2) The failure of editorial writers to keep in practical touch with readers;
- (3) The transfer of the editorial function to the news columns;
- (4) The territorial expansion of the United States;
- (5) The corporate growth of newspapers;
- (6) The failure on the part of editors to train and develop editorial writers;
- (7) The absence of impending dramatic, national crises;
- (8) Increased education and enlightenment of the average reader;
- and (9) speed in newspaper production.

Obviously, however, the book is not published to outline the decadence of the editorial page but, with becoming modesty on the part of its author, it offers a stimulus to more effective editorial writing. Its author frankly admits that a study of his volume cannot make an editorial writer out of any reader, but he does believe that an application of the principles set forth will lighten the burdens of those seeking training in the fundamentals of editorial work.

The book is divided into four parts. The first of these takes up editorials and editorial work; the second concerns itself with editorial composition; the third sketches types of editorials; the fourth outlines policies and make-up of the editorial page and has a chapter on the country editorial. The volume concludes with a bibliography of collections of editorials—the most complete that I have seen.

Possibly Part III is the most practical for editorial writers now holding desk jobs. Even the experienced editorial writer can read with profit the discussion of such types as the interpretative, the human interest, and the controversial editorial. The editorial paragraph has a separate chapter. It begins with a description of how Robert Quillen, the well-known paragrapher, manufactures his famous "pepper and salt" variety of editorials. In contrast with the pointed quips of Quillen the author mentions the abbreviated matter-of-fact editorial. The illustration selected is an editorial paragraph of four sentences printed in EDITOR & PUBLISHER about opportunities in the newspaper business in New York.

The author of the volume is the Director of the School of Journalism at the University of Washington. His purpose has been to compile a volume which should be primarily of value to classes in schools of journalism, and secondly, of help to those interested in editorial writing who are not attending such schools. His text is admirably adapted to meet the needs of such groups, and will doubtless be adopted as a text—as it should be—in

many universities offering technical instruction in journalism.

AT least half of the fun-makers represented in "Sixty Years of American Humor"—a prose anthology (Little, Brown & Co.) edited by Joseph Lewis French are dyed-in-the-wool newspaper men. The preponderance of newspaper men in this field of writing is a significant commentary on the philosophical angle necessarily developed in the editorial office and the city room where the human panorama inexorably unfolds and asserts itself, and where the mental balance of sanity is sustained by the leavening grace of the optimistic philosophy so succinctly set forth in wit and humor.

In any one-volume anthology where the field is as wide and heterogeneous as that of American humor there inevitably must be some sin of omission. While Mr. French has made numerous happy selections, many a newspaper man will find omitted what he considers the most representative bit of joyous satire for lighter vein jest. But withal, even the sophisticated newspaper man will find enough of josh and jest, subtle humor and wit, lampoon and parody, cynicism and satire—enough good old-fashioned laughs to fill Josh Billings' prescription, "Laugh till your soul gets rested."

The short biographical headings, often with a word of criticism, serve admirably to place each contributor as to habitat, but unfortunately leave unfinished pictures of personalities. But the selection's the thing. For the most part, that's all right in "Sixty Years of American Humor."

HARCOURT, BRACE & CO. announce for publication in January "Getting the News" by William S. Maulsby of the University of Iowa. The volume is said to concentrate upon practical problems which the cub reporter must face—how to find out what is happening and how to get the story back to the paper.

JOINT production is unusual in newspaper circles except when the printers or pressmen go on strikes. But Keith Preston, who conducts the "Hit or Miss" column in the *Chicago Daily News*, and Richard Atwater, who conducts a similar department, "From Pillar to Post" in the *Chicago Evening Post*, have united in the production of an anthology of the best verse published in their columns. The book is published by Pascal Covici.

ADVERTISING managers on community weeklies and small city dailies should aid in the distribution of a 38-page booklet entitled "Small Store Advertising." Its purpose, to quote from the booklet itself, is "to enable the owner of the small retail store to make the most economical and effective use of the money he has available for advertising."

Copies of this pamphlet may be obtained gratis upon application to the United States Chamber of Commerce, Department of Domestic Distribution, Washington, D. C.

MANY of the points which George Horace Lorimer makes in his article "The Unpopular Editor of the Popular Magazine" contributed to *The Bookman* for December will apply equally as well to newspaper editors. The latter have learned a lesson similar to that mentioned by Mr. Lorimer when he says:

I have learned during the 25 years that I have been editing *The Saturday Evening Post* to have confidence in the good sense, good judgment, and good taste of our popular audience.

Lorimer can write almost as well as he can edit—and that is saying a good deal.

ARTHUR RUHL, who has himself been a European correspondent for American newspapers, in reviewing "These Europeans" by Sisley Huddleston (G. P. Putnam's Sons) in *The Nation* for Dec. 3, says that the twenty odd sketches in the volume are the sort of thing which a foreign correspondent sends home to his Sunday paper when the exigencies of news permit.

To the same issue of *The Nation* Howard A. Lamb, who used to be connected with the New York City News Association, contributes "Calles—The Teacher and Statesman." His sketch of the public career of Mexico's new president is worth clipping for the newspaper morgue.

WILLIS J. ABBOT, editor of the *Christian Science Monitor* of Boston, reviews "Those Europeans" by Sisley Huddleston (G. P. Putnam's Sons) in the *Atlantic Monthly* for December. J. St. Loe Strachey, editor of the *London Spectator*, is conducting a special department in the *Independent* of Boston. He is also frequently found in the columns of the *New York Times* as a reviewer of books published in England.

IN the *Publishers' Auxiliary* for Nov. 29, can be found the first installment of "Contempt of Court and the Newspaper" by Stuart H. Perry, editor of the *Adrian* (Mich.) *Telegram*.

THE second edition of *The Stylebook* of the *Detroit News* by A. L. Weeks has just been issued for that newspaper. Of especial value is the contribution "The Doctor Looks at Journalism." In this Dr. Morris Fishbein of the staff of the *Journal of The American Medical Association* lists some of the minor errors that afflict news stories.

Utah, Southern and Eastern Idaho, Eastern Nevada and Western Wyoming—the territory served by

## THE Salt Lake Tribune

No other section of the country offers the advertiser the opportunity of practically covering four states by using one newspaper.

FOREIGN REPRESENTATIVES  
**The S. C. Beckwith Special Agency**  
 New York—Chicago—Detroit—St. Louis—Kansas City—Atlanta.  
 PACIFIC COAST REPRESENTATIVE  
**M. C. Mogensen & Co., Inc.**  
 Los Angeles—San Francisco—Seattle

## ELEVEN MONTHS' LEADERSHIP

The *New York Times* published 24,064,632 agate lines of advertising in the eleven months of this year, 2,070,058 lines more than in the corresponding period last year and an excess over the next *New York newspaper* of 8,537,158 lines.

## The New Orleans States

Is now represented in the East and West by the  
**JOHN M. BRANHAM COMPANY**  
 New York Office—Canadian-Pacific Bldg.  
 Chicago Office—Mallers Bldg.  
 Also in Detroit, Atlanta, St. Louis, Kansas City and San Francisco

first!

- in circulation
- in lineage
- in reader interest
- in proved results

## The Indianapolis NEWS

## MOST NEWS

The largest morning daily circulation in Pittsburgh

### The Pittsburgh Post MORNING AND SUNDAY

October circulation (net paid)  
 Daily Circulation.....137,824  
 Sunday Circulation.....197,347  
 Member A. B. C.

"FIRST IN PUBLIC SERVICE"

### The World.

The World and the Evening World have a combined circulation daily, of 750,000 for \$1.20 per agate line gross, subject to contract discounts. These two papers are read by more jobbers, department and chain store buyers, and by more retailers; offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

**The Evening World**  
 Pulitzer Building, New York  
 Mallers Bldg. General Motors Bldg.  
 Chicago Detroit

### THE TACOMA NEWS TRIBUNE

## TACOMA

Population, 112,000 People

Local flour mills export over 1,500,000 barrels of flour each year; Tacoma Smelter largest in the West; 2 High Schools, 6 Intermediate Schools, 39 Grade Schools, College of Puget Sound, Annie Wright Seminary and 145 churches.

You can blanket the rich and prosperous territory of Tacoma and Southwest Washington through the columns of the *News Tribune*: A. B. C. Audited Circulation, 32,643.

Frank S. Baker, Charles B. Welch,  
 President, Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

David J. Randall, Ford, Parsons Co.,  
 341 Fifth Ave., 360 No. Michigan Ave.,  
 New York City, Chicago, Illinois.

R. J. Bidwell & Co.,  
 San Francisco and Los Angeles, Cal.



# ALL IN THE DAY'S WORK

Drawn Exclusively for EDITOR & PUBLISHER

By J. R. WILLIAMS

He's the "Bucaroo Artist of the Rio Pecos"



New Mexican foothill ranch, and Bill McNew's ranch, famous for its two enormous brands, the Link Slash (O/) and the Box P (□P), the latter usually known as the "Coffee Pot."

He joined the cavalry to get action in Mexico, and served his enlistment.

Then he went to Alliance, O., married, and started work as a machinist. But the urge to draw, which had always followed him, asserted itself. He studied cartooning and soon he was working for NEA.

When asked by EDITOR & PUBLISHER as to what he thought of cartooning, he said:

"A man's characters certainly do tie him right down to his board, don't they? See—like this, I mean," and with a few moves of his pencil, then a "follow up" of ink, he reproduced the cartoon shown above, which shows all the characters he has originated.

### A.N.A. NAMES NEW DIRECTOR

#### R. L. Cox Takes Place on Board, Vacated by Leavitt

Robert Lynn Cox, second vice-president of the Metropolitan Life Insurance Company, was this week announced as new member of the board of directors of the Association of National Advertisers, filling the vacancy caused by elevation of Robert K. Leavitt to secretary-treasurer.

Leavitt, former advertising manager, "Onyx" Hosiery, Inc., assumes his association duties Dec. 15, succeeding John Sullivan, who resigned after 10 years service, Dec. 1. F. R. Kingman, assistant sales manager, has been appointed successor to Leavitt with "Onyx" Hosiery, Inc., and will represent that concern in the A. N. A. membership.



Jim Williams as Texas knew him

R. (JIM) WILLIAMS, "bucaroo artist of the Rio Pecos," whose feature "Out Our Way" is being distributed by the N. E. A. service, has perhaps one of the most humanly interesting histories of any cartoonist. He has been successively a genuine cow-puncher on ranches in Texas and New Mexico, a member of the United States Cavalry, a sign painter, a locomotive fireman, a machinist and now, a nationally known cartoonist.

One has only to hear him tell of his years as a cowpuncher to realize where he gets his ideas for his famous "Smokey" and "Cotton" cartoons, having to do with two typical western cowboys, for, Jim will tell you, he wrangled horses, punched cows, branded calves, rode lines, "busted" broncs, shoveled hay and all the rest of it for years on the famous old McMurray Bar T L (-TL) ranch near the Rio Pecos, and on Stark's

**Ben Franklin**  
**THRIFT SALE**  
TRADE MARK

See page 17

# WHEN YOU EAT THINK OF INDIANA

Indiana is a factor of recognizable importance in supplying foodstuffs for the people of the country.

Indiana produces twenty-one crops which are important enough to be considered statistically. Of these corn and wheat have leading places.

Millions of cattle, sheep and hogs are produced annually in Indiana, ranking her high in the livestock industry. Large numbers of milk cows have made dairying profitable.

The prices that consumers pay, in their respective markets, for the foodstuffs that are produced in Indiana, are indicative of the millions of dollars that annually revert to this Hoosier State.

A food market is a never failing market. Indiana's revenue is steady and never failing for this reason.

With these facts in mind, an intensive cultivation of this market by National Advertisers will win distribution and popularize your merchandise.

	Circulation	Rate for 5,000 lines
†Decatur Democrat .....	(E) 3,106	.025
*Evansville Courier and Journal... (M) 27,839	} 39,069	.09
(E) 11,230		
*Evansville Courier and Journal .....	(S) 32,840	.08
*Fort Wayne Journal-Gazette .....	(M) 31,502	.07
*Fort Wayne Journal-Gazette .....	(S) 34,520	.07
*Fort Wayne News-Sentinel.....	(E) 41,938	.09
*Gary Evening Post-Tribune .....	(E) 14,196	.055
Hammond Times.....	(E) 15,436	.05
*Huntington Press.....	(M&S) 3,797	.025
*Indianapolis News .....	(E) 128,400	.25
*Lafayette Journal & Courier..... (M) 7,605	} 20,505	.06
(E) 12,900		
†††La Porte Herald-Argus .....	(E) 6,000	.025
*Newcastle Courier .....	(E) 6,000	.025
*South Bend News-Times..... (M) 10,138	} 23,040	.06
(E) 12,902		
*South Bend News-Times .....	(S) 21,293	.06
†South Bend Tribune.....	(S) 19,388.....(E) 20,627	.06
*Terre Haute Tribune .....	(E&S) 22,830	.06

\*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

# CIRCULATION

FOR ALL DISTRIBUTORS OF DAILY NEWSPAPERS

By J. OMANSKY

THE need for well organized promotion has never been as urgent as now when gains in sales will have to be made largely by circulation departments. In most organizations, excepting those in very large properties, promotion is done by the same men who are charged with the delivery of the papers and the collecting for them. Often campaigns that involve the expenditure of hundreds and thousands of dollars are conducted in the little time that can be spared from routine work that must be done and so we have a condition on most newspapers which hardly exists in any other business; one group of men is required to do both maintenance and promotion with the result that neither is done as successfully as it might be.

Excluding the small papers, all others can profitably have promotion departments whose duty it would be to prepare office ads, write and supervise the distribution of circulars and posters, handle offers to boys, contests, canvasses, house organs, and publicity stunts. This work should be done under the supervision of the circulation manager who should co-ordinate the work of both the maintenance and promotion branches.

Promotion handled in this way would make unnecessary the employment of outside companies and would permit the men who deliver papers to concentrate on the jobs for which they are primarily fitted.

The best promotion can be done, we believe, by men with actual circulation department experience and some advertising ability. The ads and circulars that pull are not always those that are well written and attractively laid out. Copy that gets the most results is usually prepared by men who have dirtied their hands counting out sheets to carriers and sleep-outs.

A fellow circulator in writing us about his paper refers to our business as a noble calling. We will send post paid a couple of worn out carrier bags to anyone who will show us any nobility in selling papers.

A caustic friend of ours hit the mark when he said that a circulation manager is nothing more than an exalted newsboy.

When we get complaints we offer to send to the irate subscribers their papers by messenger. The cost is charged to the carrier boys. In this way we help satisfy the subscribers and penalize the boys for negligence. Of course they are given the benefit of any doubt as to their responsibility for the complaints.

The Western Union handles the deliveries for us at a flat rate to any part of the city. We deliver a few papers to each of their offices, telephone the names and addresses of subscribers and the W. U. does the rest.

Here is a letter from a circulation man: "We wonder if you could give us some

## WIRE NEWS

**For Evening and Sunday Newspapers**

**International News Service**

23 Spruce St., New York

information as to how newspapers are meeting the problem of carrier boys wasting time folding their papers before starting on their routes. We find that some of our boys who ride bicycles waste the better part of an hour folding their papers before starting out. We should like to know whether this is permitted by circulation managers in general, or if not, what they do to overcome it."

Routes with subscribers living close together should not be delivered with bicycles. Most newspapers forbid their boys to use bikes because it is not possible to get boys in town to hop off their wheels to make deliveries and no boy can give satisfactory service by throwing his folded papers from the street. Furthermore bicycles in densely populated sections do not speed up the delivery sufficiently to justify their use.

When the boys stop using them the trouble our correspondent is having will be automatically eliminated for the carriers will then fold their papers as they walk around their routes.

On scattered suburban routes bicycles are a tremendous help and their use should be encouraged. When the boys use bicycles no harm is done if they do take time before they start to fold their papers because they can do that easier at the office than while they are delivering.

One of the chief functions of a carrier paper is to interest the boys in reading carefully the paper they are selling. The *Brooklyn Times Junior* is trying to do this by advising the boys to read *The Times*.

Another way of getting this result is by running personality stories with art about the feature writers and men and women who conduct departments. The boys may not be interested in the women's page but they will read about the editor, if she is pretty. Stories about the comic artists, serial writers, and sports staff will be followed by the boys eagerly.

Interest can also be aroused by offering prizes for the best letters on, "The Comic Strip I Like Best," or "Why The Sport Pages are the Best in \_\_\_\_\_." Such contests will get the boys to read their paper and talk about it, and also increase the reading of the house organ.

The *San Francisco Bulletin Carrier Journal* prints an Honor Roll each month of carriers who had the least complaints

**Our Features:**

**Irvin S. Cobb**  
**Samuel G. Blythe**  
**R. L. Goldberg**  
**Roe Fulkerson**  
**Don Herold**  
**O. O. McIntyre**  
**Nellie Revell**  
**Will Rogers**  
**H. J. Tuthill**  
**Albert Payson Terhune**  
**and others**

**The McNaught Syndicate, Inc.**  
 Times Building, New York

and obtained the most subscriptions. Such an Honor Roll acts as a big incentive to boys.

Agents from distant towns often ask us to do things for them; such as purchase tickets to a show, see their local wholesaler, give them the name of a radio dealer, and the like. When we render such service we are making friends at very little expense.

Any paper that organizes a service bureau for out of town agents will be more than repaid in loyalty and good will. A service department can be handled by any bright young man or woman and all the equipment required is a directory and a telephone.

Much capital can be made of such a bureau and the advertising department can use copies of inquiries with advertisers to good advantage.

When a paper finds the need of a premium to get subscriptions we believe that magazines are the best to use. They are just as strong an inducement as most articles, with careful buying they can be had at very low cost, and they serve to reduce to a minimum the obtaining of subscriptions from illiterates and the very poor. Almost anyone can be induced to subscribe when a useful household article is offered free. But, generally only persons who are likely to continue reading the paper after the subscriptions expire will give orders when magazines are offered as premiums.

"Since you talk so much about carrier papers," writes a reader, "why don't you tell us how you would run one, if you know how." That's just what we are going to do in an early issue.

**Illinois Weekly Suspends**

The *Edwardsville* (Ill.) *Democrat* has temporarily suspended publication. It had been published weekly for 43 years by A. L. Brown.

**don't forget the children**

Little folks like stories almost more than grown-ups. Here is a fine weekly series about small boys and girls of the kind we all know.

**ON OUR BLOCK**  
By Homer Kingsley

Although these are by no means "goody-goody" stories, each one has a clever little lesson tucked away in it that will delight parents.

Immediate Release

**Readers' Syndicate, Inc.**  
799 Broadway New York City

**1925 will be a Prosperous Year**

AN immediate gain of thousands of NEW prepaid subscribers is the best possible way to start the New Year. Our campaigns offer the one SURE way to obtain this circulation increase, as is proven by over twenty years of unquestioned supremacy and the number of leading metropolitan dailies who use and endorse our services.

**HOLLISTER**  
CIRCULATION ORGANIZATION  
717-719 COM'L EXCHANGE BLDG  
LOS ANGELES, CAL.

**NEWSPAPERS BEST MEDIUM**

**Bring Conclusive Results, Exhibition and Fair Men State**

Testimony as to the superiority of newspapers in advertising the attractions of exhibitions and fairs was given by a number of speakers in discussing the question of advertising at the first annual meeting of the Canadian Association of Exhibitions, held in Toronto, recently.

The discussion was opened by J. B. Hay, publicity director of the Canadian National Exhibition, who declared there was no more complicated advertising proposition on earth than that of advertising a fair.

John C. Simpson, president of the World Amusement Service Company, Chicago, reported that when he had to do with advertising fairs in the Western States he found the weekly country newspapers the most effective medium. In his opinion, newspapers were the best mediums.

*The most successful of all newspaper consolidations.*

**THE NEW YORK HERALD**  
**New York Tribune**

**AUTOMOBILE FEATURES**

Touring — Camping — Traffic — Gasoline — Upkeep — Roads — Legislation — Taxation — Insurance — Garaging — Used Car Buying and Selling and all the other

**BIG SUBJECTS OF MOTORING COVERED IN A BIG WAY**

**The Ullman Feature Service**  
Woodward Bldg., Washington, D.C.

**Mr. Publisher or Business Manager**

The International Circulation Managers' Association can supply you with a competent circulation manager. Write

**CLARENCE EYSTER**  
Sec'y-Treas., I. C. M. A.

**Peoria Star Co.**  
Peoria, Ill.

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**SLIGHT LINEAGE DROP**

**October Survey of 30 Cities Shows 6 Per Cent Decrease**

Total newspaper advertising of 30 principal cities of the United States during October was 129,591,690 lines as against 130,448,404 lines in October, 1923, a loss of 856,714 lines, according to a table recently issued by the statistical department of the *New York Evening Post*. Expressed in percentage the loss was just six-tenths of one per cent. The survey covered 135 newspapers. The summary follows:

Thirty cities listed; 18 show gain; 12 show loss; 135 papers listed, 69 show gain; 58 show loss; 9 no comparisons.

	1924	1923	Gain
New York...	15,598,282	16,466,140	*867,858
Chicago...	7,100,093	7,486,350	223,743
Philadelphia...	8,121,604	8,196,388	*74,784
Detroit...	5,238,030	5,066,698	171,332
Cleveland...	4,011,625	4,353,000	*261,375
St. Louis...	4,624,620	4,311,240	313,380
St. Paul...	6,322,543	6,051,875	270,668
Baltimore...	4,730,515	4,977,143	*246,628
Los Angeles...	7,573,177	8,647,411	*1,074,234
San Francisco...	3,822,923	3,871,706	*48,783
San Francisco...	4,994,337	4,958,941	35,396
Milwaukee...	3,336,248	3,289,676	46,572
Washington...	4,645,538	4,609,018	36,520
Memphis...	3,625,500	3,607,500	18,000
New Orleans...	3,317,839	3,379,987	*62,148
Minneapolis...	3,213,728	3,350,027	*136,299
Seattle...	2,827,118	2,764,230	62,888
Indianapolis...	3,176,991	3,057,526	119,465
Denver...	2,448,600	2,322,264	126,336
Providence...	3,142,256	2,985,788	156,468
Columbus...	3,624,579	3,510,964	113,615
St. Paul...	3,281,741	2,991,344	290,397
St. Paul...	2,494,310	2,635,850	*141,540
Portland...	2,617,440	2,206,932	410,508
Omaha...	2,363,697	2,328,473	35,224
Birmingham...	2,321,924	2,180,626	144,298
Richmond...	2,095,422	2,327,107	*231,685
Dayton...	3,246,600	3,150,042	96,558
Houston...	2,724,680	2,791,866	*67,186
Des Moines...	2,256,730	2,572,262	*315,532
Totals.....	129,591,690	130,448,404	*856,714

published by the New York Evening Telegram.

**I. T. U. NAMES PUBLICITY MAN**

**Harry Calkins, of Indianapolis Star, Will Explain Union's Work**

Appointment of Harry R. Calkins, lately a member of the *Indianapolis Star* staff, as director of publicity for the International Typographical Union, has been announced by James M. Lynch, president of the union.



HARRY R. CALKINS

Creation of a department of publicity at the union's headquarters in Indianapolis, Ind., was undertaken, President Lynch said, in order that the humanitarian and educational accomplishments and aims of the organization may attain recognition by the general public.

"In these days of the widespread use of printers' ink it is not wise for an organization of such magnitude as the I. T. U. to hide its light under a bushel," said Mr. Lynch. "We want the public to understand that a trade union can go beyond the business of wage negotiation in serving its membership. The Union Printers' Home at Colorado Springs, Col., to which sick and aged printers may retire, the union's old age pension, its mortuary benefits and its apprentice educational system are of great value to the craft and to the employers."

Mr. Calkins, for several years an Indianapolis newspaper man, formerly was connected with newspapers in St. Louis, Mo., New Orleans, Sioux City, Ia., and other cities.

# Rapid Expansion OF INDUSTRY IN IOWA

Although every one knows Iowa has leading place agriculturally few people realize that it has become a great manufacturing state. Within the last thirty years the manufactures of Iowa have increased at a phenomenally rapid rate due largely to three main reasons—

- Abundant Coal
- Excellent Transportation Facilities
- Unlimited Supply of Raw Material

There are, in Iowa, 5683 manufacturing establishments having a capital investment of over \$400,000,000 and giving employment to over 105,000 persons.

Iowa has proven herself possessed of the fundamental elements of a great manufacturing state.

Her factories no longer turn out merely the results of the conversion of her own raw material and those articles for which there is a strong and constant home demand. Iowa is now turning her attention to a greater field of enterprise and is turning out merchandise of national and world wide use and demand. This steady and persistent growth of industries in Iowa has caused a steady and persistent increase in the revenue.

The people of Iowa find themselves more prosperous than ever. The disposal of this new prosperity can be guided your way by these strong influential newspapers.

**N. Y. LINEAGE SHOWS GAIN IN NOVEMBER**

TOTAL newspaper advertising in Greater New York for November was 14,853,164 lines against 14,698,850 lines in 1923, a net gain of 154,314 lines,

according to a report just issued by the statistical department of the *New York Evening Post*. The table follows:

Pages	Percentage of total space	1924	1923	Gain	Loss		
194	1923						
460	1,274	American	9.3	1,381,446	1,254,140	127,306	.....
176	1,012	Herald	9.6	1,419,064	1,394,772	24,292	.....
176	972	Herald Tribune	9.6	1,419,064	877,756	541,308	.....
816	.....	*Mirror (Tabloid)	2.3	339,826	.....	.....	.....
184	1,064	News (Tabloid)	4.1	605,778	481,504	124,274	.....
812	1,564	Times	16.8	2,496,358	2,213,164	283,194	.....
292	1,158	World	10.1	1,507,498	1,394,702	112,796	.....
360	.....	*Evening Bulletin	1.3	186,178	.....	.....	.....
136	1,254	*Evening Journal	8.8	1,301,126	1,401,726	.....	100,600
.....	606	*Evening Mail	.....	.....	697,908	.....	.....
738	530	*Evening Post	3.0	441,132	369,788	71,344	.....
740	704	*Evening World	5.0	748,316	804,552	.....	56,236
914	812	*Sun	8.1	1,206,730	1,136,516	70,214	.....
628	592	*Telegram & Mail	4.5	676,050	657,220	18,830	.....
184	1,096	Brooklyn Eagle	9.8	1,460,558	1,350,244	110,314	.....
566	588	Brooklyn Times	2.9	428,844	423,776	5,068	.....
628	614	Standard Union	4.4	654,260	688,082	.....	33,822
1854	13,840	Totals.....	.....	14,853,164	14,698,850	154,314	.....
							Net Gain

\*No Sunday edition.  
†Telegram and Mail combined January 28, 1924. Sunday issue discontinued March 16, 1924.  
‡Evening Telegram carried 96,772 lines in the 4 Sunday issues of November, 1923; this page is included.  
§Herald and Tribune combined March 19, 1924.  
\*\*Evening Bulletin first issue June 19, 1924.  
††Mirror (Tabloid) first issue June 24, 1924.

	1924	1923	1922	1921	1920	1919	1918
American	1,381,446	1,254,140	1,002,522	968,394	872,092	1,112,508	702,237
Herald	.....	947,772	1,063,996	1,088,108	1,086,622	965,828	552,162
Herald Trib.	1,419,064	877,756	862,068	885,408	880,660	891,484	413,980
Mirror (Tab.)	339,826	.....	.....	.....	.....	.....	.....
News (Tab.)	605,778	481,504	347,526	344,150	192,280	.....	.....
Times	2,496,358	2,213,164	2,137,720	2,005,594	1,953,910	2,053,252	1,232,240
World	1,507,498	1,394,702	1,578,454	1,334,148	1,356,962	1,699,634	1,266,658
Evening Bulletin	186,178	.....	.....	.....	.....	.....	.....
Evening Journal	1,301,126	1,401,726	1,186,856	1,121,864	1,024,194	879,560	728,270
Evening Mail	.....	697,908	585,270	641,506	584,836	534,126	348,778
Evening Post	441,132	369,788	325,102	418,804	584,592	390,580	316,087
Evening World	748,316	804,552	817,812	843,010	970,990	861,334	503,735
Sun	.....	.....	732,286	727,674	694,150	802,636	551,056
Telegram & Mail	1,206,730	1,136,516	958,828	780,034	811,874	860,166	571,763
Brooklyn Eagle	676,050	657,220	581,016	612,856	532,542	801,444	659,622
Brooklyn Times	1,460,558	1,350,244	1,321,854	1,221,926	1,068,584	1,072,922	720,335
Standard Union	654,260	688,082	717,656	645,596	700,844	692,100	504,039
Totals.....	14,853,164	14,698,850	14,532,812	13,972,676	13,619,526	13,617,574	9,070,963

†††Figures not recorded.  
††††Sun and Globe combined June 4, 1923, name changed to Sun March 10, 1924.

	Circulation	Rate for 5,000 lines
*Burlington Gazette	10,164	.04
*Cedar Rapids Gazette	21,481	.07
*Davenport Democrat & Leader	14,564	.06
*Davenport Democrat & Leader	17,895	.06
†Davenport Times	24,676	.07
*Iowa City Press-Citizen	6,387	.035
*Mason City Globe Gazette	12,622	.04
*Muscatine Journal	7,762	.035
*Ottumwa Courier	12,852	.05
*Waterloo Evening Courier	17,071	.06

\* A. B. C. Statement, Sept. 30, 1924.  
† Government Statement, Sept. 30, 1924.

### SAYS RUSSIA'S UGLIEST NEWS NOT PRINTED

Correspondents Keeping It to Themselves, Charges Capt. McCullagh in New York Herald Tribune—Asks Investigation

Newspaper correspondents keep the "ugliest news" of Soviet Russia to themselves, Capt. Francis McCullagh charged in a series of articles appearing in the *New York Herald Tribune* this week, suggesting that the situation should be investigated by editors and journalistic associations in America.

"If American newspapers cease paying foreign journalists to represent them in Moscow, practically no cable news save what is openly Communistic will get out of Russia," he said.

"I do not mean, of course, to call for a journalistic blockade of Russia on the part of the American press; I only ask American editors to combine for the purpose of getting an independent news service from Russia, and I assure them that if they stand by one another Moscow must give way, as she cannot afford to see all the American correspondents withdrawn.

"There need be no encouragement of recklessness and insolence on the part of any correspondent; but no American newspaper whose American correspondents have been kicked out one after another because they told the truth should fall so low as to replace those American correspondents by Russian revolutionaries and German Communists, who manage to hang on to their jobs and to their salaries in Moscow by exercising a severe economy of the truth."

### PARIS CORRESPONDENTS FROLIC

American and British Writers Hire Entire Cabaret for Annual Dinner

The Paris correspondents of American and British newspapers laid aside all care on the night of Nov. 18, at the annual dinner of the Anglo-American Press Association.

Abandoning the practice of previous years of holding the function at one of the leading hotels, the members hired a whole Montmartre cabaret, and a number of the best artists of Paris, among them some American and English stars, made the evening's entertainment a great success. But perhaps the most appreciated turns were two provided by the correspondents themselves. Frederick K. Abbott, of the International News Service, proved a remarkable ventriloquist—with the aid of a hidden confederate.

The feature of the evening, however, was a sketch, "The Impromptu de Montmartre, a Classic Drama in One Spasm," in which Aphrodite, Dionysus and Clio welcomed the Count de Chambrun, formerly head of the Press Bureau at the Quai d'Orsay, to his new post as Minister to Greece. Harold E. Stearns, of the *Baltimore Morning Sun*, was an excellent Aphrodite, while Hudson Hawley, of the Associated Press, was a hit in his own part of Dionysus.

A special edition of the *Paris Times* was issued during the dinner, which was attended by many distinguished members of the American and British diplomatic corps.

### New Canadian Newsprint Mill

Another newsprint mill for Canada has been announced by the Great Lakes Paper Company, which now operates 125-ton pulp mill at Fort William. Construction will commence April 1, 1925 on property adjoining the pulp mill. Present plans call for a 200-ton mill, to cost \$4,000,000.

### Sells Vegetables to Probe H.C.L.

The enterprise of French newspaper men was illustrated recently when the *Petit Parisien* entrusted an inquiry into the high cost of living in France to one of its editors, M. Victor Bonnans. To

get the right angle, he set out with a fruit and vegetable barrow and sold his eatables in the streets of Paris, hustled by the crowd, moved on by the police, and grumbled at by the housewife. He lived the life of the itinerant street vegetable seller, obtaining information which made an authoritative series.

### To Unveil Statue at A. A. C. W. Meet

An equestrian statue of Gen. Sam Houston, to be unveiled in Houston during the A. A. C. W. international convention, May 10 to 14, will be shipped to Texas from New York during the winter. The statue, second largest of its kind in the country, is the work of Enrico Cerracchio, and was approved by a committee of which Paul Wakefield, owner of the *Houston Post-Dispatch*, is a member.

### Pressmen to Instruct by Mail

On Feb. 1, 1925, the International Printing Pressmen and Assistants' Union will start a free correspondence course to apprentices of all branches of the commercial and newspaper industry of America.

### New York Times Club to Dance

The New York Times Club will hold an informal reception and dance Dec. 16, at the Waldorf-Astoria Hotel.

### RADIO FANS DON'T CARE FOR NEWS, CANVASSES PROVE

RADIO fans do not care for distribution of news over the air, according to Robert T. Small, who, writing for the Consolidated Press Association, reports on the results of canvasses recently conducted by newspapers operating broadcasting stations.

Newspapers mentioned by Small were the *St. Louis Post-Dispatch*, *Detroit News*, and *Chicago Daily News*.

"Some of the newspapers," he wrote, "persisted in putting a summary of the news on the air. Then it was noticed that in communications received from the fans not a word ever was said in praise of the news service. So the experimenters began cutting down news and enlarging entertainment programs. More encomiums came from the fans. Canvasses revealed that there was no demand for the general run of news."

### Covington Post Starts Sunday Edition

The *Covington (Ky.) Post*, Scripps-Howard evening newspaper, is now printing a Sunday morning edition, taking the United Press Saturday night wire service. First publication date was Nov. 30. Bruce I. Susong is editor.

### Swedish Ad Men Join A. A. C. W.

The Swedish Advertising Association has decided to join the Associated Advertising Clubs of the World. The decision was reached at a meeting held recently in Stockholm. Next to the United States, Sweden sent the largest number of delegates to the A. A. C. W. international convention in London last July.

### Walter Duranty Recovering

Walter Duranty, of the *New York Times*, who was injured in the accident to the Paris Havre express on Nov. 6, is making good progress in spite of serious injuries to his legs. He is still in hospital at Havre, but it is hoped he may be able to leave there before Christmas.

### A. P. Committee Meets Dec. 17

Date of the December meeting of the Associated Press executive committee at New York headquarters has been changed from Dec. 24 to Dec. 17, to avoid conflict with the Christmas holiday season.

### Ohio Daily Sold

The *Middletown (O.) Journal* was sold last week to J. A. Chew of Xenia, who with C. F. Ridenour of Piqua, operates newspapers at Piqua, Xenia and Niles, O.

## SUPPLIES AND EQUIPMENT FOR NEWSPAPER MAKING

**A Rare Bargain.**  
Rotary Gravure printing equipment for producing full newspaper pages or tabloid papers, or commercial work. Product delivered either flat or folded. For sale at an extremely low price for quick action. Wire for details of our No. 599. Baker Sales Company, 200 Fifth avenue, New York City.

**Printers' Outfitters**  
Printing Plants and business bought and sold. American Typefounders' products, printers' and bookbinders' machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

**24-Page Goss Press Bargain!**  
Owners must move this 3-deck, 2-page, wire Straightline Goss this month. Can furnish stereotype machines or complete equipment daily from same plant. Our List 30 has Model 1 Linotypes for \$425, bargains in 5, 8, 10 Intertypes, \$1,000 for guaranteed machines. Peckham Machinery Co., 1328 Broadway, New York City.

**Presses and Equipment for Sale.**  
Hoe Octuple Press, X Pattern design, 22" Cut-Off. Hoe Plate Finisher included. Early delivery. Complete newspaper plant with 24 page Goss Press. Several other desirable presses of various sizes. A big list of stereo and composing room equipment. Let us know your needs. Griffiths Publishers Exchange, 154 Nassau Street, New York.

**MODERNIZE**  
your  
**COMPOSING ROOM**  
with  
**HAMILTON EQUIPMENT**

Made in both wood and steel.

Manufactured by  
**The Hamilton Mfg. Co.**  
Two Rivers, Wis.

For sale by all prominent Type Founders and Dealers everywhere.

**N. Y. DAILY NEWS**  
HALF-TONES  
*Best in the World*  
Made by  
**POWERS**  
NEW PROCESS



Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.

**THE GOSS PRINTING PRESS CO., CHICAGO**

**Don't "Pig" Metal**  
**It Wastes Money**

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

**MONOMELT**  
SLUG FEEDER

Eliminates the Metal Furnace

**Printers Manufacturing Co.**  
709-719 Palace Bldg.,  
Minneapolis Minn.

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business builder for you.

**BURRELLE**

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

Cline-Westinghouse Double Motor-Drive with full automatic push button control.

USED BY THE

**La Fayette Journal**  
La Fayette, Ind.

We refer you to them for their opinion



MAIN OFFICE: Fisher Building, 343 E. Dearborn St., CHICAGO  
EASTERN OFFICE: Marbridge Building, Broadway at 34th St., NEW YORK

# THE MARKET PLACE OF THE NEWSPAPER

**3c** per word per insertion, cash with order, for advertisements under the classification of "Situations Wanted."

**18c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

**6c** per word per insertion, cash with order, for advertisements under any other classification.

**36c** per line per insertion, cash with order, if white space is used at top and bottom of advertisement.

## SITUATIONS WANTED

**Advertising, Business Executive.** Result getter in modern promotional methods. Trained under country's most successful publishers. Highest character references. Available on reasonable notice. Confidential correspondence solicited. Box C-521, Editor & Publisher.

**Advertising Manager.** Ten years' experience, solicitor, promotion, advertising and business manager. Understand classified and Foreign. Good record. 31 years old, single, healthy, energetic. Prefer small salary and commission basis. Box C-550, Editor & Publisher.

**Advertising Manager.** Capable salesman; first-class copy writer and by-out man; seeks affiliation with progressive publication about January 15th. Energetic, reliable man, protestant, married, permanently employed; excellent record; valuable newspaper experience. Box C-535, Editor & Publisher.

**Advertising Manager.** Display, Classified. Seventeen years in newspaper field, recently representing papers with combined circulation of over 600,000. Energetic, progressive with excellent record. Age 36, married. Desire connection with established newspaper or magazine January 1. Confidential correspondence solicited. C-543, Editor & Publisher.

**Advertising Solicitor.** Three years' all-round display experience in city of 300,000 population. Two years' national advertising experience in city of million population, including traveling experience and New York. Age 31; good character, hard worker. Has shown ability to earn \$6,500 a year. Position with large eastern newspaper or representative preferred. Box C-541, Editor & Publisher.

**Business Manager.** Now engaged, will consider offer from publisher desiring to turn over entire management of business; 20 years' actual experience in all departments. C-510, Editor & Publisher.

**Business Manager—Advertising Manager.** Man 32 years old will consider offer from publisher in need of someone capable of taking entire charge of business management of newspaper and job plant. Can show excellent business building record, and furnish best references as to reliability, honesty, education, etc. Now engaged—four years at present location, and over ten years total experience. Prefer daily in middle west. Box C-544, care Editor & Publisher.

## Situations Wanted

**Circulation Manager.** Having had experience on large Eastern and Western papers, wishes to make change. Best of reference furnished, now employed. C-507, Editor & Publisher.

**Circulation Manager.** Young, unmarried man with seven years' circulation experience, desires to locate in good sized middle western town. Expect salary of \$40 a week. Good references. Box C-537, Editor & Publisher.

**Circulation Manager.** Possessing ability to increase circulation on some newspaper solicits publishers' propositions immediately. Best of references to publisher in need of my services. Address Box C-530, Editor & Publisher.

**Circulation Manager.** Age 29, married, twelve years' experience in circulation work. Circulation manager three different papers during last eight years. Reason for change, wish greater opportunity. Now employed as circulation manager. Salary, \$60. Box C-538, Editor & Publisher.

**Circulation Manager.** Employing modern methods, efficient systems, thoroughly experienced in building net paid, non-return circulation. Not a believer in Premiums or Contests, but substantially built increases. Not built from the Mail Room figure-head holding a title, but a Producer that expects full co-operation from his Publisher and justifies the support given. An efficient, capable, highly trained Executive that knows the game, including A. B. C. Not how cheap, but how good. Understands all modern methods of distribution. Single. Age 45. Member I. C. M. A. The type producer that requires a good salary and fully justifies the salary paid. C-536, Editor & Publisher.

**Editor,** 28, married, experienced in weekly and daily fields, desires connection with New England or Eastern afternoon daily, as managing editor, editorial or dramatic writer. Training includes legislative reporting. Interview desired. C-528, Editor & Publisher.

**Feature Writer.** With all-round newspaper training desires connection. Background includes three years on The Springfield (Mass.) Republican. University trained and World war veteran. References and examples of work on request. Address Box B-986, care Editor & Publisher.

**Feature Writer.** Young woman, 24, desires connection, preferably with Eastern publication, where ingenuity, originality and unquestionable ability will be appreciated. Has college education and four years' experience on both Eastern and Western newspapers, handling special assignment "news features," woman's page articles, interviews and general feature work. Examples of work and references on request. Address Box C-547, care Editor & Publisher.

**Linotype Machinist.** Practical machinist, Grade A millwright, with course at Linotype factory, desires situation. Can attend to any machine in printing plant. Address, Grant, 4 Washington street, Everett, Mass.

**Manager.** Able to change losses into profits and to materially increase earnings of a newspaper. Looking for a job where there is an opportunity to develop newspaper by cutting expenses and increasing business. Experienced all departments, particularly in advertising, circulation, business management and mechanical. Also able to supervise news end of paper. Experience enables me to coordinate every department, securing maximum results. In present situation, in 1924, reduced expenses \$50,000 over expenses in 1923 and with a 20 per cent increase this year in business. Able to supply high grade references from newspaper, financial and business men who have known my work for many years. Address C-545, care Editor & Publisher.

**Mechanical Superintendent.** Now employed, desires to make change. Qualified from 20 years' actual experience to supervise all departments. Will consider proposition of salary plus percentage of savings effected. C-509, Editor & Publisher.

**Mechanical Superintendent.** Mr. Publisher, let me relieve you of your composing room and mechanical department troubles. Sixteen years' experience as an executive, and know all departments. Can handle men and get results. Prefer snappy afternoon daily with several editions. References furnished. C. G. Manuel, 1615 College avenue, Fort Worth, Texas.

## Situations Wanted

**Newspaper Artist.** Tired of big city, desires change to smaller place, experienced in all art, including cartoons. C-542, Editor & Publisher.

**Special Writer.** Can make readers notice, think and look for next issue. Want me? Say how much you do. And why. Tell me what you want me to help you accomplish. Box C-540, Editor & Publisher.

**Superintendent or Foreman.** Of newspaper composing room wishes permanent position with newspaper where efficiency and good work is required; have had practical and executive experience in large and small plants; in charge of one composing room over twelve years. Arthur Heath, 108 Malvern place, Cincinnati, Ohio.

**Telegraph Editor, Copy Reader.** A No. 1 man, understands makeup, industrious, good personality, would change. Address Edwards, C-539, care Editor & Publisher.

**Trade Paper Editor.** Practical experience, capable organizer, successful executive, seeks opening in publication or publicity field. Speaks French and German fluently. Knows foreign trade. F. W. Kirk, Woodridge, N. J.

## HELP WANTED

**Advertising Solicitor.** Protestant Monthly. Liberal commission. Real opportunity for producers. State age, qualifications and references. Address P. O. Drawer B, Chicago.

**Circulation Managers.** Two ambitious circulation managers, must be over 30 years of age, with experience in hiring and training canvassers. Further expansion of large circulation organization opens two desirable positions with earning possibilities ranging from \$2,600 to \$5,000 per year. Answer with full particulars regarding last ten years' experience and references as to personal habits and character. Ernest A. Scholz, Circulation Director, Butterick Publishing Company, Butterick Building, New York.

**Desk Editor** who knows how to edit Associated Press, local news, write good heads rewrite. To work under hard driving managing editor; \$35 a week. Evening newspaper. Write Bridgeport Times, Bridgeport, Conn.

**Editor.** Publicity Department of large industrial corporation desires high grade editor for technical manuscripts. Will also re-write stories for special release to business and trade press. Engineering training and experience desirable. Permanent. Location—New York City. Address Box C-548, Editor & Publisher.

**Wanted Jan. 1.** Advertising man to take care of national advertising and assist in local field. Live newspaper in city of 20,000. Please give references and state salary desired. Record-Herald, Wausau, Wisconsin.

**Wanted.** An opening on a New England Newspaper, for a desk man who can edit and head copy. Must have breadth of view, ambition, originality and be accurate in handling details. Give full details and salary expected. An interesting position in an interesting city. Box C-549, Editor & Publisher.

**Wanted.** Ohio daily; 30,000 circulation, needs an advertising man. Regular and special work. Excellent opportunity for producer. Write Box C-519, Editor & Publisher. State age, experience and past connections. All replies will be considered strictly confidential.

## BUSINESS OPPORTUNITIES

**For Sale.** A fine little daily newspaper property for sale. Great opportunity for development. Now making money. Only daily in town of 16,000 population. Price reasonable. C-523, Editor & Publisher.

## Successful Performance

This firm has a record of almost 15 years of successful performance in the difficult work of

**PURCHASE, CONSOLIDATION, SALE AND APPRAISAL** of newspaper and magazine properties throughout the U. S.

**HARWELL & CANNON**  
Times Bldg. New York

## WE CONNECT THE WIRES

FOR \$12,500 CASH, balance deferred, you can buy a small city afternoon newspaper, now breaking even, inventory \$28,000, annual business \$35,000. Sale price is \$25,000. Owner is engaged in other business which demands his entire time. Mention our No 319.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

## TO PUBLISHERS

of Daily and Sunday Newspapers, Magazines and Trade Publications.

Is your circulation department managed so that you get all the circulation it is possible to obtain in your territory?

Is your circulation an expense or a source of revenue?

Is your circulation accounting department efficient, and do your newsdealer collections run 97% or better?

Is your mail subscription department modern and systematized so that unnecessary clerical expense and waste are eliminated?

Is your delivery to city and country newsdealers and by carriers to the homes of your subscribers economically and satisfactorily made?

The advertiser has been a circulation executive for more than twenty-five years on metropolitan Daily and Sunday newspapers and magazines of National Circulation in New York, Chicago, Boston and other large cities.

My business has been solely CIRCULATION—Department Management—Promotion—Systematizing—Increasing Revenue—Carrier and Newsdealer Organization, etc.

I am not looking for a circulation manager's position or a permanent connection of any kind. I believe with my long and varied experience in the greatest newspaper organization in the world that I can accomplish more for a publisher in a short time than a dozen theoretical efficiency men.

My services will be available after January 1, 1925. Further details and a host of unquestionable references from coast to coast will be sent upon receipt of a letter or wire to Box C-546, c/o EDITOR & PUBLISHER.

## Don't Waste Space

Let a classified ad in Editor & Publisher move that idle machinery from your shop.

## GETTING INTO PRINT

If you build a new plant or put over a worth-while scheme you want everyone to know about it. So, you get it into print.

If you want a man to fill a vacancy; if you want a job; if you want capital or equipment; or if you want to sell your old equipment, why not

## Get It Into Print

in

The Market Place of the Newspaper

# DOLLAR \$ \$ PULLERS

ONE DOLLAR WILL BE PAID FOR EACH IDEA PUBLISHED

## BUSINESS TICKLER



DO you know your own town? Our Space Buyers' Guide, published with this issue of EDITOR & PUBLISHER, may contain many surprising facts concerning your field.

Study its pages. They contain a great, because true, statement of what you are really selling. Keep this Guide at your elbow! Force its fact into the consciousness of those with whom you deal!

W. D. KILPATRICK, New York real estate man, recently placed a 3-column, page-length advertisement in the *New York Herald-Tribune* showing that because of prohibition the assessed value of real estate in New York has increased four billion dollars. The copy was not linked with a sales appeal, Mr. Kilpatrick's name and business appearing only in a note at the bottom of the ad. Perhaps there is a business man in your town—a strong backer of prohibition—who might be interested in this idea.—W. L. B., New York.

The fruit commission merchants in some cities are now getting together every now and then for the purpose of using advertising in the local papers to urge folks to buy the fruits which are coming in to the commission houses in particularly large quantities. This sort of advertising has proved to be a splendid thing for the advertisers, as it pleases their customers, the grocers, and as it greatly helps the sale of fruits. Get some of this sort of advertising in your city.—Frank H. Williams, Santa Ana, Cal.

Don't pass up the opportunity to sell your banks some New Year Resolution Ads featuring the savings idea during 1925. They will like the idea, and it will help to fill up the last edition of the old year.—Donald O. Ross, *Washington (Ia.) Democrat*.

In some sections of the country mail order houses offer serious competition to local retail stores. This condition causes a number of merchants of Chippewa Falls, Wis., to investigate prices offered by Chicago houses, with the result that they could usually meet and often undersell the mail order concerns. This fact was made the basis of a good deal of educational advertising, with the result that many persons, especially in rural districts, were convinced they could trade to their benefit at home stores.—A. C. Regli, Eau Claire, Wis.

Christmas cards, New Year's Cards, etc., engraved and otherwise are always

Give your Radio Readers "Listening in on the United States" by Robert D. Heinal Washington D.C.  
REG. U. S. PAT. OFFICE

in demand, but some time folks have a hard time obtaining just what they want. You can make it easy for them by obtaining the advertisement of printers and stores handling such work.—B. A. T.

Increasing auto accidents point to defective vision of drivers. Why not have opticians and optical firms of your city co-operate and have their optometrist offer to examine eyes of all auto drivers free, to prevent accidents. Many optical shops maintain eye examiners who give free service anyway, and may be glad to call attention to their willingness to decrease accidents.—C. M. L.

# HUNCHES

ONE DOLLAR WILL BE PAID FOR EACH "HUNCH" PUBLISHED

SCHOOL books of an ancient vintage have proved the source of a series of popular features in our paper. The first story was about a resident who had several copies of McGuffey's readers. Other old-timers, not to be outdone, brought in treasured originals, including geographies, histories, grammars, spellers and arithmetics, dating back a hundred years or more. The prize belonged to the old gentleman who owned a copy of "The Columbian Orator," published in 1810, until a young lady brought us a copy of "The Federal Calculator; or American Schoolmaster's Assistant and Young Man's Companion," the second edition of which was published in 1805. Quotations from the books, the readers and "The Federal Calculator" particularly, furnished some entertaining material, and by doing a little biographical research work in the city library we were able to make the articles instructive as well as of considerable local interest.—Jo Hemphill, Manhattan, Kan.

Here's a stunt that will get them guessing and talking. Each week have a staff member obtain a minute description of some person seen on your streets and then run it, offering a small cash sum if the person will appear at your office dressed in the same fashion. You will have your readers seeking to check their own guesses against the actual fact.—B. A. T.

Get the very best DAILY CROSS-WORD PUZZLE  
Not just a feature—  
Not just a problem—  
But the best seller on the market TODAY!  
KING FEATURES SYNDICATE, Inc.  
241 West 58th Street  
New York City

A battery dealer in one town advertised under the caption "Compare These Prices." The mail order price was given for a 6-volt battery together with the cost for a money order, postage stamp, express charges, and cost for installation. The total of this was greater than the local dealer's price for the battery installed. Besides, the local dealer was prepared to install your battery without delay and thus save you rental charges for a service battery. There are a number of stores in most every town that have mail order competition. These stores would benefit by inserting an advertisement showing the savings in time and money by purchasing merchandise of the home merchant.—Robert B. Miller, Marion (Ind.) *Chronicle*.

A Lowell (Mass.) paper got a page of advertising from auto accessory men on a "Prepare For Cold Weather" campaign. The dealers urged motorists to buy chains, radiator covers, heaters, etc. in advance of the actual coming of severe weather. Attractive prices were featured.—Arthur N. Stackpole, Lowell.

An interesting daily box feature. Take two old men, Civil War Veterans, and call them, say, The Veteran Spectator and the Oldest Scandal Snifter, and have them comment on the events of the day. This is used here, and has proved one of the biggest daily features.—W. C. Stouffer, *Roanoke (Va.) World-News*.

A excellent bulletin on Retail Store Planning has just been issued by the Bureau of Foreign and Domestic Service of the U. S. Department of Commerce which should be of interest to advertising solicitors. It might be a "good will" idea to ask local merchants if they would care to have you obtain copies of this booklet for them.—W. L. B., New York.

Gen. Robert Lee Bullard, U. S. A., in an interview in New York said one German soldier was worth 3 Allied soldiers because of his discipline. What do prominent overseas veterans in your city have to say on this?—W. L. B., New York.

## METROPOLITAN WEEKLY SHORT FICTION SERVICE

Used AND Praised in

- |           |              |
|-----------|--------------|
| NEW YORK  | KANSAS CITY  |
| BUFFALO   | OMAHA        |
| DETROIT   | LOS ANGELES  |
| CHICAGO   | SAN ANTONIO  |
| MILWAUKEE | ATLANTA      |
| ST. PAUL  | WASHINGTON   |
| ST. LOUIS | PHILADELPHIA |

BOSTON and elsewhere

Why? Send for Samples!

METROPOLITAN NEWSPAPER SERVICE  
Maximilian Elser, Jr., Gen'l Mgr.,  
150 Nassau St., New York, N. Y.

A New Serial  
"Baroque"  
by LOUIS JOSEPH VANCE  
An American Girl  
in  
The Clutch  
of the  
Dreaded Black Hand  
Society  
Write for Terms.  
THE McCLURE NEWSPAPER SYNDICATE  
373 Fourth Ave., New York City

BY UNITED PRESS  
AROUND THE WORLD  
AROUND THE CLOCK  
UNITED PRESS ASSOCIATIONS  
World Building New York

Thomas W. Briggs Company  
Memphis, - Tenn.  
Originators of the Permanent-Weekly Business Review Page  
Look us up in Dun or Bradstreet's

The World's Greatest Newspaper Feature Service  
Supplying a complete and exclusive daily illustrated feature service to newspapers throughout the United States and in foreign countries.  
4 page ready-print color comics.  
Magazine Feature Pages.  
Write for samples and rates  
NEA SERVICE INC. 1200 W. 3RD STREET, CLEVELAND, OHIO

# PENNSYLVANIA

is an Agricultural Storehouse as well as Industrial Workshop and Mineral Field Beyond Compare

*All spell wealth and the power to buy both for the worker and owner*

In addition to the millions of dollars of wealth produced from natural gas and oil, in which Pennsylvania is a leader, and from coal mines, Pennsylvania quarries produced nearly 70 per cent of the country's slate. Also graphite, zinc and copper are found in paying quantities.

It is one of the greatest producing states in the Union and one of the biggest buying states. It is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

## PENNSYLVANIA HAS

8,720,017 Population                      81 Per Cent Native White  
202,250 Farms                                \$500,000,000 Crops  
194.5 Inhabitants per Square Mile

Pennsylvania has the money to spend for your goods. It offers a rich field for the man who has something to sell.

These daily newspapers co-operate in every way to make advertising pay and pay handsomely.

Use them to get your share of the business.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
*Allentown Call .....(M)	29,446	.10	.10	*Scranton Times .....(E)	41,414	.12	.11
*Allentown Call .....(S)	19,425	.10	.10	*Sharon Herald .....(E)	6,568	.0285	.0285
††Beaver Falls Tribune .....(E)	5,702	.025	.025	*Sunbury Daily Item .....(E)	4,564	.025	.021
†Bloomsburg Press .....(M)	7,189	.029	.029	*Warren Times-Mirror .....(E&M)	7,579	.036	.036
†Carbondale Leader .....(E)	5,664	.025	.025	†Washington Observer and Reporter .....(M&E)	17,358	.06	.06
*Chester Times .....(E)	15,507	.055	.055	†West Chester Local News.....(E)	10,883	.04	.04
†Coatesville Record .....(E)	6,529	.035	.03	*Wilkes-Barre Times-Leader ....(E)	23,775	.08	.05
*Connellsville Courier .....(E)	6,212	.02	.02	*Williamsport Sun .....(E)	19,766	.07	.07
*Easton Express .....(E)	21,439	.07	.07	†York Dispatch .....(E)	18,527	.05	.05
Easton Free Press .....(E)	12,711	.05	.05	†York Gazette and Daily.....(M)	17,604	.05	.05
*Erie Times .....(E)	26,258	.08	.08				
*Harrisburg Telegraph .....(E)	40,487	.095	.095				
*Oil City Derrick .....(M)	6,375	.035	.035				
*Pottsville Republican and Morning Paper .....(E&M)	16,284	.08	.07				

\*A. B. C. Statement, Sept. 30, 1924.

†Government Statement, Sept. 30, 1924.

†††Government Statement, April 1, 1924.

# Brief Facts for National Advertisers

**DURING** the eleven months of 1924, January to November, inclusive, The New York Sun published more than two million six hundred thousand lines of National Advertising. This represents a gain of more than half a million lines, and over 450,000 lines more than the next evening paper.

Advertisers coming into the New York market should know that 97% of the The Sun's circulation is concentrated in the shopping radius of New York City.

The more than 250,000 average daily paid circulation of The Sun offers advertisers the greatest concentration of high-grade circulation in New York City.

*The New York Sun holds the confidence of its readers. It is productive for the advertiser.*

**The**  **Sun**

280 Broadway

New York







LIBRARY  
1917  
1200

# EDITOR AND PUBLISHER

Condensed standardized surveys of 1200 cities and towns of the United States and Canada where daily newspapers are published. An exclusive service for advertisers and national distributors of merchandise.

## SPACE BUYERS' GUIDE NUMBER FOR 1924

Vol. 57, No. 29

TWO SECTIONS  
SECTION TWO

NEW YORK, SATURDAY, DECEMBER 13, 1924

By Mail in Advance  
U. S. A.; 75c; Can. 1.00; Foreign

10c Per Copy

[Copyright, 1924, by The Editor and Publisher Company, James W. Brown, president.]

All rights reserved, including the title "Space Buyers' Guide." Reproduction of all or any part prohibited, except by written permission.





# The Maximum of Concentration in the World's Greatest Market

**A**DVERTISERS planning New York campaigns face a complete reversal of conditions in the newspaper situation of the city.

Three papers have passed out of the picture with in a year—one in the morning field and two in the evening field. The advertisers of the city used 210,000,000 lines of space in these three newspapers in the past ten years, representing an expenditure of about \$40,000,000, all of which, so far as good-will and continuity of impression are concerned, has vanished into thin air. So much for one kind of waste!

But there is another and more costly form of waste than this, and that is the waste that is purchased in the shape of circulation far removed from the advertiser's immediate sales-radius.

Within the past three months THE WORLD and THE EVENING WORLD have reached the highest point in circulation that they have registered in six years. About 93% of their joint circulation of 700,000 daily is concentrated within the Metropolitan Retail Area, where the merchant is in daily contact with his patrons and where the national advertiser has the bulk of his distribution.

THE WORLD GROUP constitutes the most powerful single selling force available as a unit in Greater New York, and all circulation outside of the city's shopping area is a highly speculative advertising venture for the merchant or manufacturer who is trying to reach New Yorkers.

The sharp increase in circulation already noted has resulted in corresponding reductions in the *Milline* rates effective for THE WORLD GROUP. A comparison, based on a 5,000-line contract, between this year and last year indicates the increased economy with which space can now be purchased in these papers:

	<i>This Year</i>		<i>Last Year</i>	
	Milline for Metropolitan Distribution	Milline for Total Distribution	Milline for Metropolitan Distribution	Milline for Total Distribution
THE WORLD (6 days) .....	\$1.70	\$1.55	\$1.81	\$1.66
THE EVENING WORLD .....	\$1.97	\$1.90	\$2.25	\$2.14

Intensity of coverage considered, these figures constitute the lowest rates at which advertising can be economically and efficiently purchased in the greatest retail market in America.

---

*For a proper understanding of Greater New York's advertising problems, send for an interesting booklet, "Charting America's Greatest Market." It is sent free on request.*

---



PULITZER BUILDING, NEW YORK CITY

Mallers Building  
Chicago

Chancery Building  
San Francisco

Title Insurance Building  
Los Angeles

Securities Building  
Seattle

General Motors Building  
Detroit

## Zone Selling and Zone Advertising Through Newspapers

**E**XTEND your advertising as you extend your profitable distribution.

In this list are newspapers large and small, each essential in its community. The large ones were small yesterday and the youngsters of today will be among the large papers tomorrow.

The point is that each newspaper is *essential* in its community. The newspaper is the direct and profitable entree to every market.

CALIFORNIA  
Stockton Independent (M&S)  
Bakersfield \*Echo (M&S) (Ex. Mon.)

COLORADO  
Colorado Springs \*Gazette & \*Telegraph (ME&S)  
Sterling Advocate (E&S)

CONNECTICUT  
Ansonia \*Sentinel (E)

FLORIDA  
Jacksonville \*Journal (E)  
Pensacola \*Journal (M&S) \*News (E)

HAWAII  
Honolulu Advertiser (M&S)

IOWA  
Waterloo \*Tribune (M&S) (Ex. Mon.)

KANSAS  
Arkansas City Traveler (E)  
Coffeyville Journal (E)  
El Dorado Times (E)  
Emporia \*Gazette (E)  
Hutchinson \*News (E) \*Herald (M&S)  
Pittsburg Sun (M&S) (Ex. Mon.)  
Wichita \*Beacon (E&S)

KENTUCKY  
Ashland \*Independent (E&S) (Ex. Sat.)  
Lexington \*Leader (E&S)  
Paducah \*News-Democrat (M&S) (Ex. Mon.)

LOUISIANA  
Shreveport \*Journal (E)

MISSOURI  
Joplin \*Globe (M&S) (Ex. Mon.) \*News-Herald (E)  
St. Joseph \*Gazette (M&S)

MONTANA  
Butte \*Post (E)

NORTH CAROLINA  
Asheville \*Citizen (M&S)  
Durham \*Herald (M&S)

OHIO  
Massillon \*Independent (E)

OKLAHOMA  
Ardmore Ardmoreite (E&S) (Ex. Sat.)  
Muskogee \*Times-Democrat (E)  
Oklahoma City \*Okiahoman (M&S) \*Times (E)  
Okmulgee \*Times (M&S) (Ex. Mon.)

PENNSYLVANIA  
Erie \*Times (E)  
Reading \*Times (M)

TEXAS  
Wichita Falls \*Times (E&S)

VIRGINIA  
Danville \*News (E)

WASHINGTON  
Longview \*News (E)

WEST VIRGINIA  
Bluefield \*Telegraph (M&S) (Ex. Mon.)  
Huntington \*Advertiser (E&S)

WYOMING  
Cheyenne \*Tribune & Leader (E&S)

CANADA  
Montreal \*La Patrie (E)

\*Member Audit Bureau of Circulations  
M Morning E Evening S Sunday

### E. Katz Special Advertising Agency

Established 1888

#### Publishers' Representatives

58 West 40th Street  
NEW YORK CITY

Harris Trust Building  
CHICAGO

Waldheim Building  
KANSAS CITY

22 Marietta St.  
ATLANTA

Monadnock Building  
SAN FRANCISCO



# EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding publication, by  
The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor;  
Suite 1115, World Building, 63 Park Row, New York. Telephone, Beekman 5814-18.  
Charter Member Audit Bureau of Circulations.

Vol. 57

NEW YORK, DECEMBER 13, 1924

No. 29

## Editor & Publisher's Space Buyers' Guide

### A New Contribution to the Science of Selling and Advertising

**W**ITH unconcealed pride EDITOR & PUBLISHER presents to the advertising business world the Space Buyers' Guide, dedicated to the science of advertising.

Perusal of these pages will reveal the stupendous effort that has been expended to make the edition possible.

To the legions who manufacture, distribute and advertise merchandise among the millions who read daily newspapers, in the cities and towns of the United States and Canada, we feel that the Guide is an offering of extraordinary value.

To us who have created it, the Guide is a dream come true.

Seven years ago EDITOR & PUBLISHER, anticipating the need of market surveys intelligently to guide the business world in advertising investments, took the first steps to collect and collate for national advertisers, advertising agencies and newspapers essential facts and figures descriptive of centers of population.

Our state and city surveys, made at intervals, are now in standard and everyday use by space buyers in general. Scarcely a week passes that EDITOR & PUBLISHER is not called upon by some advertising or selling interest to supply back copies of those sectional surveys.

The ideal toward which we strove was a national space buyers' guide, listing for handy use the important data that advertisers require in the preparation of a national or sectional schedule. This, to us, seemed the acme of selling publicity science. Such a vast undertaking seemed a doubtful commercial venture. How to collect such a huge mass of data appeared an unsurmountable problem.

But, here it is.

More than 1,200 cities and towns have been surveyed for this issue.

It was necessary to canvas some of the larger cities by assigning trained investigators, schooled in the task, but the vast majority of these detailed descriptions were secured, during the past six months, through the spirited co-operation of newspaper men of the cities and towns of the United States and Canada, the executives of chambers of commerce, boards of trade, business men's associations, bankers and trust companies, and others to whom EDITOR & PUBLISHER, in behalf of those who shall directly benefit from this work, hereby extends greetings and an expression of profound appreciation.

As the returns have come in, they have been checked by a staff of qualified experts. In cases of doubt, they have been returned for amplification, correction or explanation.

With confidence we offer this work as authoritative, conservative, as well as 98 per cent complete. We have on file a record of the sources of all this information.

It is conservatively estimated that 25,000 letters were exchanged to make this compilation a reality. No less than 2,500 individuals participated in the co-operative effort. To them, individually and collectively, we gratefully acknowledge splendid assistance.

The fact that such a large number of surveys came promptly from individual newspaper publishers speaks eloquently of the present-day attitude among newspaper men to yield a maximum of service to advertisers. No longer can it be said of newspapers that they lack, either in spirit or fact, responsibility to make their space valuable to every advertiser by working with him to appraise the local outlets for merchandise. Advertisers and agencies who do business with the newspapers of the United States and Canada are getting the service to which their patronage entitles them.

In American business, through all its varied classifications, there is no substitute for the newspaper when a legitimate producer desires to address the consuming public.

A thousand and one uses for the material contained in this Guide at once suggests themselves to sales and advertising forces. It is not for us to attempt to vision the countless variations of service to which it will be put, but we do make bold to suggest to advertising agency men that, in the preparation of tentative schedules for submission to clients, there be added to ordinary specifications a declaration as to trading possibilities, based upon information bearing upon the line of merchandise in question, now available through this Guide.

It takes imagination to encompass the markets of this great land with nationally advertised merchandise. No man is big enough or sufficiently experienced and traveled, to visualize the infinite possibilities. Our statistics are intended to stimulate trading imagination, as well as to inform dealers.

For instance, assume a few of an endless variety of problems in relation to Guide uses:

A firm is advertising a fountain pen. We dare say that a very high percentage of the users of fountain pens are high school children. Our data on schools become significant.

To a whole class of dealers, information bearing upon the housing conditions

of cities and towns becomes a positive index to trading possibilities, and this Guide shows them.

There is a wide difference between a market largely composed of miners and one populated by shop workers, for another host of traders. Our Guide serves.

There is deep meaning to departments of the advertising world that various communities present various living customs and habits—that the people drive over dirt roads or concrete, that they use coal or oil or electricity for power and fuel, that they are a religious people or that they go in for Sunday amusements, that they are liberal spenders as indicated by the number of natural extravagances shown in the Guide, that they are thrifty people, that they are foreign born or colored people, that their banking institutions tell by their surplus statements a story of local economic health or depression.

The Guide shows what are the chief sources of income of the people of the localities surveyed. You find a city or town dominated by iron and steel workers and, knowing the prevailing conditions of that trade, you are able sensibly to apportion your advertising investment. You know, when you find a trading area largely depending on the agricultural pursuits of the people, what must be the ability of the community to absorb your commodities.

If a relatively small population sustains a high number of retail outlets in your line, you are informed that that community deserves your attention. There is no more important information for the sales manager than what concerns wholesale and retail outlets, and our classifications we believe to be both adequate and reliable.

Such are the multiplicity of uses to which the Guide may be put by imaginative sales and advertising forces.

Advertising as a science grows apace. The shabby coat of deceit and false statement has long since been discarded. "Truth in Advertising" is no longer a mere slogan, but common practice. Rates based upon audited circulation have become almost universal practice; the advertiser no longer buys unknown quantity. But haphazard placement of advertising has not been uncommon during recent years, not because of any insincerity of purpose among advertising men nor loose methods among advertisers, but wholly because definite information as to the character of cities and towns, physical, social and economic, has not been available.

So, our Space Buyers' Guide takes its place as one of the standards of the new and better system of advertising, a contribution, we trust our readers will feel, to the general science, which has as its ideal commercial publicity upon the solid footing of known facts, definite investments and profitable results.

Our newspaper friends naturally will benefit from this general survey. It opens to the national advertiser new vistas of opportunity and it is, at the same time, another proof of the indisputable fact that the American newspaper is the direct line of communication to all of the people on terms and under conditions which completely outdistance all rival forms of trading media.

The newspaper is right, for price.

It is right, for sensible trading campaigning wherein distribution and publicity synchronize.

It is right for results.

It is right, when time elements are to be conserved.

It is right, because it does not waste and it is flexible.

In season, out of season, every day the newspaper is the people's chosen medium of thought and action.

Our Guide will assist our newspaper constituents, also, in the matter of cutting down the enormous expense of time and money in supplying individual requests for the trade data this volume now contains.

Finally, the whole theory of this work is that it shall reveal to sales and advertising forces sound evidence as to the habits and character, natural needs and desires and the purchasing power of our scattered communities. The American citizen may be a type when he is on foreign soil, but in America he is a type of his community. What is food to one may be another poison. What "goes" among the children of lead workers may be rejected by the children of cotton planters. What the tenement dweller craves may not suit the dweller of a two-story frame house. These are the elementary considerations, stated here merely as a matter of record.

Incidentally, the Guide is an inspiring document for any American patriot who will examine its pages. Nowhere else in the universe do people live in such contentment, surrounded by such comforts, producing and consuming, living according to the highest material standard ever known by man.

The power of the American people to consume is beyond conception. It is, as the Guide so plainly shows, impossible to exaggerate the potentialities of useful service to our hundreds of millions.

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## ALABAMA Daily Newspaper Markets in Standard Surveys

ALBANY-DECATUR,  
ALABAMA

1920 Population, 15,000.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 9.4%; Foreign Born, 1.6%; Industrial Workers, 25%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 8; High, 3; Junior High, —; Parochial, —; Number of Pupils, 4,500.

Churches: Baptist, 5; Christian Science, 1; Methodist, 2; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, \$9,500,000; Savings Bank Deposits Total, \$1,500,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,000.

Location: On the South Shore of the Tennessee River, served by the Southern and L. &amp; N. R. Tennessee River Line of ship traffic. Bus service to south and west to Muscle Shoals. River boats to Chattanooga, Paducah, Muscle Shoals cities. Middle point Chicago to Florida Highway.

Principal Industries: Silk dress goods, silk shirting, mattresses, pillows, brick, tile, stoves, handling, casting, hosiery, cooking oils, box and basket cornice, ventilators, railway cars, wood products, fertilizer, tanning extract. Only cities in south with silk manufacture, location of second largest plant of American Oak &amp; Leather Co., 2,500 employed in railway shops.

Manufacturing Establishments: Asphalt Rock (Southern Rock Asphalt Co.), Louisville and Nashville shops, American Oak &amp; Leather Co., Schwarzenbach-Huber (Silk), Alabama Brick &amp; Tile Co., Albany Broom Works, Southern Cotton Oil Co., Home Oil Co., Churchill Compress, Decatur Fertilizer Co., Cooper-Wellis Hosiery plant. Other minor industries not listed.

Total value of yearly output of factories estimated at \$28,000,000.

Special Information: Location of cities makes largest distributing center in northern part of the state. Position relative to Shoals project makes cities one of most sought for location of eastern manufacture. Distributing point for agricultural section with annual output of \$50,000,000. Cotton crop predominant feature in agricultural figures. Principal marketing point for farm products in northern section of state.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. Health and climate makes this one of the finest residential sections of the state. Frame residences in great number, although brick seems to be the coming material.

Retail Shopping Section: Extends from Fourth Avenue, South Albany to Church Street, Decatur, a distance of 12 blocks. People come from south 16 miles with the aid of valuable bus service, west and east distance of six miles. Northern trade distance of seven miles.

Trading Area: Extends distance of 10 miles each way, with approximate population of 40,000.

Wholesale Houses: Groceries, 8; Meats, 4; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 15; druggists, 11; dry goods, 32; department stores, 1; electrical supplies, 6; florists, 2; fruits, 35; furniture, 11; furriers, 2; garages (public), 9; grocers, 23; hardware, 6; jewelry, 3; meat markets, 10; men's furnishings, 23; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 8; shoes, 2; sporting goods, 7; stationers, 11; women's apparel, 32 (5 exclusive, total 37).

## ANNISTON, ALABAMA

1920 Population, 17,734.

City and Suburban Estimate, 25,000.

Native Whites, 68%; Negroes, 32%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 100%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Alabama Military Institute; Number of Pupils, 200 (Presbyterian), Barber Memorial Seminary (Col.), 150.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 17; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, Salvation Army.

Banks: National, 3; State, 1; Total Resources, \$8,583,867.00; Savings Bank Deposits Total, \$1,296,639.00.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northeast Alabama in foothills of the Alleghenies, 56 miles E. N. E. Birmingham, 104 west Atlanta. Southern, L. &amp; N. and Seaboard Rys. 2 express companies, 2 telegraph, Southern Bell telephone. Through Pullman service to New York, Chicago, St. Louis, Kansas City and Florida points. Water rates to Orient, Central and South America; via Mobile Port and Panama Canal.

Principal Industries: Cast iron and pressure pipe, textiles, chemical products, iron and steel cotton and corn. Principal farm products valued at \$4,165,000.00 annually.

Manufacturing Establishments: 84. Leading firms, Federal Phosphorus Co., U. S. Cast Iron Pipe and Fdy. Co., Central Fdy. Co., Anniston Fdy. Co., and 10 other pipe plants. American

Net and Twine Co., Anniston Mfg. Co., and 7 other textile plants. Kilby Car &amp; Fdy. Co., Anniston Steel Co., using the electric process. Pipe output valued annually at \$20,000,000.00.

Total value of yearly output of factories estimated at about \$35,000,000.00.

Special Information: Anniston is the home of Camp McClellan, where a garrison is maintained the year round and 10,000 young men of the E. O. T. C. and C. M. T. C. are trained every summer. The Army payroll and other expenditures locally amount to about \$2,250,000.00.

Residential Features: Principally one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. Sunset Heights, set in the foothills of the Blue Ridge overlooking the Country Club and golf links, is one of the show places of the South. Homes in this section average \$25,000.00.

Retail Shopping Section: Eight to Fifteenth on Noble, with two blocks east and west on Tenth and Eleventh and three blocks on West 15th. This does not include Oxford, a town of 3,000 adjoining Anniston on the South, and Blue Mountain, a prosperous mill village on the North.

Trading Area: Twenty-five north and south and east and 15 miles west. Splendid motor bus connections to Jacksonville, Piedmont, White Plains, Choccoloco, Talladega, Gadsden, etc., and good railway schedules to Heflin, Edwardsville and Tallapoosa, Ga.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 1 paper.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 19; automobile tire agencies, 19; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 13; delicatessen, 6; dressmakers, 12; druggists, 13; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 3; fruits, 4; furniture, 9; furriers, 1; garages (public), 3; grocers, 95; hardware, 6; jewelry, 7; meat markets, 15; men's furnishings, 7; men's clothing, 7; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 35; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 8.

## BIRMINGHAM, ALA.

1920 Population, 173,270. (223,570 in 1924.)

City and Suburban Estimate, 600,000.

Native Whites, 60%; Negroes, 35%; Foreign Born, 5%; Industrial Workers, 40%; Dwellings, 54,500.

Schools: Public Grade, 57; High, 4; Colleges, 2; Junior, 6; Business Colleges, 4; Parochial, 4. Number of Pupils, 52,000.

Churches: 324. Baptist, 18,500; Christian Science, 3,000; Congregational-Episcopal, 10,000; Hebrew, 12,000; Methodist, 32,000; Presbyterian, 12,000; Roman Catholic, 12,500; Miscellaneous-Christian, 6,000.

Banks: National, 2; State, 16; Federal Reserve Branch, Total Resources, \$125,000,000; Deposits Total, \$95,000,000.

Theatres: Legitimate, 1; Moving Pictures, 26; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 34,000.

Location: Birmingham is located in north-central Alabama, city proper extending up and down Jones Valley for 18 miles, valley five miles across, country hilly, mining center, coal, iron, limestone and minerals. Served by Louisville &amp; Nashville R. R.; Southern Railway System, Alabama Great Southern R. R.; Atlanta, Birmingham &amp; Atlantic Ry.; Central of Georgia Ry.; Illinois Central R. R.; Mobile &amp; Ohio R. R.; Seaboard Air Line Ry.; St. Louis &amp; San Francisco R. R. Two district railroads serve the main lines—Birmingham Southern Ry. and the Birmingham Belt. Thirty miles from Warrior River, which has large lines leading direct to gulf, can ship direct by water. Birmingham 52 square miles.

Principal Industries: Coal, iron and steel, by-products of cement, brick and hollow tile, structural and bridge steel, railroad cars, rolls and equipment, cotton gins and machinery, coke, tar, benzol and all by-products of coal, lumber manufacturing.

Manufacturing Industries: 824. Varied products manufactured, 1,640. Leading firms, Tennessee Coal, Iron &amp; Railroad Co., and the American Steel &amp; Wire Co., subsidiaries of the United States Steel Corporation; Sloss-Sheffield Steel &amp; Iron Co.; Woodward Iron Co., Gulf States Steel Co., Republic Iron &amp; Steel Co., Alabama By-Product Co., Pratt Consolidated Coal Co., De Bardeleben Coal Corp., American Cast Iron Pipe Co., Lehigh Portland Cement Co., Phoenix Portland Cement Co., Atlas Portland Cement Co., Continental Gin Co., Hardie-Tynes Mfg. Co., Ingalls Iron Works, Virginia Bridge &amp; Iron Co., The Barrett Co., American Radiator Co., Alabama Power Co., Grassell Chemical Co., Stockham Pipe &amp; Fittings Co., and Keul Lumber Co.

Total value of yearly output of factories estimated at \$600,000,000.

Special Information: Birmingham is the center of the industrial South and is referred to as the "Pittsburgh of the South." City is only 53 years old and is one of the largest cities for its age in the world. Phenomenal growth due to rapid expansion of coal, iron and steel business; unlimited supplies of coal and iron remain in hills surrounding Birmingham. Recent rapid growth of cement industry adds another basic industry to center.

Residential Features: Private residences prevail; very few two-family homes; best residential sections and one of the finest in South, located on Red Mountain, south of business

district; majority of homes of hungalow type. On account of continued large increase in population many magnificent apartments have been constructed in the last two years.

Retail Shopping Section: Bounded by L. &amp; N. R. tracks on south, Fifth avenue on north, six blocks; 19th street on west, and 22nd street on north, three blocks. These are boundaries of retail, department store section. Downtown retail section reaches from L. &amp; N. tracks to Eighth avenue, 17th street to 26th street. Eight blocks by nine blocks.

Trading Area: Within radius of 52 miles, including such small cities as Anniston, Gadsden, Jasper, Carbon Hill, Sylacange, Talladega, Tuscaloosa and Cullman.

Wholesale Houses: Groceries and Produce, 54; Meats, 8; Hardware, 5; Dry Goods, 15; Electric, 3; Drugs, 3; Coal, 34; Bakers, 8; Bottlers, 18; Cigars and Tobacco, 9; Confections, 16; Flour, Feed and Grain, 34; Jewelers, 5; Lumber, 59; Shoes, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial automobile agencies, 15; automobile accessories, 57; automobile tire agencies, 59; bakers, 46; cigar stores and stands (including hotels), 1,112; confectioners (including hotels), 117; delicatessen, 12; dressmakers, 15; druggists, 159; dry goods, 88; department stores, 12; electrical supplies, 17; florists, 20; fruits, 138; furniture, 126; furriers, 4; garages (public), 58; grocers, 1,344; hardware, 27; jewelry, 63; meat markets, 146; men's furnishings, 72; men's clothing, 72; merchant tailors, 68; milliners, 14; opticians, 19; photographers, 17; pianos (and miscellaneous musical instruments), 12; radio supplies, 22; restaurants (including hotels), 358; shoes, 48; sporting goods, 6; stationers, 8; women's apparel, 18.

## FLORENCE, ALABAMA

1920 Population, 10,520.

City and Suburban Estimate, (present) based

1924 School Census, 16,840.

Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 98%; Families, 3,200 approx.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, —; Normal Training, 3; Negro Graded, 1; Negro High, 1. Number of Pupils, 4,210.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Christian, 2; Nazarene, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 3; Total Resources, \$3,500,000; Savings Bank Deposits Total \$7,000,000, aggregate (approx.).

Theatres: Legitimate, —; Moving Pictures and Vaudeville, 1 (combination); Motion Pictures, 1 White, 1; Colored, 1; Miscellaneous (Auditoriums etc.), 4.

Location: On Louisville &amp; Nashville R. R., 122 miles south of Nashville, Tenn., on the Tennessee River at the foot of the famous Muscle Shoals, Wilson Dam, greatest hydro-electric development in America, is just outside of corporate limits of the city.

Principal Industries: Iron furnaces, wagon building plant, cotton mills, fertilizer plant, store foundry, asphalt producing plant, cotton gins, grist mills, lumber mills. Located within a hundred mile radius of coal, iron, phosphate, limestone, asphalt, kaolin, bauxite and with the greatest hydro-electric power in the world at its front door. At head of present navigation on the Tennessee River.

Residential Features: Said to be most beautiful small city in this section of south. Was laid out by Andrew Jackson. Streets broad and well-paved. Over 20 miles of concrete streets. Beautiful and well-kept residences. Great majority of population own their own homes. Health conditions far above average. Recent health conditions far above average.

Retail Shopping Section: Occupies approximately eight city blocks, and there are two suburban shopping centers, each with a group of stores.

Trading Area: Extends in a 30 mile circle around city, with bus service to all important points. Three national highway converge at Florence, Jackson, Lee and Sevier. All three of these highways are routed across the top of Wilson Dam, which is nearing completion.

Wholesale Houses: Groceries, 4; Meats, —; Fruits, —; Hardware, —; Dry Goods, —; Miscellaneous Lines, Drugs and Sundries, 1; Produce, 1. Also one Packing Distributing Office.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 7; dry goods, —; department stores, 3; electrical supplies, 2; florists, 1; fruits, —; furniture, 7; furriers, —; garages (public), —; grocers, —; hardware, 4; jewelry, —; meat markets, 6; men's furnishings, —; men's clothing, 2; merchant tailors, —; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 12; shoes, 1; sporting goods, 5; stationers, 1; women's apparel, 5; decorators and drapers, 2.

## GADSDEN, ALABAMA

1920 Population, 14,737.

City and Suburban Estimate, 35,000.

Native Whites, 70%; Negroes, 20%; Foreign

Born, 1%; Industrial Workers, 25%; English Reading, 85%; Families, 3,500.

Schools: Public Grade, 6; High, 1; Junior High, —; Parochial, 1; Number of Pupils, —.

Churches: Baptist, 3; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, \$6,250,000; Savings Bank Deposits Total, \$750,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,300.

Location: On Coosa River; river transportation to Rome, Ga., and south to Lock 3 on Coosa River, Louisville &amp; Nashville Ry.; N. C. &amp; St. L. Ry.; Southern Ry.; A. G. S. Ry.; T. A. G. Ry. and Interurban lines to Alabama City and Atlanta.

Principal Industries: Iron and steel, including pig iron, steel billets, merchant bar iron, reinforcing steel for concrete construction, ties, fish plates, wire—plain and barbed, wire fencing, nails and staples, stoves and ranges, plumbers' pipe and fittings, also some brass plumbers' fittings, steam fittings, doors, sash and blinds, general lumber supplies, fertilizers, overalls, hosiery, mattresses, cotton goods.

Manufacturing Establishments: 39. Leading firms, Gulf States Steel Co., Dwight Mfg. Co., Southern Mfg. Co., A. J. Stoves, Stinger Bros., Agricon Pipe Co., Coosa Pipe Co., Gadsden Pipe Co., National Pipe &amp; Foundry Co., Alabama Co., Eureka Foundry Co., Etawah Foundry &amp; Machine Co., Davis-Allicott Co.

Special Information: Gadsden's location on the Coosa River at the southern end of Lookout Mountain, with its numerous railroads, makes it the distributing point of a large section.

Residential Features: Mostly one-family houses, a few apartments and a few double residences. The Bellevue Highlands section on Lookout Mountain, near the city and surrounding beautiful Nocculula Falls, is being developed and promises to be one of the finest residential sections in the South.

Retail Shopping Section: Extends four blocks on Broad street, three blocks on Chestnut, three blocks on Third street, two blocks on each Fifth and Sixth streets. There are several small outlying shopping centers, the largest at corner of Forest avenue and 12th street.

Trading Area: The retail trade covers a radius of from 30 to 45 miles and the improved roads are extending this.

Wholesale Houses: Groceries, 8; Meats, 2; Fruits, 2; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 2 Notions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; Commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 10; druggists, 8; dry goods, —; department stores, 3; electrical supplies, 2; florists, 3; fruits, 10; furniture, 9; furriers, — (exclusive); garages (public), 10; grocers, 35; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 11; shoes, 2 (exclusive) (12 or more dealers); sporting goods, 4; stationers, 3; women's apparel, 7.

## HUNTSVILLE, ALABAMA

1920 Population, 8,018 (City proper).

City and Suburban Estimate, 23,307.

Native Whites, 70%; Negroes, 20%; Foreign Born, 1%; Industrial Workers, —%; English Reading, 95%; Families, 4,650.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, —; Number of Pupils, 2,900; Huntsville College, 250.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, over \$8,000,000; Savings Bank Deposits Total, over \$2,000,000.

Theatres: Legitimate, 4; Moving Pictures, 3; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 2,000.

Location: So. Ry.; N. C. &amp; St. L. Ry. Principal Industries: Cotton mills, foundries, agriculture and nurseries, also live stock.

Trading Area: 50 miles.

Wholesale Houses: Groceries, 5; Meats, 2; Fruits, 3; Hardware, 4; Dry Goods, 1; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, about 50; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; delicatessen, 5; dressmakers, —; druggists, 10; dry goods, 40 to 50; department stores, 10; electrical supplies, 5; florists, 2; fruits, 6; furniture, 10; furriers, 2; garages (public), 10; grocers, 18; hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 8; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 10; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 10.



# Standard Surveys of the Newspaper Markets of ALABAMA and ALASKA

## ALABAMA (Cont'd)

### MOBILE, ALA.

1920 Population, 62,000.  
City and Suburban Estimate, 105,000.  
Native Whites, 61%; Negroes, 34%; Foreign Born, 5%; Industrial Workers, 32%; English Reading, 85%; Families, 11,201.  
Schools: Public Grade, 38; High, 2. Number of Pupils, 20,105.  
Churches: 40.  
Banks: 4. Total Resources, \$31,100,500.  
Theatres: 9. Total number of seats, 7,300.  
Location: On main line Louisville & Nashville R.R.; served by Southern R.R., Mobile & Ohio R.R.; Missouri Central.  
Principal Industries: Ship building, lumber, foundries, steel, cotton mills, turpentine cups, sawing plants, grain elevator.  
Residential Features: Mostly individual of Southern type.  
Retail Shopping Section: Covers area of 15 or 16 blocks.  
Trading Area: Radius of 25 miles.  
Wholesale Houses: Groceries, 15; meats, 7; Fruits, 3; Hardware, 1; Dry Goods, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 10; automobile accessories, 26; automobile tire agencies, 18; bakers, 17; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 31; druggists, 23; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 3; fruits, 23; furniture, 28; furriers, 1; garages (public), 20; grocers, 330; hardware, 6; jewelry, 11; meat markets, 51; men's furnishings, 33; men's clothing, 33; merchant tailors, 7; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 58; shoes, 18; sporting goods, 4; stationers, 9; women's apparel, 7.

### MONTGOMERY, ALABAMA

1920 Population, 43,464.  
City and Suburban Estimate, 50,000.  
Native Whites, 60%; Negroes, 33%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 90%; Families, 11,000.  
Schools: Public Grade, 10; High, 3; Junior High, 2; Parochial, —; Number of Pupils, —.  
Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 4; Presbyterian, 2 (white only); Roman Catholic, 2; Miscellaneous, 1.  
Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.  
Location: L. & N. R.R.; Western of Ala. R.R.; Central of Ga. R.R.; S. A. L. R.R.; A. C. L. R.R.; Mobile & Ohio R.R. On Alabama River, head of navigation.  
Principal Industries: 3 textile; 3 R.R. repair shops; commercial; fertilizer; lumber and timber products; agricultural products (syrup, etc.); brick and tile.  
Manufacturing Establishments: 30. Leading firms, Western of Ala. R.R. Shops, Ala. Ga. Syrup Co., Perrich & Ford Syrup Co., Southern Cotton Oil Co., V. C. C. Chem. Co., American Agriculture Chemical Co., Jenkins Brick Co., Anderson Lumber Co., Georgis Show Case Co.  
Total value of yearly output of factories estimated at \$15,000,000.  
Residential Features: Largely single cottages and duplex houses. Chiefly owned by the occupant. River and industrial section on the north, and residential section to the south.  
Retail Shopping Section: Business section covering about 20 square blocks, is located just between the railroad and industrial section and the residential section.  
Trading Area: The wholesale trade area extends to a radius of about 150 to 200 miles. The retail trade covers a radius of approximately 50 miles.  
Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 5; Hardware, 4; Dry Goods, 3; Miscellaneous Lines—Shoes, 2; Paper, 3; Misc., 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 9; delicatessen, 6; dressmakers, —; druggists, 14; dry goods, 16; department stores, 3; electrical supplies, 5; florists, 2; fruits, —; furniture, 6; furriers, —; garages (public), 1; grocers, 73; hardware, 4; jewelry, 6; meat markets, 21; men's furnishings, 9; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 17; shoes, 3; sporting goods, 2; stationers, 5; women's apparel, 13.

### OPELIKA, ALA.

1920 Population, 4,960.  
City and Suburban Estimate, 8,000.  
Native Whites, 55%; Negroes, 44%; Foreign Born, 1%; Families, 1,377.  
Schools: Public Grade, 3; High, 1; Number of Pupils, 1,371.

Chroches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.  
Banks: National, 3; Total Resources, 4,020,672.43.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,240.

Location: At intersection of Central of Georgia and Western & Alabama R. R.  
Principal Industries: Cotton mills, oil mill, mattresses and overalls.

Special Information: Opelika is a cotton center and surrounding country is going into diversified farming.

Residential Features: Many large homes but small bungalows are being built.

Trading Area: Extends from 30 to 40 miles. Wholesale Houses: 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial automobile agencies, 4; automobile accessories, 6; bakers, 1; cigar stores and stands, 3; confectioners, 3; druggists, 7; dry goods, 12; department stores, 2; florist, 1; furniture, 3; garage, 7; grocers, 10; meat markets, 4; men's furnishings, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographer, 1; radio supplies, 2; restaurants, 2; shoes, 6; stationers, 1; sporting goods, 1.

### SELMA, ALA.

1920 Population, 15,580.  
City and Suburban Estimate, 22,000.  
Native Whites, 46.3%; Negroes, 52.6%; Foreign Born, 1.1%; English Reading, 95%; Families, 4,232.  
Schools: Public Grade, 5 white, 2 colored; High, 1 white, 1 colored; Junior High, 1 white; Parochial, 1; Number of Pupils, about 2,100 in white schools, 1,400 in colored.  
Chroches: Baptist, 2 white, 12 colored; Christian Science, 1 white; Congregational, 1 colored; Episcopal, 1 white; Hebrew, 2 white; Methodist, 3 white, 6 colored; Presbyterian, 3 white, 2 colored; Roman Catholic, 1 white; Miscellaneous, 4 white, 1 colored.  
Banks: National, 2; State, 3; Total Resources, \$10,000,000; Savings Bank Deposits, \$3,000,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,600.

Location: Southern, Western of Alabama and Louisville & Nashville Railroads, Ala. River Steamboat service. Naturally located so as to serve as the distribution point for the rapidly developing Gulf States. Proximity to the Port of Mobile makes Selma destined to become an inland port of considerable consequence.

Principal Industries: Textile, lumber and cotton seed products, also creamery products.  
Manufacturing Establishments: 61. Leading firms: Sunset Textile Mills, Selma Manufacturing Co., Dallas & Central Ala. Lumber Companies, Buckeye & People's Cotton Oil Companies, Union Iron Works, Leigh Banana Case Co. and Southern R. R. Shops, Selma Creamery & Ice Co., and Purity Creamery & Ice Co.  
Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Location of the city in the most fertile agricultural sections of the South makes it the agricultural metropolis of Alabama. Water and rail transportation makes it an ideal location for textile mills, furniture factories and its proximity to the iron and coal fields with its cheap hydro-electric power makes it admirably suited for location of foundries.

Residential Features: Delightful climate and pure artesian water makes it an ideal city in which to live. Private homes predominate, with a very large percentage of the homes owned by the occupants. The town is growing rapidly and steadily.

Retail Shopping Section: Broad St. 4 blocks; Washington St. 3 blocks; Selma Ave. 2 blocks; Ala. Ave. 3 blocks, Water Ave. 2 blocks.

Trading Area: 70 miles west, 70 miles south, 60 miles north and 25 miles east.

Wholesale Houses: Groceries, 11; Meats, 2; Fruits, 1; Hardware, 4; Dry Goods, 2; Miscellaneous Lines, Candy, 1; Seeds, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 15; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 12; dry goods, 12; department stores, 3; electrical supplies, 4; florists, 4; fruits, 4; furniture, 9; garages (public), 3; grocers, 90; hardware, 6; jewelry, 9; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 20; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 10.

### SHEFFIELD, ALA.

1920 Population, 6,500.  
City and Suburban Estimate, 10,000.  
Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 12%; English Reading 80%; Families, 1,300.  
Schools, 3. Number of Pupils, 2,400.  
Churches, 11.  
Banks, 2. Total Resources, \$1,900,000.

Theatres, 2. Total number of seats, 1,000.

Location: On Tennessee River in northern part of state. Served by Southern and L. & N. R.R.

Principal Industries: Pig iron and blast furnaces, stove foundry. Cotton seed oil, railroad shops, machine shops, nitrate plant, agriculture.

Residential Features: Mostly one and two-family houses of southern and bungalow types.

Retail Shopping Section: Six blocks along Montgomery Street.

Trading Area: Radius about 30 miles.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 7; druggists, 9; dry goods, 10; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 6; garages (public), 10; grocers, 60; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 10; men's clothing, 4; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 4.

### TROY, ALABAMA

1920 Population, 5,000.  
City and Suburban Estimate, 6,000.  
Native Whites, 75%; Negroes, 25%; Industrial Workers, 10%; English Reading, 100%; Families, 1,250.  
Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, —; Number of Pupils, 1,850; State Normal, 1,150 pupils.  
Churches: Baptist, 3; Christian Science, —; Congregational, —; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, —.

Banks: National, 2; State, 2; Total Resources, \$4,720,000; Savings Bank Deposits Total, \$1,973,000.

Theatres: Legitimate, —; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, —.

Location: Atlantic Coast Line and Central of Georgia Railroads serve Troy in Southeastern Alabama, about fifty miles from the capital of the state.

Principal Industries: Farming.

Manufacturing Establishments: 6; Leading firms, Standard Chemical & Oil Co., Troy Veneer & Crate Co., Wiley Fertilizer Co.

Special Information: Location of one of the State Normal Schools with about 1,150 attending yearly. Center of rich farming territory.

Residential Features: Practically all one-family homes. Most streets are either paved or in the course of. Private homes.

Retail Shopping Section: Three Notch (5), Elm (3), Church (4), Love (2), Market (4), Oak (4), Walnut (5), and College (2). Town is built on the square style. In other words, the heart of the business district circles the County Court House, forming the Square of the town.

Trading Area: Extends about 15 miles in every direction.

Wholesale Houses: Groceries, 3; Meats, —; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 14; department stores, 4; electrical supplies, 2; florists, 1; fruits, —; furniture, 2; furriers, 1; garages (public), —; grocers, 14; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), —; radio supplies, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, —.

### TUSCALOOSA, ALABAMA

1920 Population, 11,997.  
City and Suburban Estimate, 28,000.  
Native Whites, 21,000; Negroes, 5,250; Foreign Born, 95; Industrial Workers, 5,400; English Reading, 100%; Families, 4,200.  
Schools: Public Grade, 5,761; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 3,816.  
Churches: Baptist, 3; Christian Science, none; Congregational, none; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.  
Banks: National, 2; State, 1; Total Resources, \$2,785,763.10; Savings Bank Deposits Total, \$2,146,425.21.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), none. Total number of seats, 2,600.

Location: Southern, Mobile & Ohio, Louisville & Nashville. On the Warrior River, Government Barge Line to Mobile and New Orleans. Bus Lines to suburban towns. Belt Line around city.

Principal Industries: Iron, coal, lumber, coke, iron pipe, furniture, brick and clay products.

Manufacturing Establishments: 46. Leading firms, Central Iron & Coal Co., Kaul Lumber

Co., Horn Veneer Co., Fox Brick Co., Somet Solway Co.

Total value of yearly output of factories estimated at \$150,000,000.

Special Information: Location of the University of Alabama. Water transportation.

Residential Features: Six to eight room bungalow homes predominate. Four exclusive residential sections with homes costing \$8,000 to \$15,000. Two industrial sections.

Retail Shopping Section: The business district is confined within approximately fifteen blocks. Four department stores, four hardware stores, five drug stores and other mercantile firms.

Trading Area: Covers a radius of 30 miles, or 34 miles north, 55 miles west, 40 miles south, 25 miles east.

Wholesale Houses: Groceries, 7; Meats, 4; Fruits, 5; Hardware, 2; Dry Goods, none; Miscellaneous Lines, none.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 2; druggists, 5; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 3; fruits, 6; furniture, 7; furriers, 7; garages (public), 15; grocers, 64; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 12; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 12.

## Standard Surveys of ALASKA

### ANCHORAGE, ALASKA

1920 Population, 3,500.  
City and Suburban Estimate, 1,000.  
Native Whites, 99%; Negroes, —%; Foreign Born, —%; Industrial Workers, —%; English Reading, 100%; Families, 1,000.  
Schools: Public Grade, —; High, 1; Junior High, 1; Parochial, —; Number of Pupils, 300.  
Churches: Baptist, —; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, —; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, —.  
Banks: National, 1; State, 2; Total Resources, \$1,800,000; Savings Bank Deposits Total, \$500,000.  
Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 600.  
Location: On Alaskan Railroad.

### SEWARD, ALASKA

1920 Population, 1,200.  
City and Suburban Estimate, —.  
Native Whites, 1100; Negroes, 10%; Foreign Born, —; Industrial Workers, —; English Reading, all; Families, 300.  
Schools: Public Grade, 1; High, 1; Junior High, —; Parochial, —; Number of Pupils, —.  
Churches: Baptist, —; Christian Science Society; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, —; Roman Catholic, 1; Miscellaneous, —.  
Territorial: Total Resources, \$308,654.93; Savings Bank Deposits Total, —.  
Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 500.  
Location: Head of Resurrection Bay, gateway to interior points, as Fairbanks and Anchorage. Alaska R. R., Pacific S. S. Co. and Alaska S. S. Co. and San Juan mail boat Starr which plies to seaward.

Principal Industries: Mining, fishing, farming, printing, railroad shops, outfitting point for big game hunters, lumbering, Standard Oil station, cold storage, Cannery, Summer resort at Lake Kena.

Special Information: Seward is the salt water terminus of the Alaska railroad, the basis of supplies for the Alaska Peninsula.

Residential Features: Mostly one family structures, one apartment house for seven families. Modern homes.

Retail Shopping Section: Railroad Ave. to Adams (2 blocks) on Fourth St. (Main St.).  
Trading Area: People come from about 52 miles on the railroad, and from Kena Lake and westward and outlying islands.

Wholesale Houses: Groceries, —; Meats, —; Fruits, —; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 4; Commercial Auto. Agencies, 4; Automobile Accessories, 4; Automobile Tire Agencies, 4; Bakers, 2; Cigar Stores and Stands (including Hotels), 4; Confectioners (including Hotel Stands), 2; Delicatessen, 1; Dressmakers, 3; Druggists, 1; Dry Goods, 2; Department Stores, —; Electrical Supplies, 3; Florists, —; Fruits, —; Furniture, 2; Furriers, 2; Garages (public), 2; Grocers, 2; Hardware, 2; Jewelry, 2; Meat Markets, 2; Men's Furnishings, 4; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 1; Opticians, —; Photographers, 2; Pianos (and miscellaneous musical instruments), —; Radio Supplies, —; Restaurants (including hotels), 5; Shoes, 3; Sporting Goods, 4; Stationers, 3; Women's Apparel, 3.

# ARIZONA Daily Newspaper Markets in Standard Surveys

## BISBEE & BISBEE MINING DISTRICT, ARIZ.

1920 Population, 22,836.  
 City and Suburban Estimate, included in above.  
 Native Whites, 84%; Negroes, 1%; Foreign Born, 14%; Industrial Workers 95%; English Reading, 62%; Families, 8,900.  
 Schools: Public Grade, 12; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 3,000.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.  
 Banks: National, —; State, 3; Total Resources, \$7,118,946.67; Savings Bank Deposits Total, —.  
 Theatres: Legitimate, —; Moving Pictures, 3; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,100.  
 Location: 750 miles east of Los Angeles on El Paso and Southwestern Ry., 9 miles from Mexican border in the southeastern corner of Arizona.

**Principal Industries:** Mining and allied industries are the only ones in the district. Special Information: Phelps Dodge Corp. is removing 80 million cubic yards of dirt uncovering an enormous low grade ore body which is being mined by steam shovels. Already the largest industrial community in Arizona, the Warren District is being put in position to produce copper in greater volume than ever before. Population is a satisfied, well paid class, the minimum wage being \$5.20 per day and average wage above \$6.00. Over 50 miles of railway trackage is above ground in the district. Various towns united by electric railway. Bisbee and Lowell being the two trading centers.

**Residential Features:** Homes modern in every respect. Retail Shopping Section: 14 blocks along Main St. and Brewery Gulch constitutes the retail district, the other retail district being 4 blocks in Lowell, 3 miles from Bisbee.

**Trading Area:** Confined to the Warren District, with a good trade from outlying points in Cochise county and that portion of southern Sonora, Mexico, easily accessible to the district. Excellent concrete and macadam roads lead to the district from all the trading area.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, —.

**Number of Retail Outlets For Nationally Advertised Products:** Passenger Automobile Agencies, 11; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 12; Bakers, 6; Cigar Stores and Stands (including hotel stands), 30; Confectioners (including hotel stands), 30; Delicatessen, 3; Dressmakers, 3; Druggists, 9; Dry Goods, 20; Department Stores, 4; Electrical Supplies, 4; Florists, 2; Fruits, 26; Furniture, 7; Furriers, —; Garages (public), 20; Grocers, 65; Hardware, 4; Jewelry, 4; Meat Markets, 15; Men's Furnishings, 12; Men's Clothing, 10; Merchant Tailors, 10; Milliners, 6; Opticians, 3; Photographers, 4; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 4; Restaurants (including hotels), 22; Shoes, 9; Sporting Goods, 4; Stationers, 6; Women's Apparel, 15.

## DOUGLAS, ARIZ.

1920 Population, 9,015.  
 City and Suburban Estimate, 1,515.  
 Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; Industrial Workers, —; English Reading, 85%; Families, —.  
 Schools: Public Grade, 6; High, 1; Junior High, —; Parochial, —. Number of Pupils, —.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
 Banks: National, 1; State, 2; Total Resources, —. Savings Bank Deposits Total, \$5,250,000.  
 Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, —.  
 Location: On main line of El Paso & Southwestern Railroad. Stage Service and railroad (E. P. & S. W.) in valley north of Douglas. Nacozari railroad south into Mexico.

**Principal Industries:** Smelting of copper. **Manufacturing Establishments:** 6; **Leading firms,** Douglas Investment Co.; Phelps Dodge Corp.; Calumet & Arizona Mining Co.; Arizona Gypsum Plaster Co.

**Total value of yearly output of factories estimated at, —.** **Special Information:** City modern in every respect. Metropolis of Sulphur Springs Valley, rich agricultural section. Splendid schools, churches, parks, public buildings and a progressive, hospitable citizenship. Bankhead Transcontinental highway; free camping ground. Finest climate in southwest. Maximum of sunshine; altitude 3930 feet. Greatest copper smelting city in the west, smelters having monthly capacity of 31,000,000 pounds of copper. \$900,000 worth of paved streets—eight miles in length. Gateway to rich state of Sonora, Mexico.

**Residential Features:** Mostly one family houses and apartments. Private homes predominate. One of the finest private residential sections in any town in the county its size.

**Retail Shopping Section:** Business section concentrated, with a few grocery stores in outlying sections.

**Trading Area:** Fifty miles west, 90 miles east and 150 miles north.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 2; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, 3.

**Number of Retail Outlets for Nationally Advertised products:** Passenger Automobile Agencies, 10; Commercial Auto. Agencies, 4; Automobile Accessories, 14; Automobile Tire Agencies, 15; Bakers, 2; Cigar Stores and Stands (including hotel stands), 10; Confectioners (including hotel stands), 7; Delicatessen, 2; Dressmakers, 3; Druggists, 4; Dry Goods, 8; Department Stores, 4; Electrical Supplies, 5; Florists, 1; Fruits, 20; Furniture, 3; Furriers, 2; Garages (public), 10; Grocers, 43; Hardware, 3; Jewelry, 2; Meat Markets, 6; Men's Furnishings, 7; Men's Clothing, 7; Merchant Tailors, 7; Milliners, 5; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 1; Restaurants (including hotels), 7; Shoes, 7; Sporting Goods, 2; Stationers, 5; Women's Apparel, 6.

## MIAMI & GLOBE, ARIZ.

1920 Population, 16,000.  
 City and Suburban Estimate, 25,000.  
 Native Whites, 75%; Negroes, —%; Foreign Born, Mex. 25%; Industrial Workers, 50%; English Reading, 50%; Families, —.  
 Schools: Public Grade, 16; High, 2; Junior High, 2; Parochial, —; Number of Pupils, 7,000.  
 Churches: Baptist, 2; Christian Science, 2; Congregational, —; Episcopal, 2; Hebrew, —; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.  
 Banks: National, 3; State, 2; Total Resources, \$7,955,000. Savings Bank Deposits Total, \$2,500,000.  
 Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Burlesque, —; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,000.  
 Location: Arizona Eastern R. R., sub. of So. Pac. is the only railroad touching these two cities. Regular stage service to Phoenix in western part of state, also to New Mexico state line. While the freight rate is quite high in this region, these two cities are twelve month towns and about the only 12 month business cities in the state. Monthly payroll over \$1,000,000. Not susceptible to mail order houses and very little outside trading in other cities. Miami is terminal of Miami, Superior Highway also a route of famous "Apache Trail" to Roosevelt Dam, 40 miles distant.

**Principal Industries:** Copper mining and smelting. **Manufacturing Establishments:** —; **Leading firms,** Inspiration Con. Copper Co.; Miami Copper Co.; Old Dominion Copper Co.; Boston and Superior International Smelting Co.; Iron Cap International Smelts 23,000,000 pounds of copper per month. Present price of copper 13.18 cents f. o. b., New York.

**Total value of yearly output of factories estimated at, \$42,000,000.** **Special Information:** Miami and Globe are situated about 6 miles apart. Due to congested living conditions, as far as homes are concerned the employees, or rather a large number of them, employed at the Smelter Miami Copper Co. and Inspiration live in Globe as well as Miami. This has created a better business condition in both cities. With result that while Miami does more business than Globe, both are very stable. The district also draws on the big ranches in this vicinity.

**Residential Features:** Mostly one story houses. Inspiration and Miami Copper Co. also have many houses near their mines for employees. All modern conditions in both cities.

**Retail Shopping Section:** In Globe, North Broad St. principal business street, while in Miami, there are 3 streets running parallel extending about 7 city blocks and three streets crosswise. 3 outlying sections between Globe and Miami, known as Lower Miami, Midland City and small business city outside of Globe.

**Trading Area:** 7 miles west, south and east, also some intermittent business from the north, San Carlos, Indian Reservation, ranches, etc.

**Wholesale Houses:** Groceries, 5; Meats, 3; Fruits, 3; Hardware, 6; Dry Goods, 13; Miscellaneous Lines, 14.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 10; Commercial Auto. Agencies, 4; Automobile Accessories, 17; Automobile Tire Agencies, 15; Bakers, 6; Cigar Stores and Stands (including hotel stands), 16; Delicatessen, 10; Dressmakers, 7; Druggists, 10; Dry Goods, 13; Department Stores, 4; Electrical Supplies, 8; Florists, 2; Fruits, 10; Furniture, 6; Furriers, —; Garages (public), 12; Grocers, 36; Hardware, 6; Jewelry, 6; Meat Markets, 14; Men's Furnishings, 12; Men's Clothing, 20; Merchant Tailors, 10; Milliners, 9; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 6; Radio Supplies, 4; Restaurants (including hotels), 14; Shoes, 16; Sporting Goods, 8; Stationers, 10; Women's Apparel, 11.

## NOGALES, ARIZ.

1920 Population, 5,199—plus 3,261 members of 25th U. S. Infantry (colored).  
 City and Suburban Estimate, 7,033, including 1,100 colored soldiers.  
 Native Whites, 45%; Negroes, 4%; Foreign Born, 51%; Industrial Workers, 12%; English Reading, 66%; Families, 1,300.  
 Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,447.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1.  
 Banks: National, 2; Total Resources, \$5,458,854.45. Savings Bank Deposits Total, \$1,148,737.24.  
 Theatres: Moving Pictures, 2; Miscellaneous

(Auditoriums, etc.), 2. Total number of seats, 2,576.  
 Location: On the Mexican Border,—port of entry for the Southern Pacific Railway System extending at present 1,000 miles into the interior and will in 1926 be through to the city of Mexico.

**Principal Industries:** Eighty per cent. of the business of Nogales is the export and import trade of the west coast of Mexico. Roy & Teomb Inc., has a large plant turning out Mexican hardwood products. This plant is now supplying sixty per cent. of the cedar cigar boxes of the United States.

**Manufacturing Establishments, 2. Leading firms:** Roy & Teomb, Inc., Arizona Spongers Mfg. Co.

**Residential Features:** All residences of Nogales must be built of fireproof or semi-fireproof materials.

**Retail Shopping Section:** Morley Ave., four blocks; Grand Ave., four blocks.

**Trading Area:** One thousand miles into Mexico—maximum of 44 miles into Santa Cruz County in the agricultural and mining district.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 2; Automobile Accessories and Mining Machinery.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotel stands), 5; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 3; dry goods, 11; department stores, 3; electrical supplies, 2; fruits, 4; furniture, 3; garages (public), 4; grocers, 14; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 3; merchant tailors, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 1.

## PHOENIX, ARIZ.

1920 Population, 30,000. 1923—40,000.  
 City and Suburban Estimate, 105,000.  
 Native Whites, 90%; Negroes, 1.5%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, 95%; Families, 8,167 in Phoenix. Approximately 20,000 in immediate suburban area.

**Schools:** Public Grade, 17; High, 1 Group of seven bldg.; Junior High, —; Parochial, 2; Number of Pupils, 9,333.

**Churches:** Baptist, 7; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 16.

**Banks:** National, 4; State, 4; Total Resources, \$25,892,324.64; Savings Bank Deposits Total, \$5,900,000.

**Theatres:** Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 9,950.

**Location:** Phoenix located in heart of Salt River Valley, irrigated by famous Roosevelt Dam, Southern Pacific and Santa Fe Railroads serve community. Excellent railway and auto stage service connects with all of Arizona.

**Principal Industries:** Agriculture which embraces the raising of world's finest long staple cotton, large crop of early cantaloupes, all citrus and deciduous fruits. Dairying, Mining, Cattle, Poultry, jobbing and distributing centre for state, Winter Resort. Supply centre for entire state.

**Manufacturing Establishments:** —; **Leading firms,** Cotton Gins, Cotton Seed Oil Mills, Brick Yards, Bloom Factory, Canning Factories, Creameries, Flour Mills, Ice Plants for Freight Car refrigeration.

**Special Information:** 161% increase in population in 10 years. Over 410 miles of concrete roads within 35 miles of Phoenix makes this city easily accessible to entire state, as these roads in turn connect with splendid state highways. 340,000 acres of rich irrigated land surrounds Phoenix. Phoenix is the political, shopping, wholesale, shipping, supply, educational, social, railroad and geographical centre of the whole state. That is why Phoenix, a town now of 40,000 hemmed in by the great distance of the southwest, looks, acts and does business like a city of a quarter of a million.

**Residential Features:** A city of beautiful homes and apartment houses, mostly of brick and other durable materials. Annual winter residents build palatial homes, with extensive grounds. Spanish style of architecture coming into favor, majority of homes bungalow type. Wide streets, evergreen parks, unexcelled schools and public buildings.

**Retail Shopping Section:** Extends from railroad tracks and South to Pierce Street on North a distance of eight blocks. From Fourth Street on East to Seventh Avenue on West, a distance of 11 blocks. An outlying business district covering 4 square blocks. Neighborhood sections. Because of great number of paved roads radiating from city, the entire Salt River Valley being as one large town, with Glendale (2700), Mesa (4000), Tempe (1800), Chandler (1500), Scottsdale (1000) considered as suburbs of Phoenix.

**Trading Area:** Immediate trading area bounded by Maricopa County approximately 40 miles in each direction. Entire trading area embraces practically whole state. Although not of metropolitan size, Phoenix is looked upon as being the metropolis of this vast area.

**Wholesale Houses:** Groceries, 4; Meats, 9; Fruits, 8; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Stationers, 3; Automobiles, 10; Optical, 1; Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 23; Commercial Auto. Agencies, 8; Automobile Accessories, 25; Automobile Tire Agencies, 30; Bakers, 10; Cigar Stores and Stands (including hotel stands), 60; Confectioners (including hotel stands), 25; Delicatessen, 6; Dressmakers, 30 figures available; Druggists, 25; Dry Goods, 12; Department Stores, 4; Electrical Supplies, 10; Florists, 3; Garages (public), 50; Grocers, 200; Hardware, 7; Jewelry, 8; Meat Markets, 25; Men's Furnishings, 2; Men's Clothing, 20; Merchant Tailors, 3; Milliners, 6; Opticians, 6; Photographers, 8; Pianos (and miscellaneous musical instruments), 8; Radio Supplies, 3; Restaurants (including hotels), 40; Shoes, 10; Sporting Goods, 5; Stationers, 5; Women's Apparel, 6.

**Prescott, Ariz.**  
 1920 Population, 5,010.  
 City and Suburban Estimate, 8,500.  
 Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 98%; Families, 1,499.  
 Schools: Public Grade, 3; High, 1; Number of Pupils, 2,000.  
 Churches: 14.  
 Banks: State, 4; Total Resources, \$9,000,000.  
 Theatres: 1; Total number of seats, 850.  
 Location: On the Santa Fe Railroad.  
**Principal Industries:** Mining, stock raising and farming.  
**Residential Features:** One and two family houses.  
**Retail Shopping Section:** A few blocks on Cortez, Curley and Montezuma streets.  
**Trading Area:** About thirty miles.  
**Wholesale Houses:** Groceries, 3; Hardware, 2; Miscellaneous Lines, Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 12; grocers, 12; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 12; grocers, 12; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 12; grocers, 12; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 2.

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**Number of Retail Outlets for Nationally Advertised Products**

# Space Buyers' Guide to Markets of ALABAMA and ARKANSAS

## ARIZONA (Cont'd)

Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$9,817,683; Savings Bank Deposits Total, \$7,033,543.90 (No complete statement has been issued on savings accounts.)

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,800.

Location: In Pima County, Arizona, on the main line of the Southern Pacific, 312 miles west of El Paso and 500 East of Los Angeles. It is the terminus of the Southern Pacific de Mexico, 70 miles north of the international line. It lies on a plateau surrounded by mountain ranges, 2400 feet above sea level and has a climate comparable with lower Egypt.

Principal Industries: Railroad shops, brick manufacture, printing, flour mills, candy manufacture. Mining center.

Manufacturing Establishments: 5; Leading firm, Albert Steinfeld & Company, Tucson Pressed Brick Company.

Total value of yearly output of factories estimated, —.

Special Information: Being only 70 miles from Mexico, Tucson serves as a distributing point for the Mexico West Coast. The city is also a health center.

Residential Features: Private homes predominate with considerable numbers of apartment houses. Also, large Mexican quarter.

Retail Shopping Section: Extends on three streets—Congress, Broadway and Pennington, for eight blocks and four blocks on six cross streets—Fifth, Sixth, Fourth, Stone, Myer, Scott.

Trading Area: 100 miles in all directions, thinly settled, with approximately 10 small towns—Railroad or auto stages connecting all towns with Tucson.

Wholesale Houses: Groceries, 5; Meats, 5; Fruits, 4; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; Commercial Auto. Agencies, 4; Automobile Accessories, 8; Automobile Tire Agencies, 8; Bakers, 6; Cigar Stores and Stands (including hotels), 10; Confectioners (including hotel stands), 10; Delicatessen, 2; Dressmakers, 5; Druggists, 10; Dry Goods, 11; Department Stores, 2; Electrical Supplies, 5; Florists, 3; Fruits, 10; Furniture, 7; Furriers, none; Garages (public), 17; Grocers, 45; Hardware, 7; Jewelry, 5; Meat Markets, 10; Men's Furnishings, 7; Men's Clothing, 6; Merchant Tailors, 3; Milliners, 3; Opticians, 3; Photographers, 4; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 4; Restaurants (including hotels), 35; Shoes, 8; Sporting Goods, 2; Stationers, 3; Women's Apparel, 5.

## YUMA, ARIZ.

1920 Population, 4,000.  
City and Suburban Estimate, 8,000.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; English Reading, 90%.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: Southern Pacific (Main Line).

Principal Industries: Printing and Railroad shops.

Manufacturing Establishments: Concrete tile, ditch headings, brooms.

Special Information: Division headquarters of S. P. Ry. Direction point to Gulf of California in Mexico which is an all year resort.

Irrigation project of 130,000 acres makes Yuma a leader of all such projects in United States.

Residential Features: Mostly one-family residences. Finest residence district on highest lands leading towards Yuma's celebrated Yuma Mesa Grapefruit and Orange section.

Retail Shopping Section: Extends from 2nd Ave. to River. One mile square, with every kind of store known in modern city.

Trading Area: Extends 60 miles west and 100 miles east and north, and to Gulf of California, 75 miles south. Good surfaced auto roads in all directions.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto. agencies, 1; automobile accessories, 11; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; dressmakers, 2; druggists, 3; dry goods, 3;

department stores, 2; electrical supplies, 2; fruits, 10; furniture, 2; garages (public), 10; grocers, 10; hardware, 2; jewelry, 3; meat markets, 4; men's furnishing, 7; men's clothing, 7; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 2; radio supplies, 1; restaurants (including hotels), 5; sporting goods, 2; stationers, 3; women's apparel, 2.

## Standard Surveys of ARKANSAS

### ARKADELPHIA, ARK.

1920 Population, 4,000.  
City and Suburban Estimate, 5,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 30%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 2; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 1; Methodist, 2; Presbyterian, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$2,000,000.00; Savings Bank Deposits Total, \$785,865.47.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 1,800.

Location: Missouri-Pacific Railroad. Bus service east, south and west.

Principal Industries: Flour and feed, staves, lumber, wooden toys, candy, printing, cotton seed oil, meal and hulls.

Manufacturing Establishments, 9. Leading firms: Arkadelphia Milling Co., Thos. G. Clark Lbr. Co., Clark-Hule Lbr. Co., Temple Cotton Oil Co., Galloway Candy Co., Wellborn & Wallis—Toys, Arkadelphia Ice Co., Arkansas Light & Power Co., J. G. Clark Lbr. Co.

Total value of yearly output of factories estimated at \$8,500,000.00.

Special Information: County site of fine agricultural country. Ouachita (Baptist) and Henderson-Brown (Methodist) State Colleges. Presbyterian (negro) and Baptist Academy (negro).

Residential Features: Almost exclusively one-family residences. Private homes predominate.

Retail Shopping Section: Main from 5th to 8th Sts. Caddo to Clay on 6th, 7th and 8th Sts. Clinton from 5th to 8th Sts. Clay from 5th to 8th Sts.

Trading Area: Extends about fifteen miles east, south, north and west considerable trade from greater distance, owing to fine cotton market and good highways.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Flour and Feed, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 6; hardware, 3; jewelry, 2; meat markets, 4; men's furnishing, 2; men's clothing, 7; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 3; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 3.

### BATESVILLE, ARK.

1920 Population, 4,500.  
City and Suburban Estimate, 6,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 25%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,750.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Miscellaneous, 1.

Banks: National, 1; Total Resources, \$600,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: Missouri Pacific Railroad, White River.

Principal Industries: Sawmills, lumber mills, stove mills, printing, mining, milling, marble quarries and farming. Manufacture of lime for all purposes.

Manufacturing Establishments, 50. Leading firms, Monnt Olive Stave Co., Terry Lumber Co., Padgett & Pool Lumber Co., Batesville Bottling Co.

Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Batesville has the largest high school north of the Arkansas River, having 1,750 school children. We have the oldest chartered college in the state, Arkansas College having 250 students. Batesville is in center of large manganese fields, covering an area of 250 square miles. Largest town on the Missouri Pacific railroad between Little Rock, Arkansas and Joplin, Missouri. In the foothills of the Ozark Mountains, having a large trade territory covering the adjoining counties.

Residential Features: Batesville is noted for its beautiful homes. Batesville is in a healthful climate. Our city is sometimes called the "Athens of the Ozarks," as we have the very best educational advantages. Batesville is a home city, a pleasure resort, a health resort. The beautiful White River flows through our city, three government dams provide three beautiful fresh water lakes. Fine fishing and boating. Mountain climbing and hiking, cave exploring, and camping provide pleasure for the pleasure seeker.

Retail Shopping Section: Main St., 5 blocks; Broad St., 2 blocks; Spring St., 2 blocks; Chestnut St., 2 blocks.

Trading Area: 100 miles in every direction for wholesale and 25 to 50 miles for retail. Retail business in 1923, \$4,750,000; wholesale business, \$5,000,000. Total bank clearings for 1923, \$20,000,000.

Wholesale Houses: Groceries, 3; Fruits, 1; Dry Goods, 2; Miscellaneous Lines, two drug companies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 2; fruits, 12; furniture, 2; garages (public), 6; grocers, 15; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 4.

### CAMDEN, ARK.

1920 Population, 8,500.  
City and Suburban Estimate, 10,000.

Native Whites, 40%; Negroes, 40%; Foreign Born, 20%; English Reading, 100%.

Schools: Public Grade, 2; High, 2; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Cotton Belt, Rock Island and Mo. Pac. Boats the year around from Camden to New Orleans on Ouachita River.

Principal Industries: Oil, saw mills, screen doors, handle factories.

Manufacturing Establishments, 4. Leading firms: Bear State Handle Co., Rockwell Mfg. Co., Houston Oil Co.

Special Information: Center of oil fields. Good farming.

Residential Features: Mostly one and two-family houses, private homes predominating. Limited section devoted to workmen's tenements.

Retail Shopping Section: Two main streets, namely: Washington and Adams, which run cross wise. Eight blocks of main business, with 2 blocks with usual groceries, conf. meat and small shops.

Trading Area: Extends for 20 miles on account of the oil fields and daily trains run extra on the Mo. Pac. so people can come and go at most any time.

Wholesale Houses: Groceries, 2; Meats, 7; Hardware, 3; Dry Goods, 12; Miscellaneous Lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; druggists, 6; department stores, 5; electrical supplies, 4; fruits, 7; furniture, 4; garages (public), 6; hardware, 3; jewelry, 3; meat markets, 8; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

### CONWAY, ARK.

1920 Population, 4,564 (not including 1,000 college students here 9 months every year).  
City and Suburban Estimate, 8,250.

Native Whites, 85%; Negroes, 15%; Foreign Born, 2%; Industrial Workers, —%; English Reading, 90%; Families, 1,650.

Schools: Public Grade, 3; High, 3; Junior High, 3; Parochial, 1; Number of Pupils, 2,850; Colleges, 3.

Churches: Baptist, 2; Christian Science, none; Congregational, none; Episcopal, none; Hebrew, none; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1; Lutheran, 1.

Banks: National, 1; State, 2; Total Resources, \$2,679,062.96; Savings Bank Deposits Total, \$2,158,517.11.

Theatres: Legitimate, —; Moving Pictures, 2; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 4,000.

Location: In almost exact center of state. Served by Missouri Pacific. Numerous bus lines to the interior of county and south part of state.

Principal Industries: Merchandise stores (trading to farmers), cotton, cotton seed, cotton oil,

printing, cotton compress, dairying, truck farming, staves.

Manufacturing Establishments: 10. Leading firms, Conway Oil & Ice Co., Conway Compress Co., Conway Printing Co., Opits Stave Mill.

Total value of yearly output of factories estimated at \$—.

Special Information: Location of State Teachers' College, Hendrix College and Central College makes Conway the center of educational activities in the state. Conway has a trading territory that has a population of about 50,000.

Residential Features: Practically all one-family homes. Several apartment houses around schools. Private homes predominate by large majority. Fine residential section. Many fine homes and fine college and church buildings.

Retail Shopping Section: Extends for six blocks on North and South Front Streets; four blocks on East and West Oak Streets; two blocks on Railroad Avenue. Two outlying business sections.

Trading Area: Extends about 15 miles south and west; 25 miles east, and 50 miles north.

Wholesale Houses: Groceries, 3; Meats, none; Fruits, none; Hardware, none; Dry Goods, none; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 9; delicatessen, none; dressmakers, 15; druggists, 2; dry goods, 10; department stores, 3; electrical supplies, 2; florists, 4; fruits, 25; furniture, 4; furriers, none; garages (public), 7; grocers, 30; hardware, 5; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 17; sporting goods, 4; stationers, 4; women's apparel, 17.

### EL DORADO, ARK.

1920 Population, about 4,202.

Native Whites, 88%; Negroes, 12%; Foreign Born, none; Industrial Workers, —%; English Reading, 100%; Families, —.

Schools: Public Grade, 6; High, 1; Junior High, none; Parochial, none; Number of Pupils, —.

Churches: Baptist, 2; Christian Science Society; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Holy Rollers, colored.

Banks: National, 2; State, —; Total Resources, weekly debits average \$1,200,000; Savings Bank Deposits Total, \$—.

Theatres: Legitimate, none; Moving Pictures, 5; Vaudeville, none; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, —.

Location: Missouri Pacific R.R., Rock Island Lines, El Dorado & Wesson Ry. Co. The government now deepening Ouachita River, which will give this section a water route to gulf.

Principal Industries: Oil and foundry in Union County; cotton is returning to its own and this year there is more acreage than any time since the discovery of oil in 1920. Negotiations are now in progress to establish a cotton mill. El Dorado is in the geographical center of cotton production.

Manufacturing Establishments, 2. Leading firms, Lion Oil Refining Co., El Dorado Foundry Co.

Total value of yearly output of factories estimated at \$—.

Special Information: It is located in the heart of the Arkansas oil field, and probably within a radius of 15 miles there are between 100,000 and 200,000 people—a floating population, of course, but thousands of oil field workers are located in this city and surrounding towns.

Residential Features: Many new homes have been built here in the past year or so—the principal style of architecture being the bungalow—a few colonial houses, but the one-story house is the popular one. New additions and subdivisions have been opened and El Dorado can boast of some attractive homes. In beautiful settings—lawns and trees, with shrubs and flowers.

Retail Shopping Section: North and South Washington Avenue and on the square comprises the shopping section, which is the center of the city. There are numerous suburban stores serving the outlying subdivisions.

Trading Area: Probably a radius of 15 miles from each direction. This area will be increased with the completion of highways within the next six months.

Wholesale Houses: Groceries, 3; Meats, —; Fruits, 2; Hardware, 2; Dry Goods, none; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 1; professionals; druggists, 12; dry goods, 11; department stores, 3; electrical supplies, 5; florists, 1; fruits, 3; furniture, 7; furriers, none; garages (public), 7; grocers, 8; hardware, 5; jewelry, 7; meat markets, 16; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 6; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 64; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 11.

**ARKANSAS (Cont'd)**

**EUREKA SPRINGS, ARK.**

1920 Population, 8,900.  
City and Suburban Estimate, 4,500.  
Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 3%; English Reading, 80%; Families, 930.  
Schools: Public Grade, 1; High, 1; Number of Pupils, 500.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Pentecostal, 1.  
Banks: National, 1; State, 1; Total Resources, \$670,000.00.  
Theatres: Moving Pictures, 1; Total number of seats, 600.  
Location: On main line of Missouri & North Arkansas R.R. Auto taxi service to Seligman, Mo. Berryville, Ark.

Principal Industries: Lumber mills, planing mills, water shipping, ice plant, steam laundry, steam bakery.  
Manufacturing Establishments, 6. Leading firms: Phillips Lumber Co., Ozarka Water Shipping Co., Crow Bakery, Perkins Lumber Co., C. D. Bradley Lumber Co., Yeastole Co.

Total value of yearly output of factories estimated at \$200,000.00.  
Special Information: Three hard surfaced highways from our city, all finished, not affected by rainy weather. Forty cold water springs in city limits. Largest and most noted health resort in the Ozark Mountain region. Six large hotels, can handle six hundred visitors at one time at hotels.  
Residential Features: Most homes owned by residents, several large rooming houses furnished for tourists. Streets have shade trees on both sides.

Retail Shopping Section: Springs and Main Streets, business section is five blocks long.  
Trading Area: Fifteen miles south, ten miles north, ten miles east, fifteen miles west. Hard surfaced highways in all directions.

Wholesale Houses: Groceries, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 3; bakers, 6; dressmakers, 3; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 3; grocers, 2; hardware, 4; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

**FAYETTEVILLE, ARK.**

1920 Population, 5,362.  
City and Suburban Estimate, 10,000.  
Native Whites, 90%; Negroes, 10%; Foreign Born, —; Industrial Workers, 25%; English Reading, 100%; Families, 1,000.  
Schools: Public Grade, 6; High, 2; Junior High, —; Parochial, 1. Number of Pupils, 1,700.  
Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1 Advent.  
Banks: National, 2; State, 2; Total Resources, \$3,000,000 approximately. Savings Bank Deposits Total, \$250,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 2,000.  
Location: On top of the Ozarks, summer resort, sites of Western Methodist Assembly. St. Louis & San Francisco R. R. 3 lines.  
Principal Industries: Fruit—grapes, apples, berries. Hardwood lumber.  
Manufacturing Establishments: Leading firms, Phillips Lumber Co., Brower Lumber Co., Silco wagon wood.  
Total value of yearly output of factories estimated at \$4,000,000, including output of canneries.  
Special Information: Principal trading center of N. W. Arkansas.  
Residential Features: Mostly one-family residences, educational center, University of Arkansas, Methodist Western Assembly.  
Retail Shopping Section: Public square, 1 block on each side, Dickson St. 2 blocks. Hard surface roads 4 directions.  
Trading Area: Includes county, population 33,000.  
Wholesale Houses: Groceries, 1; Meats, —; Fruits, 1; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, —; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 92; confectioners (including hotel stands), 10; delicatessen, —; dressmakers, —; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; furriers, —; garages (public), 8; grocers, 10; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, —; women's apparel, —.

**FORT SMITH, ARK.**

1920 Population, 28,876.  
City and Suburban Estimate, 40,000.  
Native Whites, 85%; Negroes, 12%; Foreign Born, 3%; Industrial Workers, 5,000; English Reading, 97%; Families, approx. 6,000.  
Schools: Public Grade, 10; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 9,225.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.  
Banks: National, 3; State, 1; Total Resources, 20,000,000; Savings Bank Deposits Total, \$5,827,830.  
Theatres: Legitimate, 1; Moving Pictures, 4. Total number of seats, 3,000.  
Location: Extreme west border of Arkansas and near east border of Oklahoma. Frisco, Kansas City Southern, Missouri Pacific, Midland Valley & Fort Smith & Western R.Rs. 169 miles west of Little Rock and about half way between St. Louis and Dallas, Tex.

Principal Industries: Furniture of all kinds. Glass bottles, chimneys, window glass, wagons, cotton seed oil, brick and tile, pants and overalls, metal beds, caskets, candy, zinc spelter, well buckets, auto bodies.  
Manufacturing Establishments: 121. Leading firms, Radiant Glass Co., John Deere Implement Co., Harding Glass Co., Fort Smith Body Co., Fort Smith Furniture Mfg. Co. (this includes seven factories).  
Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Natural gas supply, 600,000,000 daily flow. Industrial gas rate, 12c. to 15c. Surrounding coal fields contain four billion tons. Large manufacturing and jobbing center, as a result of cheap fuel and good transportation facilities.  
Residential Features: Eighty per cent homes owned by occupants. Majority one-family type. Residential section entirely paved and sewerd. 2,500 available lots ready for building in this district.  
Retail Shopping Section: Garrison avenue is principal retail street. Is 90 feet wide, 13 blocks long, divides the city north and south, double street car tracks merging from all city lines, extend its entire length.  
Trading Area: About 60 miles north, 45 miles east, 40 miles west, 40 miles south. Good roads leading from all directions in this territory.

Wholesale Houses: Groceries, 6; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, 73; 2 Drugs.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 2; delicatessen, 3; dressmakers, 5; druggists, 23; department stores, 6; electrical supplies, 5; florists, 4; fruits, 1; furniture, 7; furriers, 1; garages (public), 5; grocers, 120; hardware, 4; jewelry, 5; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, —; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 92; confectioners (including hotel stands), 10; delicatessen, —; dressmakers, —; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; furriers, —; garages (public), 8; grocers, 10; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, —; women's apparel, —.

**HARRISON, ARK.**

1920 Population, 4,000.  
City and Suburban Estimate, 6,000.  
Native Whites, all; Negroes, none; Foreign Born, none; Industrial Workers, —; English Reading, all; Families, 1,000.  
Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, —. Number of Pupils, 1,200.  
Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, —; Hebrew, —; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, —.  
Banks: National, 2; State, 1; Total Resources, \$1,500,000. Savings Bank Deposits Total, \$1,500,000.  
Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, —.  
Location: Headquarters and general offices, shops, Missouri & North Arkansas R. R.  
Principal Industries: Timber, shops, railroad center. We depend on the dairying and fruit farmer principally, also in the heart of the Ozarks, and tourists help great deal.  
Residential Features: Fine homes. Surrounded by hills.  
Retail Shopping Section: Usual in town of four to five thousand located on large square. Park in center with \$100,000 Court House in center. U. S. Land office and United States District Court located here. \$125,000 government building. Have wholesale grocer business. Payroll of railroad shops, \$50,000 per month.  
Trading Area: County to south—Newton has no railroad and Harrison is the trading territory for vast area. People come 30 to 40 miles to trade here.  
Wholesale Houses: Groceries, 1; Meats, —; Fruits, —; Hardware, 2; Dry Goods, 6; Miscellaneous Lines, —.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, —; automobile accessories, 1; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 4 hotels; confectioners (including hotel stands), —; delicatessen, —; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; fruits, —; furniture, 2; furriers, —; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 1; sporting goods, —; stationers, 1; women's apparel, 2.

**HELENA, ARK.**

1920 Population, 15,000 (corporate limits not changed since 1830).  
City and Suburban Estimate, 22,000.  
Native Whites, 48%; Negroes, 50%; Foreign Born, 2%; Industrial Workers, 60%; English Reading, 99%; Families, 4,000 estimated.  
Schools: Public Grade, 10; High, 3; Junior High, 2; Parochial, 1. Number of Pupils, 2,000.  
Churches: Baptist, 3; Christian Science, 1; Congregational, —; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10, mostly negro.  
Banks: National, 2; State, 3; Total Resources, \$10,000,000. Savings Bank Deposits Total, \$—.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, —.  
Location: On Missouri Pacific, Mo. & North Arkansas, Memphis, Helena & Louisiana, Midland and Illinois Central, head of deep water navigation on Mississippi, river terminals to be built at once for interchange from river to railroad.  
Principal Industries: Second largest hardwood lumber center in U. S., cotton mills, cotton oil mills, cotton compresses, coopeage, machine shops and all plants necessary for thriving community.  
Manufacturing Establishments: 50. Leading firms, Chicago Mill & Lumber Co., Poinsett Lumber Co., branch of Singer Sewing Machine Co.  
Special Information: The location of this city makes it the gateway to the southwest.  
Residential Features: Mostly one-family houses.  
Retail Shopping Section: Extends from river west 5 blocks, and from Arkansas street to Perry, 6 blocks.  
Trading Area: Extends north 35 miles, south 90 miles, west 55 miles and across Mississippi River east 20 miles. Bus lines extend south 50 miles, west 35 miles. Interurban lines, 6 miles.  
Wholesale Houses: Groceries, 6; Meats, 5; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Mill Supply 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 5; druggists, 15; dry goods, 50; department stores, 2; electrical supplies, 3; florists, 2; fruits, 8; furniture, 11; furriers, best stores; garages (public), 7; grocers, 110; hardware, 4; jewelry, 4; meat markets, 25; men's furnishings, 16; men's clothing, 28; merchant tailors, 2; milliners, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, druggists; women's apparel, dry goods stores.

**HOPE, ARK.**

1920 Population, 6,100.  
Native Whites, 65%; Negroes, 35%.  
Schools: Public Grade, 4; High, 2; Junior High, 1.  
Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, Miscellaneous, 1.  
Banks: National, 2; State, 2.  
Theatres: Moving Pictures, 2; Total number of seats, 700.  
Location: Missouri-Pacific Railway running northeast and southwest; Louisiana and Arkansas running south into Louisiana. Hope is the northern terminus of a trunk line railroad from Mobile, Ala., giving gulf port connection. The Frisco Railroad leads into Oklahoma and a little to the northwest. The A. & L. branch of the Missouri-Pacific opens up a splendid trade territory a little to the Northwest.  
Principal Industries: Handles, heads, brick and tile, machinery supplies, lumber, mattresses, crates and baskets.  
Manufacturing Establishments: Hope Lumber Co., Hope Brick Works, Hope Heading Mill, Hope Crute & Basket Works, Ivory Handle Co., Temple Cotton Oil Mills.  
Special Information: Hope is located in one of the richest agricultural sections of the Southwest, the soil and climate being adapted to the growing of a large variety of truck farm and fruit products; is located in the center of a great lumber producing section. The only diamond mine in the country is less than twenty miles distant.  
Residential Features: Mostly brick, five to eight room houses, and owned by the families living in them. Frisco and Brookwood additions our two most exclusive residential districts. In these many large two story modern homes are located, averaging in value from \$5,000 to \$10,000.  
Retail Shopping Section: Retail shopping section comprises 18 blocks—Elm St. for three blocks; 3rd St. for 3 blocks; Walnut for 3 blocks; Front St. for 3 blocks; East Second Ave. for 3 blocks; East Third St. for 3 blocks.  
Trading Area: Extends a little more than thirty-five miles in every direction. No trolley lines, but splendid rail service and good highways.  
Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 1; Hardware, 1.

**HOT SPRINGS NATIONAL PARK, ARK.**

1920 Population, 16,334 (1924, 20,500).  
Native Whites, 75%; Negroes, 25%; English Reading, 100%.  
Schools: Public Grade, 8; High, 1; Junior

High, 1; Parochial, 1; Number of Pupils, 3,800.  
Churches: Baptist, 12; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 13; Presbyterian, 3; Roman Catholic, 2; Christian, 1; Adventist, 1; Holiness Church, 1.  
Banks: National, 2; State, 3; Total Resources, \$6,862,323.85.  
Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 14,000.  
Location: Missouri Pacific Railroad Co. and Chicago, Rock Island & Pacific R.R. Co. run several trains into Hot Springs daily. Make connections with all trains.  
Principal Industries: Lumber and Pising Mills.  
Manufacturing Establishments: Hot Springs is primarily a resort city and has no manufacturing plants.

Special Information: Hot Springs is a resort city known as "The Nation's Health Resort" with forty-six hot radio-active springs with a daily flow of 851,305 gallons. The average temperature of these springs is 137 degrees F. Hot Springs has a permanent population of about 20,000 and an annual visiting population of over 200,000. Recreations to be enjoyed here are dancing, swimming, tennis, golfing, hiking, horseback riding, mountain climbing and motoring. Hot Springs was set aside by Congress as a national health resort in 1832, and the hot waters are owned and controlled by the U. S. Government.  
Residential Features: Hot Springs is made up of private homes, apartment houses, rooming houses and boarding houses in the residential sections. There are no tenements or workmen's cottages.  
Retail Shopping Section: Shopping district is mainly on Central Avenue from Buncheita Avenue to Park Avenue, a distance of approximately twelve blocks. Because of Hot Springs' location between mountains there are very few cross streets in the downtown section.  
Trading Area: Hot Springs draws rural trade from about ten to fifteen miles out in each direction.  
Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 10; druggists, 36; dry goods, 21; department stores, 3; electrical supplies, 6; florists, 3; furniture, 18; garages (public), 21; grocers, 103; hardware, 8; jewelry, 16; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 49; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 20.

**JONESBORO, ARK.**

1920 Population, 9,884.  
City and Suburban Estimate, 17,500.  
Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial, 15%; English Reading, 95%; Families, 3,500.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,710.  
Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, —.  
Banks: National, 1; State, 4; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$150,000.  
Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,250.  
Location: On Crowley's Ridge in Northeast Arkansas, 67 miles northwest of Memphis, Tenn. Served by Cotton Belt, Frisco and Jonesboro, Lake City and Eastern Railroads, with terminus and home offices of latter. Good bus service for radius of 30 miles. Also have quick (3 miles) connection with Missouri Pacific Railroad.  
Principal Industries: Hardwood lumber, baskets, golf shafts, veneering, railroad shops, printing, flour mills, wholesale grocers, cottons compress, brick kilns, ice cream.  
Manufacturing Establishments, 75. Leading firms, Pierce Williams Co., Fairy-Crest Mfg. Co., E. L. Mue Lumber Co., Jonesboro Rolling Mills, R. B. Jones Co., Jonesboro Grocer Co., Jonesboro Roller Mills, Jonesboro Compress Co., Jonesboro Brick Co., Maddy Ice Cream Co., Roberts Cotton Oil Co. Total value of yearly output of factories estimated at \$10,000,000.  
Special Information: Fourth largest city in Arkansas. Intersection of the Cotton Belt and Frisco Railroads makes Jonesboro one of the largest jobbing centers in the state. Four wholesale groceries do an annual business of \$3,000,000.  
Residential Features: Is extensively a home-owning community. Three building and loan associations make it such. Mostly one-family homes. Estimate 60% home-owning. Suburban districts rapidly building up.  
Retail Shopping Section: Main, Union and Church Sts. from railroads south five blocks. Suburban groceries and confectioneries scattered throughout city.  
Trading Area: Extends 25 miles east and 40 miles north, west and south, with hard surface roads leading in from all directions.  
Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands),

ARKANSAS (Cont'd)

4; delicatessen, 1; dressmakers, 6; druggists, 10; dry goods, 9; department stores, 5; electrical supplies, 5; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 6; grocers, 85; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 9; shoes, 3; sporting goods, 3; stationers, 5; women's apparel, 10.

LITTLE ROCK, (including North Little Rock) ARK.

1920 Population, 79,190. City and Suburban Estimate, 140,000. Native Whites, 69%; Negroes, 28%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, 23,550. Schools: Public Grade, 33; High, 2; Junior High, 3; Parochial, 7. Number of Pupils, 19,700. Churches: Baptist, 59; Christian Science, 2; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 34; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 15. Banks: National, 3; State, 7; Total Resources, \$45,067,383.16. Bank Deposits Total, \$38,711,644. Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 11,000.

Location: On Arkansas River, in center of State of Arkansas, with excellent railroad connections, making it very accessible to all parts of the State. There are eight distinct railroad rights of way leading into Little Rock, extending in seven different directions. The railroads serving Little Rock are the Missouri Pacific, Rock Island and Cotton Belt systems. Excellent bus service is also maintained to points within radius of 40 miles.

Principal Industries: Railroad engine and car shops, cotton compresses, cotton seed oil mills, woodworking, stave and cooperage plants and furniture, overall, candy, harness, brick, tent and awning, broom and mattress factories and jobbing concerns in practically all lines.

Manufacturing Establishments: 219. Leading firms: 1, Charles T. Abeles Co.; 2, Nelson Mfg. Co.; 3, Arkansas Brick and Tile Co.; 4, Bruce Hardwood Flooring Co.; 5, McLean Arkansas Lumber Co.; 6, Hamlen Stave Co.; 7, Burton Dixie Corporation; 8, Dixie Oil Mills; 9, Rose City Oil Mills.

Total value of yearly output of factories estimated at \$175,000,000.

Special Information: Little Rock is the capital and the financial and commercial center of the State of Arkansas. It is the one large city of the State and, with its excellent railroad service and central location, dominates to a most unusual extent the commerce of Arkansas.

Residential Features: Mostly all one-family houses, mostly owned by the people living in same. Well kept yards and lawns are attractive features of the residential sections. Sidewalks and 142 miles of paved streets contribute to making Little Rock a residential section attractive.

Retail Shopping Section: Extends from Markham Street for nine blocks south on Main Street, Louisiana and Center Streets parallel Main Street and are business streets for about seven blocks. There are two outlying business sections and several smaller neighborhood sections.

Trading Area: Covers radius of about thirty miles in every direction. Intermittent business is secured from people living a greater distance because Little Rock stores offer a larger variety and higher class of merchandise than is available in the smaller cities in the State.

Wholesale Houses: Groceries, 4; Meats, 7; Fruits, 5; Hardware, 2; Dry Goods, 2; Miscellaneous Lines: Produce 6, Drugs 2, Shoes 1, Ladies' Ready-to-wear 1, Paper 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 14; automobile accessories, 58; automobile tire agencies, 23; bakers, 23; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 44; delicatessen, 8; dressmakers, 23; druggists, 62; dry goods, 27; department stores, 5; electrical supplies, 8; florists, 8; fruits, 10; furniture, 35; furriers, 2; garages (public), 31; grocers, 423; hardware, 8; jewelry, 18; meat markets, 39; men's furnishings, 9; men's clothing, 3; merchant tailors, 23; milliners, 12; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 129; shoes, 16; sporting goods, 4; stationers, 3; women's apparel, 9.

MALVERN, ARK.

1920 Population, 3,964. City and Suburban Estimate, 5,000. Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Industrial Workers, 75%; English Reading, 92%; Families, 1,238. Schools: Public Grade, 6; High, 2; Junior High, 2. Number of Pupils, 2,500. Churches: Baptist, 5; Methodist, 3; Presbyterian, 1; Miscellaneous, 2. Banks: National, 1; State, 2; Total Resources, \$1,500,000; Savings Bank Deposits Total, \$1,300,000. Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,500.

Location: On Missouri Pacific and Rock Island Railroads.

Principal Industries: Lumber and brick plants.

Manufacturing Establishments: 5. Leading firms, Sheldon Handle Factory, Van Veneer Co., Moline Timber Co., Wisconsin and Arkansas Lumber Co.

Annual output, \$1,000,000. Special Information: Through the center of Hot Springs County flows the Ouachita River, in the valley of which are some of the finest farms in the State. Recently the Arkansas Light & Power Co. has undertaken the project of constructing a series of dams along the river, extending from Magnolia Cove to above Hot Springs. These plants will cost several millions and generate nearly 100,000 H.P. The first dam is being built near Malvern and will furnish cheap power.

Residential Features: A few apartment houses, private houses predominating.

Retail Shopping Section: Extends from Mo. Pac. and R. I. stations 5 blocks on Main St. Business and professional offices on 2d and 3d Sts.

Trading Area: About 25 miles in all directions.

Wholesale Houses: Groceries, 2; Hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 10; druggists, 5; dry goods, 18; electrical supplies, 3; florists, 1; furniture, 6; garages (public), 6; grocers, 20; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1.

MENA, ARK.

1920 Population, 3,458. City and Suburban Estimate, 5,000. Native Whites, 100%; Negroes, none; Foreign Born, none; Industrial Workers, 400; English Reading, 100%; Families, —. Schools: Public Grade, 2; High, 1; Junior High, —; Parochial, 1. Number of Pupils, 1,275. Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5. Banks: National, 1; State, 2; Total Resources, \$1,194,504.92; Total savings account of 3 above banks, \$368,040.36. Theatres: Legitimate, —; Moving Pictures, 1 combined with vaudeville, Burlesque, —; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,750.

Location: Kansas City Southern Railway Co., 350 miles direct line from Kansas City, Mo.; 468 miles, Port Arthur, Texas.

Principal Industries: Planing mills, woodworking plants, stave and heading plants, flour mills, cotton gins.

Manufacturing Establishments: Leading firms, none widely known.

Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Mena is the center of a valuable farming district, and, being the county seat and largest town in the county, has wide trade territory.

Residential Features: Majority of residents are home owners; average residence 5 rooms, 45% modern homes, with lights, sewer, city water, etc.

Retail Shopping Section: Mena street, principal street, has 6 blocks solid business houses, both side street; DeQueen street, next in importance, has 3 blocks. Minor side streets with small stores. Railroad divides the town, making Northside and Southside. Farmers supply stores, wagon-racks, etc., located on Southside. Stores relying on town trade on Northside.

Trading Area: Estimated 35 miles East and West, 20 miles North, and 35 miles South. Railroad runs North and South. Bus line south gives shoppers splendid service.

Wholesale Houses: Groceries, 2; Meats, —; Fruits, —; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; delicatessen, —; dressmakers, 3; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; furriers, —; garages (public), 6; grocers, 11; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, covered by dept. stores and dry goods companies; merchant tailors, 3; milliners, see dept. store; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; jewelry store carries radio supplies, 1; restaurants (including hotels), 7; shoes (none exclusive); sporting goods, 1; book store, 1; stationers, 1; women's apparel, covered by dry goods and dept. stores.

NEWPORT, ARK.

1920 Population, 4,000. City and Suburban Estimate, 6,500. Native Whites, 75%; Negroes, 25%; Industrial Workers, 25%; English Reading, 100%; Families, 1,500. Schools: Public Grade, 2; High, 2; Number of Pupils, 1,700. Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6. Banks: National, 2; State, 1; Total Resources, \$4,000,000. Savings Bank Deposits Total, \$500,000. Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: East bank of White River, three miles below the mouth of Black River; on the main line of the Missouri Pacific and White River Railroads and a branch of the Rock Island.

Principal Industries: One axle handle factory and numerous hard wood lumber mills.

Manufacturing Establishments: See above.

Total value of yearly output of factories estimated at \$3,000,000.

Residential Features: One and two-story houses.

Retail Shopping Section: Comprises Front St., extending 9 blocks and all cross streets 2 blocks deep.

Trading Area: 25 miles north, east, south and west.

Wholesale Houses: Groceries, 2; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 3; dry goods, 12; department stores, 2; electrical supplies, 3; furniture, 3; garages (public), 5; grocers, 20; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; sporting goods, 1; stationers, 1; women's apparel, 1.

PARAGOULD, ARK.

1920 Population, 8,000. Native Whites, 100%; English Reading, 100%. Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Churches: Baptist, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 2; State, 2; Total Resources, \$3,924,040; Savings Bank Deposits Total, \$995,396. Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: In northeastern corner of the state, 223 miles from St. Louis and 78 miles from Memphis. On Mo., Pac., St. L. S. W. and Paragould Southeastern Rys.

Principal Industries: Export cooperage, staves, heading, veneer, shingles, lumber, ice cream, bottled goods, flour, feed mills, cotton ginning, vehicles, ice and cold storage.

Manufacturing Establishments: 41. Leading firms, Henry Wrape Co., J. F. Hasty & Sons, Standard Veneer Co., Lesser-Goldman Cotton Co., Amos Handle Co., East St. Louis Cotton Oil Co., Brown Lumber Co., East Arkansas Lumber Co., Hickson Rogers Mfg. Co., Ideal Ice Cream & Bottling Co., Paragould Co-operative Creamery, Paragould Milling Co., Arkansas Utilities Co. Annual output, \$3,816,043.

Special Information: Paragould, the county seat of Greene Co., occupies a high point on Crowley's Ridge. The surrounding territory is rolling, with a clay loam soil free from rocks. It is one of the finest fruit, truck, live stock and general farming counties in the state. One of the largest cooperage manufacturing centers in the world. Large shipments of poultry.

Residential Features: Mostly one-family houses. No slums or tenement sections.

Retail Shopping Section: Extends along Pruet St. (the main thoroughfare) for six blocks. Second St. parallels Pruet on the west end and has three business blocks. Second Ave. on the east has four business blocks. Main, Emerson, Court, Poplar, Highland and Hunt cross Pruet St. and have three business blocks each. Paragould has groceries and oil stations abundant in all outlying territory within the buying radius.

Trading Area: 25 or 30 miles north, 20 miles west, 15 south, 25 east. Lack of hard surfaced roads is doing great injury to local merchants. Neighboring towns to the south and northeast are located on these highways and are being patronized to the detriment, notwithstanding the advantage our people offer in goods of superior quality at attractive prices.

Wholesale Houses: Groceries, 4; Miscellaneous Lines, Commission 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 5; druggists, 8; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 5; grocers, 25; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; women's apparel, 1.

ROGERS, ARK.

1920 Population, 3,850. City and Suburban Estimate, 10,000. Native Whites, 100%; Industrial Workers, 20%; English Reading, 100%; Families, 750. Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,244. Churches: Baptist, 1; Christian Science, 2; Presbyterian, 1; Episcopal, 1; Methodist, 2; Miscellaneous, 2. Banks: National, 2; State, 1; Total Resources, \$2,000,000; Savings Bank Deposits Total, \$100,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: In Benton County, on main line of Frisco R. R. also branch of Frisco running into Oklahoma.

Principal Industries: Agriculture, fruit growing, dairying, four small furniture factories, cider and vinegar plants.

Manufacturing Establishments: 30. Leading firms, Ozark Cider & Vinegar Co.; W. H. Wardlaw Co., sweet cider; R. E. McCarty, furniture; Benton Co. Hardware Co., harness; E. Van Wagener, furniture; Rogers Ice & Cold Storage Co., manufacturers, ice for refrigerating all

Frisco cars; Cady Cooperage Co., barrels, boxes, etc.

Special Information: Rogers is the seat of the Ozark playground, entertaining thousands of tourists each year. Benton County has large apple orchards. The largest wholesale distributing center in northwestern Arkansas.

Residential Features: More than 90% of the inhabitants own their homes. Largest city park between Dallas and St. Louis. Water furnished from a spring that would supply 60,000 or more people. Paved streets.

Retail Shopping Section: First St., 5 blocks; Walnut St., 4 blocks; Second St., 2 blocks; Elm St., 2 blocks; "A" St., 3 blocks.

Trading Area: People trade from all over the county. Rogers trading area is 20 miles. Net work of highways bring trade here.

Wholesale Houses: Groceries, 3; Fruits, 5; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; delicatessen, 3; dressmakers, 5; druggists, 3; dry goods, 8; department stores, 4; electric supplies, 3; florists, 2; furniture, 6; garages (public), 6; grocers, 21; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 1; men's clothing, 1; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 1; sporting goods, 2; stationers, 4; women's apparel, 6.

SILKOM SPRINGS, ARK.

1920 Population, 2,735. City and Suburban Estimate, 3,000. Native Whites, 100%; Negroes, —; Foreign Born, —; Industrial Workers, —; English Reading, 100%; Families, —. Schools: Public Grade, 1; High, 1; Junior High, —; Parochial, none; Number of Pupils, 900. Churches: Baptist, 1; Christian Science, 1; Congregational, none; Episcopal, 1; Hebrew, none; Methodist, 2; Presbyterian, 1; Roman Catholic, none; Miscellaneous, 4. Banks: National, 1; State, 2; Total Resources, \$1,107,842.00. Savings Bank Deposits Total, —. Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northwest Arkansas on the Kansas City Southern Railroad. Western gateway to the Ozark playground.

Principal Industries: Canning factory, railroad, John Brown College, Mudiava Sanatorium, Baptist Assembly, Summer resort.

Manufacturing Establishments: Not a manufacturing center.

Total value of yearly output of factories estimated at \$—.

Special Information: Located in the Ozark Mountains on the direct route of all cars coming out of Oklahoma. Have all facilities for banding tourists.

Residential Features: Nearly all are one-family houses. Many summer cottages for summer visitors. Average value around \$5,000.00.

Retail Shopping Section: Three blocks around the railroad station, then commencing on East Main it extends three blocks to St. Nicholas Ave., the four blocks to St. John Street, then two blocks to West Main, then four blocks to Tablequah St.

Trading Area: Thirty miles west, twenty miles south, ten miles north and twenty miles east.

Wholesale Houses: Groceries, 1; Meats, —; Fruits, —; Hardware, 1; Dry Goods, none; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10 (sub); commercial auto. agencies, 4 (sub); automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 5; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, none; fruits, 10; furniture, 2; furriers, 3; garages (public), 3; grocers, 15; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailor, 1; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 10; shoes, —; sporting goods, 4; stationers, —; women's apparel, 1.

EDITOR and PUBLISHER

International Year Book Number for 1925

Containing:— Rates, Circulations and Executive Personnel of United States Daily Newspapers, will be issued January 31st, 1925.

"It's as Necessary as Ink"

# CALIFORNIA Daily Newspaper Markets in Standard Surveys

## ANAHEIM, CALIF.

1920 Population, 11,500.  
City and Suburban Estimate, 12,500.  
Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 90%; Families, 400.  
Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,335.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 4; State, 1; Total Resources, \$7,616,835.35; Savings Bank Deposits Total, \$6,451,625.03.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,800.

Location: Three trans-continental railroads, Santa Fe, Union Pacific and Southern Pacific.

Principal Industries: Anaheim Beef Co., Crystal Chemical Co., Orange Co. Brick & Tile Co. and The McBride Glass Co., eight large packing houses.

Manufacturing Establishments, 44. Leading firms, Crystal Chemical Co., Orange Co. Brick & Tile Co., Anaheim Beef Co., McBride Glass Co. and T. J. & C. Co.

Total value of yearly output of factories estimated at \$8,592,678.

Special Information: Citizens have formed a community industrial land company and have purchased a tract of land which they will sell at very special terms for the purpose of bringing industries to the city of Anaheim. The California Valencia Orange Show is held here annually.

Residential Features: Private homes predominate. Anaheim has as fine a residential section as can be found anywhere in Southern California. In the center of the residential district we have a newly completed park, one of the prettiest little parks in Southern California.

Retail Shopping Section: The business district of the city extends about five blocks east and west on Center St., and about four blocks north and south on Lemon and Los Angeles Sts. West of the city we have what is known as Five Point Business district, about fifteen stores, which take care of some of the trade in the western part of Anaheim.

Trading Area: About three miles north, five miles south, three miles east and five miles west.

Wholesale Houses: Meats, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 8; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, about 20; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 7; florists, 2; fruits, 7; furniture, 4; garages (public), 8; grocers, 28; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 3.

## BAKERSFIELD, CALIF.

1920 Population, 22,420.  
City and Suburban Estimate, 60,000.  
Native Whites, 83.5%; Negroes, 0.9%; Foreign Born, 13.6%; Industrial Workers, —%; English Reading, —%; Families, —.

Schools: Public Grade, 13; High, 1; Junior High, —; Parochial, 1; Number of Pupils, —.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, —; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous: Mexican M. E., Jap. M. E., Jap. Buddhist.

Banks: National, —; State, —; Total Resources, \$—; Savings Bank Deposits Total, \$—.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), Masonic, Women's Club, Elks. Total number of seats, —.

Location: Southern Pacific, Santa Fe.  
Principal Industries: Oil, cement products.  
Manufacturing Establishments: 73.

Total value of yearly output of factories estimated at \$5,089,000.

Special Information: Fast developing into a cotton center. 6,000 acres in 1923, 25,000 acres now in vast oil resources, nearly 3 million barrels in 1923. Surrounding community going to diversified farming.

Residential Features: Small, conservative substantial homes predominate, some very beautiful. New additions, filling with very desirable homes of individual architecture.

Retail Shopping Section: Main part on Chester and 19th—Baker, G. H. I, K, L—1 and 2 block cross street. Baker street section in east end of town, reached by 7 min. street car service.

Trading Area—Extends 40 miles south, 35 miles north, 35 miles west, 40 miles east, small towns scattering.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, —; commercial auto. agencies, —; automo-

bile accessories, —; automobile tire agencies, —; bakers, 3; cigar stores and stands (including hotels), —; confectioners (including hotel stands), 6; delicatessen, —; dressmakers, —; druggists, 11; dry goods, 12; department stores, 4; electrical supplies, 8; florists, 2; fruits, —; furniture, 6; furriers, —; garages (public), 18; grocers, 80; hardware 8; jewelry, 12; meat markets, 20; men's furnishings, —; men's clothing, —; merchant tailors, 8; milliners, 9; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), —; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, —.

## BERKELEY, CALIF.

1920 Population, 56,036.  
Native Whites, 28,669; Negroes, 507; Foreign Born, 9,573; Industrial Workers, 3,349; English Reading, —; Families, —.

Schools: Public grade, average attendance, 5,461; High, 1,695, part time 191; Junior High, 2,604; Parochial, about 500; Number of Pupils, 10,451.

Churches: Baptist, 4; Christian Science, 4; Congregational, 5; Episcopal, 5; Hebrew, —; Methodist, 8; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 2 main, 1 branch; State, 3 main, 5 branches; Total Resources, \$187,705,000.

Theatres: Legitimate, —; Moving Pictures, 6; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 4. Greek Theatre, Wheeler Hall, University of California; Total number of seats, —.

Location: Santa Fe & Southern Pacific Companies. Barges transport merchandise to San Francisco and the steamship lines absorb the charges for shipments by water.

Principal Industries: Steel, ink, chemicals, soap, fruit packing, furniture, Liberty motors, pottery and tile.

Manufacturing Establishments: 140. Leading firms, Byron-Jackson Iron Works, California Ink Co., California Packing Corp., Cutter Laboratory, Hall-Scott Motor Co., Peet Bros., Steel Tank & Pipe Co., Braydon & Thomas Solisad Iron Works.

Total value of yearly output of factories estimated at \$2,800,000.

Residential Features: Berkeley is the seat of the University of California and is the educational center of the Pacific Coast. It is a city of beautiful homes, and numbers among its inhabitants many Oakland and San Francisco business men and capitalists. Superior living and health conditions, exceptionally fine schools, a favorable climate and efficient police and welfare work helps to make Berkeley an ideal home city.

Retail Shopping Section: There are several shopping centers in Berkeley—the main one being on Shattuck avenue from Berkeley Way to Blake street, and including University avenue—the telegraph avenue district—West Berkeley, South Berkeley, Ashby avenue and Coliseum avenue, besides scattered stores in the outlying residential districts.

Trading Area: Berkeley has no surrounding agricultural territory from which it draws trade.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 1; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, —; automobile accessories, 1; automobile tire agencies, 11; bakers, 43; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 42; delicatessen, 12; dressmakers, —; druggists, 27; dry goods, 15; department stores, 3; electrical supplies, 17; florists, 8; fruits, 26; furniture, 28; furriers, 6; garages (public), 37; grocers, 130; hardware, 23; jewelry, 13; meat markets, 56; men's furnishings, —; men's clothing, 17; merchant tailors, 19; milliners, 17; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5 or 6; restaurants (including hotels), 59; shoes, 16; sporting goods, 2 exclusive; stationers, 7; women's apparel, 11.

## BRAWLEY, CALIF.

1920 Population, 5,292.  
City and Suburban Estimate, 6,927. Suburban, 15,000.

Native Whites, 60%; Negroes, 10%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 60%; Families, 2,500.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,025.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: State, 2 branches; Savings Banks Deposits Total, \$415,000; Total Resources, \$282,290,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,712.

Location: In the exact center of the Imperial Valley, served by main line of Southern Pacific and branch of San Diego and Arizona Ry. Excellent motor transportation to all parts of California; fast freight truck service to all southern California and Arizona points.

Principal Industries: Manufacture of ice, cotton gins, grain mills. Surrounding country, of which Brawley is the shipping point and business center, is devoted to raising cantaloupes, lettuce and other winter truck crops, cotton, grain, alfalfa. The cotton center of the valley.

Date industry growing fast, as well as grapefruit and grapes.

Manufacturing Establishments: 5. Leading firms cement plants, piston ring plant. Imperial Ice and Dev. Co.

Special Information: Brawley ships about one-third of the total perishable product of the Imperial Valley. Has an active Chamber of Commerce, Rotary Club and numerous fraternal organizations.

Residential Features: Mostly one-family houses, private homes predominating. Rental houses scarce, which calls for building activity under way. Only 5 apartment houses. Wide and attractive streets, some paved. Limited section on extreme eastern part of city devoted to foreign population, but is well kept and contains no tenement houses.

Retail Shopping Section: Extends from 2 blocks east of railroad to 4 blocks west on Main St. to City Plaza; 3 blocks wide in center of town. Better stores centered on Main St. between Plaza and the railroad.

Trading Area: Extends 10 miles south, 25 north, 15 east and 10 miles west. Shoppers from outlying towns come to Brawley to do most trading. Outlying towns of Westmoreland, Calipatria and Niland considered in Brawley territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 8; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 25; hardware, 3; jewelry, 2; meat markets, 9; men's furnishings, 10; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 23; sporting goods, 1; stationers, 1; women's apparel, 1.

## CALEXICO, CALIF.

1920 Population, 6,223.  
City and Suburban Estimate, 9,000.  
Native Whites, 60%; Negroes, 10%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 85%; Families, 1,050.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,356.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$3,758,534.22; Savings Bank Deposits Total, \$749,871.60.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 900.

Location: On boundary line between United States and Mexico. Terminal for Southern Pacific, Inter-California and Arizona & San Diego Railroads. Bus service on State highways north, east and west.

Principal Industries: Cotton ginning and kindred industries, i. e., mattresses, cottonseed oil, tents, awnings, cottonseed meal. Winter fruits and vegetables, celery, cantaloupes, watermelons, grapefruit, peas, strawberries, also small grains.

Manufacturing Establishments, 11. Leading firms, Cotton Ginning Co., Globe Mills, Calxico Cotton Products, Inc.

Special Information: City is port of entry for products of 800,000 acres Mexican lands, and for exports to all of northern Central Mexico.

Residential Features: Private homes predominate. Many fine apartments and bungalow courts. Small section devoted to foreign and negro element. Private homes average \$4,500.

Retail Shopping Section: Two blocks north from international border, then from one block east of this cross street four blocks west on Second St. from border, thence one block north, also two blocks on street north. There are two small outlying districts of a total of three blocks.

Trading Area: Twelve miles east on both sides of border, five miles north, five west and approximately thirty miles south into Mexico.

Wholesale Houses: Groceries, 1; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 1, drugs.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 3; automobile accessories, 4; including agencies, 12; automobile tire agencies, 2, including car agencies, 9; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 3; garages (public), 8; grocers, 36; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, no exclusive, 5; sporting goods, 2; stationers, 1; women's apparel, 7.

## CHICO, CALIF.

1920 Population, 9,339.  
City and Suburban Estimate, 16,000.  
Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 15%; English Reading, 85%; Families, 4,600.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, —; Number of Pupils, 3,000. Also State Teachers' College.

Churches: Baptist, 2; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,500.

Location: Southern Pacific, Northern Electric (owned by Western Pacific).

Principal Industries: Manufacturing matches and main office for 28 retail lumber yards in Northern California. Agriculture, prunes, almonds, peaches, rice, hay, wheat and barley.

Manufacturing Establishments, 1; Leading firms, Diamond Match Co., Northern Star Mills, manufacturing "Big Oak" flour. Total value of yearly output of factories estimated at \$3,000,000.

Special Information: \$1,000,000 prune crop, \$1,000,000 almond crop, \$1,000,000 rice crop.

Residential Features: Private homes predominate.

Retail Shopping Section: Main St. 10 blocks, Broadway 8 blocks, 2nd, 3rd and 4th, 3 blocks each.

Trading Area: North 40 miles, east 28, south 30, west 26.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 18; Confectioners (including hotel stands), 10; Delicatessen, 2; Dressmakers, 8; Druggists, 8; Dry Goods, 5; Department Stores, 3; Electrical Supplies, 3; Florists, 3; Fruits, 6; Furniture, 3; Garages (public), 6; Grocers, 30; Hardware, 5; Jewelry, 5; Meat Markets, 9; Men's Furnishings and Men's Clothing, 15; Merchant Tailors, 2; Milliners, 5; Opticians, 3; Photographers, 4; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 5; Restaurants (including hotels), 15; Shoes, 5 exclusive, 10 more in other stores; Sporting Goods, 8; Stationers, 2; Women's Apparel, 6.

## COALINGA, CALIF.

1920 Population, 3,500.  
City and Suburban Estimate, 6,800.

Native Whites, 92%; Foreign Born, 8%; English Reading, 96%; Families, 1,430.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; Total Resources, \$1,378,480. Savings Bank Deposits Total, \$285,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,160.

Location: S. W. corner of Fresno County on Southern Pacific Railway, on paved highway, midway between San Joaquin Valley and coast main highways. Bus lines east and west.

Principal Industries: Production of crude petroleum, 1,217,000 barrels annually, cattle and sheep raising, 88,000 lambs shipped annually; 17,000 cattle. Oil well drilling supplies and specialties.

Manufacturing Establishments: 2. Leading firms, Bunting Iron Works, Baker Casing Shoe Co.

Total value of yearly output of factories estimated at \$140,000.00.

Residential Features: Mostly one and two-story frame dwellings. 40% owned by non-residents, not as desirable as privately owned. Approximate average value \$2,000.00.

Retail Shopping Section: Four blocks on Elm Ave., the entrance to city by state highway; four blocks on Fifth St.

Trading Area: Extends about 25 miles north, south and west, and 30 miles east. Nearest trading centers are 52 and 41 miles away.

Wholesale Houses: Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; fruits, 7; furniture, 3; garages (public), 7; grocers, 10; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 4.

## COLTON, CALIF.

1920 Population, 7,500.  
City and Suburban Estimate, township 12,000.

Native Whites, 82%; Negroes, 4%; Foreign Born, 14%; Industrial Workers, 95%; English Reading, 90%; Families, 1,400.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, —; Number of Pupils, —.

Churches: Baptist, 1; Christian Science, 1;

CALIFORNIA (Cont'd)

Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, —; Total Resources \$—; Savings Bank Deposits Total, \$—.

Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, —.

Location: Southern Pacific, Atchison, Topeka and Santa Fe, Union Pacific, Pacific Electric, three ways, Motor Transit Stage Company, Pacific Fruit Express.

Principal Industries: Oranges, lemons, grape fruit, cement manufacturing, flour mills, railroad shops, gas plants, cement tile, concrete pipe, Pacific Fruit Express.

Manufacturing Establishments: Leading firms, Globe Milling Company, Southern California Edison Company, Colton Portland Cement Company, Starnes Shoe Co.

Total value of yearly output of factories estimated at: Yearly payroll amounting to over \$3,000,000.

Special Information: Colton is called the "Hub City," being the junction of three transcontinental railroads and one electric line (with an annual payroll over \$3,000,000), being known as the "Industrial City" of San Bernardino Valley.

Residential Features: Mostly private residences. Several up-to-date apartment houses and first class hotels.

Retail Shopping Section: Extends from the intersection of 8th and I streets for about two blocks in each direction.

Wholesale Houses: Groceries, 1; Meats, —; Fruits, —; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, —; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, —; dressmakers, 5; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; furriers, —; garages (public), 10; grocers, 12; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

CORNING, CALIF.

1920 Population: 1920 census, 1,449; estimate Chamber of Commerce, based on housing, 2,400.

City and Suburban Estimate, 6,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 2%; English Reading, 100%; Families, nearly 2,000.

Schools: Public Grade, 1; High, 1; Junior High, —; Parochial, —; Number of Pupils, 472 inside city.

Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, —; State, 2; Total Resources, \$1,139,157.48; Savings Bank Deposits Total, \$431,650.83.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 850.

Location: Five miles west of Sacramento River, on Southern Pacific R. R., 120 miles north of Sacramento, on Pacific Highway from Canada to Mexico; bus service in all directions.

Principal Industries: Fruits, nuts, grain, wool, olives. Fruit packing, olive processing and oil making.

Manufacturing Establishments: 6. Leading firms: Maywood Packing Co.; Helms Co.; Williams Olive Oil Co.; Corning Rug Factory; E. E. Glick Olive Oil Co.; Corning Ice & Bottling Works.

Special Information: Location of this city makes it the logical outlet for 30,000 acres of pine and fir timber 80 miles west; and distributing point for about 100,000 h.p. electricity to be generated there in the timber some day by water power. In the heart of the only section growing the Maywood Mammoth olives, which is now impossible to supply the market demands.

Total value of yearly output of factories estimated at \$—.

Residential Features: Practically all one-family houses, with a few scattered flats. No tenements. Fine residential section just starting with several homes over the \$10,000 class. Good, broad streets, but unpaved. Lots of splendid city water (from wells) for domestic use.

Retail Shopping Section: Extends from the Southern Pacific line west for four blocks on Solano street and north one block to Yolo street on 4th and 5th and 6th streets. There are two outlying "neighborhood" districts, with usual grocery and auto service, including cold drinks, confections, etc.

Trading Area: Extends west for thirty miles, south for ten miles, east for eight miles and north for fourteen miles. Being on the Pacific

Highway brings quite a large tourist trade practically nine months in the year.

Wholesale Houses: Groceries, —; Meats, —; Fruits, 4; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 1; Bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, —; dressmakers, 1; druggists, 2; dry goods, 2; department stores, 2; electrical supplies, 4; florists, —; fruits, 6; furniture, 3; furriers, —; garages (public), 6; grocers, 6; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, —; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 4; stationers, 1; women's apparel, 2.

DINUBA, CALIF.

1920 Population, 2,900. (Present 5,000.)

City and Suburban Estimate, 1,200.

Native Whites, 95%; Negroes, 1/2%; Foreign Born, 4 1/2%; Industrial Workers, 65%; English Reading, 95%; Families, 1,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; Total Resources, \$1,500,000; Savings Banks Deposits Total, \$500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Southern Pacific-Santa Fe. Also hourly stage service in all directions.

Principal Industries: Raising and preparing for market, raisins, figs, peaches, apricots, prunes. Also big lumbering interests and canning factories.

Manufacturing Establishments, 5; Leading firms, Sunnald Raisin Co. and Peach & Fig Growers, Dinuba Planting Mill, Dinuba Lumber Co. Total value of yearly output of factories estimated at (of farm and factories) \$10,000,000.

Special Information: Dinuba is located right in the center of the Alta District, conceded by all to be the richest part of the San Joaquin Valley.

Residential Features: A city of medium priced bungalows, practically all new and modern, and all the latest building features. We have no slums and there is no recognized best part of town.

Retail Shopping Section: Tulare street four blocks solid, "L" Street three blocks solid, "K" Street, 2 blocks.

Trading Area: Extends west 9 miles, east 9 miles, north 6 miles, south back into mountains. On special sales days merchants have brought business in from a radius of 20 miles in each direction; fine bus service and nearly everyone owns his own car.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 10; grocers, 15; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; sporting goods, 3; Stationers, 5; women's apparel, 5.

EL CENTRO, CALIF.

1920 Population, 5,700.

City and Suburban Estimate, 14,000.

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; English Reading, 95%; Families 3,000.

Schools: Public Grade, 5; High, 2; Junior College, 1; Number of Pupils, 1,568.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,800.

Location: Southern Pacific and Arizona and San Diego R. R. Stage service to and from Los Angeles and San Diego.

Principal Industries: Dairying.

Manufacturing Establishments: 4.

Residential Features: Mostly 4 to 6 room houses, private homes predominate.

Trading Area: 10 miles.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 3 Creamery products.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 3; Commercial Auto Agencies, 4; Automobile Accessories, 4; Automobile Tire Agencies, 15; Bakers, 3; Cigar Stores and Stands (including Hotels), 30; Confectioners (including hotel stands), 5; Delicatessen, 3; Dressmakers, 5; Druggists, 4; Dry Goods, 3; Department Stores, 4; Electrical Supplies, 5; Florists, 1; Fruits, 15; Furniture, 4; Garages (public), 10; Men's Fur-

nishings, 12; Men's Clothing, 12; Merchant Tailors, 5; Milliners, 2; Opticians, 5; Photographers, 2; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 2; Restaurants (including hotels), 24; Shoes, 12; Sporting Goods, 5; Stationers, 2; Women's Apparel, 7.

ESCONDIDO, CALIF.

1920 Population, 1,769.

City and Suburban Estimate, 4,000-8,000 in trade district.

Native Whites, 95%; Negroes, —; Foreign Born, 5%; Industrial Workers, 3%; English Reading, nearly all; Families, 400 in town—1,600 in district.

Schools: Public Grade, 600; High, 200; Junior High, Night 70; Adventist, 50; Number of Pupils, 920.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, —; Methodist, 3; Presbyterian, —; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 2; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$600,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, —.

Location: Santa Fe Railroad, Truck and Stage lines daily to Los Angeles, and San Diego.

Principal Industries: Fruit growing, grain, poultry, dairying, honey and all kinds of farming.

Manufacturing Establishments: None.

Residential Features: Private homes predominate.

Retail Shopping Section: Grand avenue and several cross streets.

Trading Area: About ten miles, some occasional ones further up to 25 miles.

Wholesale Houses: Groceries, —; Meats, —; Fruits, —; 2 Packing Houses and 1 Cannery; Hardware, —; Dry Goods, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, —; dressmakers, 10; druggists, 2; dry goods, 5; department stores, —; electrical supplies, 6; florists, 2; fruits, 10; furniture, 6; furriers, 1; garages (public), 7; grocers, 8; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 2.

EUREKA, CALIF.

1920 Population, 12,923.

City and Suburban Estimate, 50,000.

Native Whites, 90-95%; Negroes, 1/2%; Foreign Born, 25%; Industrial Workers, 25-35%; English Reading, 80-90%; Families, 4,000. (Above percentages estimated.)

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,184.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, \$8,977,438.15; Savings Bank Deposits Total, \$3,290,781.30.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, —.

Location: East side of Humboldt Bay, on the Redwood Highway, 294 miles north of San Francisco. Served by Northwestern Pacific Railroad, Admiral Steamship Line, Nelson Steamship Line, Bayside Steamship Line, Coggeshall Launch Co., Little River Steamship Co., S. S. McCormack Steamship Co. Through bus service each day south to San Francisco and all way stations and north to Crescent City and way stations, and east to Red Bluff and tri-weekly to Redding.

Principal Industries: Redwood, pine and spruce lumber, woolen goods, printing, book binding, and publishing, foundry products, burial products, dairy products, wholesale paper houses.

Manufacturing Establishments: 15. Leading firms, Woolen Mills, Acme Foundry, Cottrell Moulding Mill, Burns Burl Mfg. Co., Eureka Mfg. Co., Eureka Finishing Co., Eureka Boiler Works, Western States Gas & Electric Co.

Total value of yearly output of factories estimated at \$—.

Special Information: Located on only large harbor between Portland and San Francisco. Central stage center between these two points. Biggest redwood lumber center in the world. Most equitable climate in the world. Distributing center for campers' paradise, fishing, hunting and scenery, on the Redwood Highway. Largest redwood lumber mill on the Pacific Coast, located near Eureka, the largest city between San Francisco and Portland.

Residential Features: Mostly one-family houses. No tenements. Private homes.

Retail Shopping Section: Extends from waterfront east 7 blocks to Seventh Street, 10 blocks

north and south between A Street and J Street. There are approximately 5 outlying retail business sections and several smaller neighborhood sections with the usual grocery, meat and small shops.

Trading Area: Extends about 30 miles north and south, and 10 miles east.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1 central stage office; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 25; bakers, 3; cigar stores and stands (including hotels), 60; confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 10; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 10; furriers, 3; garages (public), 25; grocers, 52; hardware, 4; jewelry, 3; meat markets, 15; men's furnishings, 16; men's clothing, —; merchant tailors, 11; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 80; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

FRESNO, CALIF.

1920 Population, 45,066. Present estimate, 79,000.

City and Suburban Estimate, —.

Native Whites, 76%; Negroes, —; Foreign Born, 19%; Industrial Workers, —; English Reading, 89%; Families, 11,236-1920 estimate.

Schools: Public Grade, 24; High, 1; Junior High, 1; Parochial, 3. Number of Pupils, 12,860.

Churches: Baptist, 17; Christian Science, 1; Congregational, 4; Episcopal, 3; Hebrew, 1; Methodist, 8; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 37.

Banks: National, 1; State, 3; Total Resources \$—; Savings Bank Deposits Total, \$17,664,077.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,640.

Location: Center of California and center of the San Joaquin Valley. Southern Pacific and Santa Fe-2 trucking service to all state points.

Principal Industries: Raisin and fruit packing. Lumber mill, ice cream, butter, flour, paper cartons, box shooks, auto body mfrs., aluminum utensil mfrs., ice mfrs., mill works, tents and awnings, foundries.

Manufacturing Establishments: 156. Leading firms, Sun Maid Raisins, Growers; California Peach & Fig Ass'n, Sugar Pine Lumber Mill, Benham's Ice Cream Co.

Total value of yearly output of factories estimated at \$87,460,069.

Residential Features: Largely one-family bungalows, small apartments and flats. Total number of homes, 11,234.

Retail Shopping Section: Van Ness avenue, Fulton, Broadway, Fresno, Mariposa, Tulare, Tuolumne, Merced, 5 blocks on Mariposa-2 blocks on Kern-6 blocks on Fulton and Broadway, 6 blocks on Van Ness, 3 blocks Tuolumne, Merced and Fresno, 9 blocks on Tulare.

Trading Area: 100 miles north and south, 80 miles east and west.

Wholesale Houses: Groceries, 7; Meats, 6; Fruits, 7; Hardware, —; Dry Goods, 2; Miscellaneous Lines, 97.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 32; bakers, 27; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 14; delicatessen, 7; dressmakers, —; druggists, 41; dry goods, 7; department stores, 8; electrical supplies, 35; florists, 6; fruits, 8; furniture, 33; furriers, 3; garages (public), 65; grocers, 92; hardware, 13; jewelry, 20; meat markets, 48; men's furnishings, 22; men's clothing, 22; merchant tailors, 19; milliners, 10; opticians, 4; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio supplies, 2; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 10; women's apparel, 10.

FULLERTON, CALIF.

1920 Population, 6,000.

City and Suburban Estimate, 25,000.

Native Whites, 87%; Mexican, 13%; Industrial Workers, 80%; English Reading, 91% Families, 5,800.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,534; Teachers, 131; Junior College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3; Christian, 1.

Banks: National, 2; State, 2; Bank Deposits Total, \$4,750,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,000.

Location: Santa Fe, Southern Pacific, Union Pacific, Pacific Electric, 20 miles from Harbor, Crown bus, motor transit stage, Pickwick stages, Pacific fruit express.

Principal Industries: "The Home of the Valencia Orange," originated in Southern California by Charles C. Chapman, of Fullerton, producer of Mission Brand oranges, grapefruit,

## CALIFORNIA (Cont'd)

## Fullerton (con't)

lemons, walnuts, avocados, grapes. Oil fields that have been producing without let-up for more than 20 years, Union Oil, Standard Oil, Shell Oil, West Coast Leases, General Petroleum leases and dozens of individual concerns.

**Manufacturing Establishments:** Glass-making, one plant employing 175 men, payroll \$25,000; paving plant, machinery equipment plants, numerous oil refineries; Southern Counties Gas Co., Southern California Edison Co.; Balboa Motor Co., manufacturing eight cylinder motor cars for high class trade, employing several hundred men and women. (Factory in process of construction).

**Special Information:** Fullerton has been selected by many leading manufacturers as the home for their western plants. It enjoys a rate differential that enhances the value of manufacturing locations.

**Residential Features:** Some of the finest homes of the southland are located in and around Fullerton. Up-to-date apartment houses and two splendid hotels.

**Retail Shopping Section:** 105 stores covering more than six blocks on each side of the street. Buildings under construction September 15, 1924: 28 private homes, 3 apartment houses, 2 business blocks, new theatre costing \$325,000.

**Trading Area:** Eight miles each direction from the city.

Exports 1923, \$11,000,000.

**Wholesale Houses:** Groceries, 1; Paper House, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; automobile accessories, 15; cigar stores and stands (including hotel stands), 17; confectioners (including hotel stands), 5; dressmakers, 4; hotels, 5; druggists, 5; dry goods, 4; department stores, 5; electrical supplies, 2; florists, 2; furniture, 6; grocers, 13; hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 5; merchant tailors, 3; milliners, 5; real estate, 11; plumbing, 5; radio supplies, 3; restaurants (including hotels), 12; shoes, 11; stationers, 2; banks, 4; doctors, 16; music stores, 3; bakers, 8; women's apparel, 5.

## GRASS VALLEY, CALIF.

1920 Population, 4,006.

City and Suburban Estimate, 5,500.

**Native Whites, 80%; Negroes, none; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 90%; Families, 1,200.**

**Schools:** Public Grade, 5; High, 1; Junior High, —; Parochial, 1; Number of Pupils, 1,200.

**Churches:** Baptist, —; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, —; Roman Catholic, 1; Miscellaneous, —.

**Banks:** National, 1; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$3,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 900.

**Location:** In Nevada county, 15 miles from Colfax, which is on line of Southern Pacific Railroad. Served from Colfax by Nevada County Narrow Gauge Railroad. Four round trips daily made by auto stage from Sacramento.

**Principal Industries:** Mining and farming. Principal and deepest gold mines in America. Employs 1,000 miners. Nevada county holds World's Fair first prize for Bartlett Pears.

**Manufacturing Establishments:** Foundries, leading firms, Taylor's Foundry and Engineering Company, and George Brothers Foundry, manufacturing mining machinery.

**Special Information:** Seventy-five per cent of the homes are owned by the miners employed in the mines. Elevation of 2,500 feet makes city noted for tourist resort.

**Residential Features:** Mostly one and two-story homes with well kept lawns, and nearly every home is the city has fruit trees. Residence streets are paved in cement. Mostly all owned by miners employed in mines. Gentle slope in all sections of city leading to creek passing through heart of town, giving ideal drainage and sanitary features.

**Retail Shopping Section:** Principally on Main and Mill streets, running perpendicular to each other. Three blocks on business buildings on each street. State highway from Sacramento leads to heart of business district.

**Trading Area:** Trading area extends fifteen miles on east, west and south sides of the city, and thirty miles on north side, including about twenty small mountain towns, whose supplies all pass through Grass Valley.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotel stands), 18; confectioners (including hotel stands), 1; delicatessen, 4; dressmakers, 7; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 4; furriers, —; garages (public), 8; grocers, 12; hardware, 2; jewelry, 2; Meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 4.

## GRIDLEY, CALIF.

1920 Population, 1,636.

City and Suburban Estimate, 5,000.

White, 100%.

**Schools:** Public Grade, 2; High, 1.

**Churches:** Christian Science, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** State, 1; a Branch Bank, Savings Bank Deposits Total, \$330,000; Commercial Deposits, \$700,726.

**Theatres:** Moving Pictures, 1; Total number of seats, 500.

**Location:** Southern Pacific and Sacramento Northern Electric.

**Principal Industries:** Libby, McNeill & Libby Fruit Cannery.

**Residential Features:** Mostly one family houses.

**Trading Area:** Seven miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; automobile accessories, 1; automobile tire agencies, 1; bakers, 1; cigar stores and stands (including hotel stands), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 2; dry goods, 2; electrical supplies, 2; furniture, 1; garages (public), 4; grocers, 6; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 2; merchant tailors, 1; milliners, 1; opticians, 1; photographers, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; women's apparel, 1. The General Merchandise stores carry shoes, hats, clothing, etc.

## HANFORD, CALIF.

1920 Population, 5,883.

City and Suburban Estimate, 15,000.

**Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 25%; English Reading, 80%; Families, 2,666.**

**Schools:** Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,000.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 2; State, 2; Total Resources, \$5,877,642.80; Savings Bank Deposits Total, \$2,718,969.50.

**Theatres:** Combination, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,647.

**Location:** In the center of San Joaquin Valley; exactly equidistant between San Francisco and Los Angeles. On main line of Santa Fe and branch line of Southern Pacific Rys. Also on Sierra-to-the-Sea State Highway, connecting valley and coast trunk lines, and county has complete paved highway system. Truck and passenger auto stages to all points over State and county paved highways.

**Principal Industries:** Raisins, fruits, hay, grain, livestock and dairying and cotton.

**Manufacturing Establishments:** Leading firms, Kings County Packing Co.; canners; California Packing Corp., canners; Associated Raisin Co., raisin packers; California Peach Growers, dried peach packers; California Prune & Apricot Assn., packers; Star Piston Ring Co., Lucerne Cream & Butter Co., Swift & Co., creamery; Los Angeles Cream & Butter Co., Hanford Foundry Co., Parker's Rug Factory.

**Residential Features:** Mostly one family houses. Private homes predominate, and are mostly owned by occupants. Homes average in value \$3,000.

**Retail Shopping Section:** Business section runs 3 blocks east and west and 2 blocks north and south. There are three outlying retail sections and several neighborhood stores.

**Trading Area:** Extends about 25 miles west and south and ten miles north and east. Inter-mittent business is secured from people living at a greater distance because of the splendid county and state paved highway system.

**Wholesale Houses:** Meats, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotel stands), 42; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 2; florists, 1; fruits, 8; furniture, 5; garages (public), 10; grocers, 21; hardware, 4; jewelry, 3; meat markets, 11; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 2; stationers, 2; women's apparel, 2.

## HEALDSBURG, CALIF.

1920 Population, 2,500.

City and Suburban Estimate, 3,500.

**Native Whites, 75%; Foreign Born, 25%; English Reading, 95%; Families, 750.**

**Schools:** Public Grade, 1; High, 1; Number of Pupils, 800.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; Total Resources, \$4,750,000; Savings Bank Deposits Total, \$1,750,000.

**Theatres:** Legitimate, 1 combination. Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

**Location:** On main line of Northwestern Pacific Ry., 60 miles north of San Francisco, on Russian River and famous Redwood Highway. Bus lines from Eureka to San Francisco pass through; and line from Healdsburg to Santa Rosa (16 miles); also one from Healdsburg to The Geysers (16 miles). Paved highways radiate.

**Principal Industries:** Agriculture, canneries, fruit packing. No purely factory industries in Healdsburg.

**Manufacturing Establishments:** 8 packing houses and canneries. California Packing Corp., Calif. Prune & Apricot Growers Assn., J. F. Miller & Sons, Sebastopol Apple Growers Union, Diana Packing Co., Enterprise Canning Co., Sherris Brothers.

**Special Information:** Healdsburg is in the very heart of one of the richest agricultural sections of Calif., noted for the largest and best prunes. The hops raised in this locality get highest market price, and grape juices shipped in cold storage all over the country bring in high prices. Orchard land held from \$1500 to \$2500 per acre. Sonoma County, of which Healdsburg is richest section, has been declared the 8th county in value of agricultural products by the U. S. Census Bureau in the entire United States.

**Residential Features:** Almost exclusive residential section of single homes; two or three small apartment houses, a couple of rooming houses and two hotels. Homes average \$4,500.

**Retail Shopping Section:** West St. 5 blocks; Center St. 3 blocks; Matheson St. 3 blocks; Powell St. 2 blocks; North St. 2 blocks. In the center is a block of park. Several neighborhood stores.

**Trading Area:** 20 miles north, 15 miles east and west; 10 miles south. Special sales draw as far north as 75 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 6; Commercial Auto. Agencies, 3; Automobile Accessories, 5; Automobile Tire Agencies, 8; Bakers, 2; Cigar Stores and Stands (including Hotel Stands), 8; Confectioners (including hotel stands), 4; Dressmakers, 2; Druggists, 3; Dry Goods, 2; Department Stores, 1; Electrical Supplies, 4; Furniture, 2; Garages (public), 11; Grocers, 8; Hardware, 4; Jewelry, 2; Meat Markets, 4; Men's Furnishings, 1; Men's Clothing, 1; Merchant Tailors, 2; Milliners, 3; Opticians, 1; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 7; Shoes, 3; Sporting Goods, 5; Stationers, 2; Women's Apparel, 2.

## HOLLYWOOD, CALIF.

1920 Population, 60,000.

City and Suburban Estimate (1924), 110,000.

**Native Whites, 90%; Negroes, none; Foreign Born, 10%; Industrial Workers, 5%; English Reading, 99%; Families, 20,000.**

**Schools:** Public Grade, 13; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 11,868.

**Churches:** Baptist, 2; Christian Science, 3; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous: Christian, 1; Lutheran, 1; Pro-Catholic, 1; Unitarian, 1.

**Banks:** National, 3; State, 18; Total Resources, Savings Bank Deposits Total, \$35,000,000.

**Theatres:** Legitimate, none; Moving Pictures, 8; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), 3, all private—Legion, H. S., and Library. Total number of seats, in theatres, 8,000; in private auditoriums, 7,500.

**Location:** Six miles from the business center of Los Angeles; 32 miles from Los Angeles harbor. Hollywood is served by the same railroads and steamship lines that serve Los Angeles, using the L. A. stations and terminals. Hollywood is connected to L. A. by five street car lines, operated by two companies, and by three motor bus lines operated jointly by the street car companies.

**Principal Industries:** Moving pictures and numerous allied industries.

**Manufacturing Establishments:** There are 53 moving picture companies operating in Hollywood. Leading firms include Buster Keaton Comedies, Century Film Corporation, Christie Comedy Company, Famous Players-Lasky, Fox, Hollywood Studios, Sol Lesser Productions, Principal Pictures Corporation, Schenck Productions, United Studios, Vitaphone, and Lois Weber.

Total value of yearly output of moving picture studios is estimated in excess of \$75,000,000.

**Special Information:** There are 10,000 people employed in the various branches of the moving picture industry, which has a yearly payroll estimated at \$40,000,000, and which spends for materials \$20,000,000 annually. The University of California, Los Angeles branch, is in Hollywood, so is the California Christian College. There are numerous private schools of stenography, dancing, music, sculpturing, English, scenario writing and military academies. Hollywood has its natural amphitheatre, The Hollywood Bowl, with summer symphony concerts and operas; an annual season of production of the Pilgrimage Play, America's Oberammergau. There are 43 civic, commercial and social clubs in Hollywood. The Hollywood Chamber of Commerce has a membership of 2,000.

**Residential Features:** Hollywood is generally considered the best residential section in Los Angeles. It is a community of homes, private single dwellings predominating. There are a large number of low courts, high class apartments and two-family dwellings. No tenement district. Value of homes varies from 5,000 to \$200,000.

**Retail Shopping Section:** Hollywood, Sunset and Santa Monica Boulevards are best east and west business thoroughfares in that order. Hollywood and Santa Monica Boulevards have street car lines; Sunset has a bus line. Vermont and Western avenues are best north and south business streets, each has a bus line; Western has a street car line in addition. Highest class shops and limit-height buildings (12 stories) are on Hollywood Boulevard. None of these streets are built solidly with business. They are from four to six miles long.

**Trading Area:** This shopping section has as its trading area the territory within and immediately adjacent to the boundaries of Hollywood, which include a population of 110,000. This trading area also includes the San Fernando Valley, an area of 247 square miles.

**Wholesale Houses:** Building Materials, 3; Film Accessories, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 30; commercial automobile agencies, 8; Automobile accessories, 17; automobile tire agencies, 21; bakers, 29; cigar stores and stands (including hotel stands), 41; delicatessen, 14; dressmakers, 8; druggists, 74; dry goods, 31; department stores, 1; electrical supplies, 21; florists, 15; fruits, 19; furniture, 23; furriers, 6; garages (public), 25; grocers, 185; hardware, 23; jewelry, 19; meat markets, 157; men's furnishings, 12; men's clothing, 10; merchant tailors, 7; milliners, 9; opticians, 13; photographers, 25; pianos (and miscellaneous musical instruments), 15; radio supplies, 9; restaurants (including hotels), 34; shoes, 15; sporting goods, 5; stationers, 5; women's apparel, 38.

## INGLEWOOD, CALIF.

1920 Population, 3,286.

City and Suburban Estimate, 20,000.

**Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 100%; Families, 5,500.**

**Schools:** Public Grade, 3; High, 1; Number of Pupils, 4,000.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 1; State, 2; Total Resources, \$4,073,000; Savings Bank Deposits Total, \$3,745,500.

**Theatres:** Moving Pictures, 3; Total number of seats, 2,000.

**Location:** On Santa Fe Railroad between Los Angeles and the Harbor. Pacific Electric line between Inglewood and the beaches. Los Angeles street railway between Inglewood and Los Angeles. Excellent bus service in every direction, 19 miles from Los Angeles harbor by well paved trucking highways.

**Principal Industries:** Light industry. Furniture manufacturing, metal enameling, fruit packing, printing, textile manufacturing, woodworking.

**Manufacturing Establishments:** 18. Leading firms, Inglewood Mfg. Co., Smoot-Holman Co., Dovetail Lath Co., Southland Fruit Products Co. Value annual output: \$3,000,000.

**Special Information:** Inglewood offers ideal labor, housing, climatic and shipping conditions for manufacturers, and an exceptionally attractive residence city.

**Residential Features:** No tenements. Practically all single family residences. City is zoned for residence, business and industrial purposes. Half an hour ride from downtown Los Angeles, half an hour ride to the Harbor, and half an hour to Hollywood and the beaches make Inglewood a most convenient location for residential purposes.

**Retail Shopping Section:** Extends from Rondo Boulevard to Arbor Vitae street on Market and Commercial streets, 24 blocks in all. There are two outlying business districts and several smaller neighborhood sections.

**Trading Area:** Extends about 5 miles north and east, and 10 miles west and south, with excellent transportation facilities in every direction.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 4; grocers, 8; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; stationers, 1; women's apparel, 3.

## LONG BEACH, CALIF.

1920 Population, 55,593. (1924, estimated, 140,000.)

City and Suburban Estimate, 75,000. (1924, estimated, 200,000.)

**Native Whites, 97%; Negroes, about 300; Foreign Born, less 1%; Industrial Workers, 5%; English Reading, 98%; Families, 40,000.**

**Schools:** Public Grade, 19; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 22,774.

**Churches:** Baptist, 4; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 42.

**Banks:** National, 2; State, 7; Total Resources, \$39,520,250; Savings Bank Deposits Total, \$10,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Burlesque, —; Miscellaneous (Auditoriums, etc.), Municipal Auditorium. Total number of seats, 15,000.

**Location:** On the south west coast, served by Southern Pacific, Union Pacific, and Pacific



**CALIFORNIA (Cont'd)**

Electric, Wilmington Transportation, Los Angeles Steamship, Pacific Steamship, Dollar Steamship Line, General Steamship.

**Principal Industries:** Oil, steel and lumber. **Manufacturing Establishments:** 233. Leading firms: Los Alamos Sugar Co., Golden State Woolen Mills, California Almond Confection Co., Curtis Corporation, Colonial Chocolate Co., L. B. Paper Box Co., Cannon Candy Co., California Seamless Shoe.

Total value of yearly output of factories estimated at \$40,000,000.

**Special Information:** California's most popular summer and winter resort. \$10,000,000 amusement zone, "the Pike," about one mile long, which attracts millions of people yearly.

**Residential Features:** Forty per cent of permanent residents own their own homes. Many apartment houses and Own-Your-Own apartments. Ocean Boulevard one of the finest residential districts in California about 7 miles long.

**Retail Shopping Section:** American avenue to Pacific avenue; Ocean to 10th on American; Ocean to 8th on Locust; Ocean to 9th on Pine; Ocean to 6th on Pacific.

**Trading Area:** East 10 miles, north 7 miles. Fine Electric, Bus service and auto roads bring shoppers from Huntington Beach, Seal Beach, Bellflower, Wilmington, Harbor City, Compton, Lomita and Torrance.

**Wholesale Houses:** Groceries, 6; Meats, 6; Fruits, no regular; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 40; commercial automobile agencies, 3 exclusive; automobile accessories, 33; automobile tire agencies, 18; bakers, 48; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 37; delicatessen, 16; dressmakers, 30; druglists, 73; dry goods, 20; department stores, 5; electrical supplies, 24; florists, 6; fruits, 21; furniture, 42; furriers, 3; garages (public), 59; grocers, 27; hardware, 24; jewelry, 86; meat markets, 92; men's furnishings, 10; men's clothing, 21; merchant tailors, 27; milliners, 33; opticians, 14; photographers, 18; piano (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 111; shoes, 21; sporting goods, 4; stationers, 11; women's apparel, 26.

**LOS ANGELES, CALIF.**

1920 Population, 576,673. (1923 estimate, 950,000.)

City and Suburban Estimate, 700,000 (1920); 1,200,000 (1923).

**Native Whites,** 75.4%; **Negroes,** 2.7%; **Foreign Born,** 21.9%; **Industrial Workers,** 31.6%; **English Reading,** 98.5%; **Families,** 159,476 (1920). (1923 estimate 250,000.)

**Schools:** Public Grade, 221; High, 18; Junior High, 12; Parochial, 13; Number of Pupils, 194,463 (May 1, 1924).

**Churches:** Baptist, 55; Christian Science, 14; Congregational, 26; Episcopal, 27; Hebrew, 15; Methodist, 89; Presbyterian, 52; Roman Catholic, 49; Miscellaneous, 194.

**Banks:** National, 11; State, 22; Total Resources, \$939,124,131; Savings Bank Deposits Total, \$416,279,864.

**Theatres:** Legitimate, 6; Moving Pictures, 124; Vaudeville, 4; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 107,095.

**Location:** On the Pacific Coast of Southern California. Served by Santa Fe, Salt Lake and Southern Pacific Railroads. Pacific Electric Railway connects with all cities within a radius of sixty miles. Extensive bus service in all directions. Direct steamship service to all of the principal ports of the world.

**Principal Industries:** Motion pictures, petroleum products, iron and steel machinery, food products, meat packing, lumber and planing mills, confectionery, ice cream, wearing apparel.

**Manufacturing Establishments:** 4,200. Leading firms: Bishop & Company, Angelus Furniture Co., Lewellyn Iron Works, Cudahy Packing Co., Milton G. Cooper Co., Pacific Ready Cut Homes, Inc.

Total value of yearly output of factories estimated at \$959,806,503 (1922). (\$1,100,000,000, 1923 estimate.)

**Special Information:** Largest city on the Pacific Coast, and the wholesale jobbing center for Pacific Southwest. 139 steamship lines (15 carrying passengers) operate out of the port of Los Angeles. 7,445,573 out of 8,618,615 tons of the east-bound traffic through the Panama Canal during the year of 1923 originated at Los Angeles, and 1,177,463 out of 3,772,769 tons of west-bound traffic was consigned to Los Angeles. Manufacturing is rapidly increasing; the monthly payroll for 1922 being \$23,076,014.

**Residential Features:** Los Angeles is largely a town of single family and duplex homes. There are two high class residential sections occupying considerable area of the western portion of the city where the values range from \$20,000 upward. The middle class homes will average in value from \$5,000 to \$10,000. There are a few low-price residential sections where the valuations will range from \$2,000 to \$4,000.

**Retail Shopping Section:** The principal downtown shopping district extends from First street for nine blocks along Main, Spring, Broadway and Hill streets, continuing out Main for another 20 odd blocks. In the western portion of the city there is a local shopping area in Hollywood extending from Western avenue about 20 blocks westward. In addition there are over 50 local shopping districts extending for two or three blocks in various parts of the city.

**Trading Area:** About 20 miles to the south and west; 15 miles to the north and about 25 miles to the east. This area is served by the numerous bus lines as well as by frequent serv-

ice on the Pacific Electric Railway. This area is practically all covered by the leading department stores with a daily delivery service, and all is within the two-three deliveries per week area of these stores.

**Wholesale Houses:** Groceries, 20; Meats, 24; Fruits, 32; Hardware, 18; Dry Goods, 25; Miscellaneous Lines: Electric Supplies, 6; Furniture, 15; Drug, 9; Shoes, 18; Confectionery, 66; Stationery, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 238; commercial auto. agencies, 23; automobile accessories, 283; automobile tire agencies, 180; bakers, 329; cigar stores and stands (including hotels), 515; confectioners (including hotel stands), 853; delicatessen, 75; dressmakers, 424; druglists, 850; dry goods, 386; department stores, 28; electrical supplies, 160; florists, 127; fruits, 517; furniture, 373; furriers, 127; garages (public), 382; grocers, 2,551; hardware, 333; jewelry, 402; meat markets, 842; men's furnishings, 208; men's clothing, 4; merchant tailors, 2; milliners, 290; opticians, 229; photographers, 174; piano and miscellaneous musical instruments, 35; radio supplies, 64; restaurants (including hotels), 1,874; shoes, 168; sporting goods, 23; stationers, 68; women's apparel, 103.

**MARTINEZ, CALIF.**

1920 Population, census 3,898; Chamber of Commerce, 4,550.

City and Suburban Estimate, 7,800.

**Native Whites,** 88%; **Foreign Born,** 12%; **Industrial Workers,** 50%; **English Reading,** 92%; **Families,** 1,000.

**Schools:** Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.

**Churches:** Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Baptist, 1.

**Banks:** National, 1; State, 2; Total Resources, \$49,000,000; Savings Bank Deposits Total, \$1,250,000.

**Theatres:** Moving Pictures, 1; Vaudeville, 1; Total number of seats, 800.

**Location:** Southern Pacific, Santa Fe. River steamers.

**Principal Industries:** Two printing offices, oil companies, smelters, art metal company, chemical company, lumber, box factory.

**Manufacturing Establishments:** Shell Oil Co., Associated Oil Co., Mountain Copper Co., Chipman Chemical Co., Coos Bay Lumber Co., General Chemical Co., Albambra Mineral Water Co., Union Ice Co.

**Special Information:** Rail and water facilities. Increase in population 100% in 8 years. Good climate. Agricultural resources. County seat town.

**Residential Features:** Many beautiful homes. Good schools. Churches. One and one-half hours from San Francisco.

**Retail Shopping Section:** Main St., 14 blocks; Ferry St., 11 blocks; Castro St., 6 blocks; Escobar St., 5 blocks; Court St., 3 blocks; Las Juntas, 7 blocks; Smith, 9 blocks.

**Trading Area:** Within a radius of 12 miles we reach 18,000 people. Agricultural, horticultural, industrial.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 2; druglists, 3; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 7; grocers, 7; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 4.

**MARYSVILLE-YUBA CITY, CALIF.**

Note.—Marysville and Yuba City are separate municipalities, but must be regarded as one town for the purpose of this survey—they are connected only by a river bridge.

1920 Population, 10,000; (Marysville, 6,975; Yuba City, 3,125).

City and Suburban Estimate, 28,000.

**Native Whites,** 96%; **Negroes,** 2%; **Mexican,** 2%; **Industrial Workers,** 5%; **English Reading,** 98.5%; **Families,** 9,100.

**Schools:** Public Grade, 5; High, 2; Parochial, Grammar and High, 1; Number of Pupils, 1,383.

**Churches:** Baptist, 2; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 2; State, 5; Total Resources, \$11,500,000; Savings Bank Deposits Total, \$5,123,000. (Savings Dept. only.)

**Theatres:** Legitimate, 1; Moving Pictures, 4; Legion Auditorium just completed, cost \$200,000. Seats 3,000.

**Location:** At confluence of Yuba and Feather rivers, 56 miles north of Sacramento. Served by Sacramento Northern Electric, with several trains daily to San Francisco, Oroville, Chico and Colusa. Main line Southern Pacific to Portland and Los Angeles. Main line Western Pacific, Salt Lake line. Hourly motor bus transportation to San Francisco, Los Angeles. Served by paved highways to Portland and Los Angeles and San Francisco. River navigation to Sacramento and San Francisco to be resumed. Government engineers now dredging channel.

**Principal Industries:** Fruit growing, farming, dairying, canning, gold dredging, sheep raising in adjacent foothills, cattle, sand pits shipping 20 carloads and daily. Annual gold output 6 million dollars, peaches \$3,500,000 annually, pears \$1,000,000 annually. Shipped 738 carloads of grapes this year; 4,000 acres sugar beets grown

here. Rice culture extensively carried on. Every kind of fruit from apples and other northern fruits to oranges, lemons, figs, etc., thrive here and grown commercially. One farm boasts over 200 varieties fruits, berries and grains growing upon it.

**Manufacturing Establishments:** Main factory Yuba Tractor Co., which also manufactures the gold dredges used in Yuba river operations and in Alaska. Concrete pipe factory makes irrigation systems. Virden Packing Co. operates peach and pear cannery, employing 600 to 800 persons in season. California Canning Corp. (Del Monte Brand) operates cannery for peaches, apricots and fruits in Yuba City, employing 900 workers in fruit season. Fruit picking in summer employs 2,000 to 3,000. Flour mills, Sun Maid Raisin stemming and packing plant, brick factory. Total output valuation yearly, \$23,000,000.

**Special Information:** 53% canning cling peaches of United States produced within an area of 15 miles from Marysville-Yuba City. Most of this industry centers in Yuba City, county seat of Sutter County. Marysville county seat of Yuba County. Many points of historical interest here. In early gold days of California, Marysville was principal distributing point. Mark Twain and Bret Harte wrote stories around buildings still standing in this locality. Several hydro-electric plants in mountains near here receive supplies through Marysville.

**Residential Features:** Marysville is situated in triangle between Yuba and Feather rivers, and virtually all available space in this area built up with homes, a large number of which are of native burned clay brick. Yuba City is devoted almost exclusively to one family homes of the bungalow type. These two towns connected by electric street cars, and it is only five minutes ride from business district of one to the other. Homes in Marysville average \$8,000; in Yuba City, \$4,500.

**Retail Shopping Section:** Marysville extends from Yuba River bridge, 5 blocks on D St. to 5th St. Cross St., 1st, 2nd, 3rd, 4th and 5th average 2 blocks each of business houses. C & E paralleling the main street (D) each have 3 blocks business houses. Yuba City has 2 retail trading districts, older being on 2nd and Bridge Sts., and take 4 blocks of stores; new section lies on Plumas St. on what is known as the "Hill" and has received 47 new retail business concerns in past 14 months. Above 3 shopping districts are connected by electric trolley line and lay 10 minutes apart on the electric line.

**Trading Area:** Extends 100 miles north and east into foothills district of Sierra Nevada Mountains. Marysville being the only gateway into this particular area, and 25 miles to the west, south and north, and embracing all of Yuba and Sutter counties in the Sacramento Valley and parts of Butte, Nevada and Colusa counties. Paved highways into these areas. Rural mail delivery out of Marysville covers Yuba County and Rural Mail delivery out of Yuba City covers Sutter County.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Hardware, 2; Miscellaneous Lines, 1 electrical pumps and supplies.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 15; druglists, 7; dry goods, 7; electrical supplies, 6; florists, 2; fruits, 9; furniture, 4; garages (public), 8; grocers, 3; hardware, 8; jewelry, 6; meat markets, 10; men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 52; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 4; auto tops, 2; harness makers, 1.

**MODESTO, CALIF.**

1920 Population, 9,240 (present estimate 14,000).

City and Suburban Estimate, 45,000.

**Native Whites,** 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 40%; **English Reading,** 97%; **Families,** 3,100.

**Schools:** Public Grade, 7; High, 1; College, 1; Parochial, none; Number of Pupils, 3,477.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

**Banks:** National, 2; State, 3; Total Resources, \$9,000,000; Savings Bank Deposits Total, \$4,500,000.

**Theatres:** Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Burlesque, none; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200 theatres, 2,900 auditoriums—total 6,500.

**Location:** 90 miles south of San Francisco in the San Joaquin Valley. On main line Southern Pacific, Western Pacific and connects with Santa Fe via Modesto-Empire Traction Co. R. R. Excellent motor bus and freight service to San Francisco, Los Angeles and Sacramento.

**Principal Industries:** Manufacturing of dairy products, fruit canning and fruit packing, meat packing plants, ice manufacturing plant, chemical plant.

**Manufacturing Establishments:** — Leading firms, Borden's Condensed Milk Plant, Milk Producers Ass'n Plant, Pratt, Love Preserving Co., California Canneries, Modesto Packing Co., Valley Ice Company, D. V. O. Chemical Co.

**Special Information:** Modesto is county seat of Stanislaus County, leading dairy county of the West. Center of 400,000 acres of splendid irrigated land, over 3,000 dairies. Large acreage in fruits and truck gardens. Third county in State in poultry raising. Fourth county in U. S. in number of miles of paved roads.

**Residential Features:** Mostly one family homes. (No workmen's tenement section.)

Several splendid residential sections with building restrictions from \$5,000 to \$7,000.

**Retail Shopping Section:** Extends from G street (South) to K street (North) and from Ninth street (West) to 12th street (East). Total of 84 blocks. Nine neighborhood sections with usual stores and shops.

**Trading Area:** Extends twenty miles south, 30 miles east, 25 miles west and 14 miles north. Considerable business is secured from people residing at more distant points due to the many miles of paved highways leading into Modesto from all directions.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 4; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 26; commercial auto. agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 14; druglists, 10; dry goods, 9; department stores, 4; electrical supplies, 6; florists, 3; fruits, 7; furniture, 6; furriers, none; garages (public), 13; grocers, 58; hardware, 4; jewelry, 6; meat markets, 16; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 9; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 42; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

**MONROVIA, CALIF.**

1920 Population, 8,998.

City and Suburban Estimate, 10,000.

**Native Whites,** 62%; **Negroes,** 8%; **Foreign Born,** 10%; **Industrial Workers,** 15%; **English Reading,** 98%; **Families,** 2,500.

**Schools:** Public Grade, 5; High, 1; Junior High, —; Parochial, 1; Number of Pupils, 1,521.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 1; State, 2; Total Resources, \$4,820,000; Savings Bank Deposits Total, \$1,500,000.

**Theatres:** Legitimate, —; Moving Pictures, 3; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

**Location:** 13 miles southeast of Los Angeles in the San Gabriel valley. Served by Santa Fe, Southern Pacific and Pacific Electric railroads. Excellent bus service to surrounding points. Transportation and shipping situation excellent.

**Principal Industries:** Orange and citrus fruit growing. Dairying, poultry raising, small farming. Date packing, broom manufacturing, water bearing plants, automobile and truck and tractor manufacturing. Sash and door factory.

**Manufacturing Establishments:** 10. Leading firms, Day & Night Solar Heater Company; Coast Heaters Mfg. Co.; Kimball Truck Co.; Campbell Sash & Door Co.; Colby Mfg. Co.; Valley Packing Assn. (largest date packing plant in the world).

Total value of yearly output of factories estimated at \$12,000,000.

**Special Information:** Largest city in the San Gabriel valley. One of the largest shipping points for citrus fruits in citrus growing sections of So. California. Noted as health center with numerous recreation resorts and sanitariums. Rapidly growing industrial city making concerted bid for establishment of small industries of various nature. Per capita wealth high. For years recognized as one of most stable small communities in southern section of state.

**Residential Features:** Mostly one and two-family houses, with one-family houses and private homes of highest class architecture highly predominant. No tenement or cheap residence district, due to its location in foothill country and popular permanent home location of people of wealthy class. Homes in better residence sections will average in value \$6,000.

**Retail Shopping Section:** Myrtle avenue, White Oak avenue, Olive, Lemon and Lime streets. Extends on Myrtle from Olive to White Oak, a distance of 6 long blocks, one block each side of Myrtle on intersecting streets and two blocks each side on Olive and White Oak. Two only small retail centers.

**Trading Area:** Extends out for a radius of 5 to 7 miles. Considerable business from small communities immediately surrounding.

**Wholesale Houses:** Wholesale business on small lines only, most wholesale distribution coming from Los Angeles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 6; druglists, 7; dry goods, 6; department stores, 4; electrical supplies, 4; florists, 3; fruits, 9; furniture, 3; furriers, —; garages (public), 15; grocers, 24; hardware, 3; jewelry, 3; meat markets, 20; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 9.

**MONTEREY, CALIF.**

1920 Population, 5,479 (Monterey only).

City and Suburban Estimate, 13,000 (including immediately adjacent Pacific Grove and Carmel by the Sea).

**Native Whites,** 75%; **Negroes,** 1%; **Foreign Born,** 24%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 1,000.

**Schools:** Public Grade, 2; High, 1; Junior

CALIFORNIA (Cont'd)

Monterey (cont')

High. —; Parochial, 1; Number of Pupils, 1,570. Churches: Baptist, 1; Christian Science, 3; Congregational, 1; Episcopal, 2; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$3,428,918.27; Savings Bank Deposits Total, \$1,643,132.20. (Also 1 bank in Carmel, 2 in Pacific Grove.)

Theatres: Legitimate, 1 (not steady); Moving Pictures, 2 (also one in Carmel and 1 Pacific Grove); Burlesque, none; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, —.

Location: Southern Pacific Railroad, Santa Cruz and Monterey S. S. line, and Linden S. S. line. The steamship lines are merely freight lines, picking up fresh and canned fish from industries here, lumber, etc. Monterey is situated on the Bay of Monterey, greatest bay in California, with some day future for great seaport. Also excellent bus service to Santa Cruz, San Francisco, San Jose, Los Angeles and the San Joaquin Valley and Yosemite.

Principal Industries: Fresh fish catching, sardine canning (greatest sardine packs in America put up here), poultry, fashions, ginsolins bulbs, diatomaceous earth mining, stock raising in one background is the great Salinas Valley.

Manufacturing Establishments: 7 large canneries. Leading firms, Hovden Canning Co., Booth Canning Co., Carmel Canning Co., Monterey Canning Co., Funston & Gross Bayside Company, Monterey Products Co.

Total value of yearly output of factories estimated at \$4,000,000, not including Monterey Products Co.

Special Information: Monterey Peninsula is greatest playground of California. Regular flow of business dependent upon the sea throughout year, maintaining general level of prosperity, which reaches very high peaks in summer and winter months as result of tremendous influx of tourists and Californians from the valleys. Jobbing houses consider this locality this year a "bright spot" in California. All merchants' credits very high. City of Monterey, which is main center of Peninsula, is old capital of California, first and last Spanish capital, Mexican capital, and here the American flag was first raised officially in California. Great number of historic buildings and landmarks. Residence of Monterey, home of 11th U. S. Cavalry and 76th Field Artillery, C. M. T. C. camp, National Guard summer camp, Hotel Del Monte.

Residential Features: Mostly one-family houses. No slums, no tenements. Private homes, owned by occupants, predominate greatly in Monterey, Pacific Grove and Carmel. Homes average in value about \$5,000, but there is great variation, due to expensive villas in Monterey, Pebble Beach and Carmel Highlands, 18,000 acres being exploited by Del Monte Properties Company for fine homes. Most slightly home locations in California. Climate shows variation of mean temperature winter and summer not more than ten degrees. Great purchasing power in population.

Retail Shopping Section: Alvarado street in Monterey, three blocks, in main shopping district—Lighthouse avenue in New Monterey section of Monterey is secondary district, two blocks; also Lighthouse avenue in Pacific Grove, three blocks, and Ocean avenue in Carmel, three blocks. Main shopping district is in Monterey, to which most business comes from Pacific Grove, Carmel and outlying territory.

There is the city of Monterey as a political unit, but it is the Monterey Peninsula that is the economic trading unit.

Trading Area: Extends 38 miles to the south down the coast-line, 33 miles up Carmel Valley, 15 miles N. E. toward Salinas, 14 miles North up the coast-line, and including the entire Monterey Peninsula, which is composed of Monterey, Pacific Grove and Carmel. Hotel Del Monte, Del Monte Lodge, Pebble Beach, Sealife—all immediate adjacent communities. There is a high class bus service within and between these places.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, —; Hardware, —; Dry Goods, —; Miscellaneous Lines, 12 fresh and packed fish, 1 flour products.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 11; druggists, 8; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 3; fruits, 3; furniture, 5; furriers, —; garages (public), 9; grocers, 81; hardware, 5; jewelry, 5; meat markets, 12; men's furnishings, 4 exclusively; men's clothing, 4 exclusively; merchant tailors, 6; milliners, 4 exclusively; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 33; shoes, 10; sporting goods, 8; stationers, 3; women's apparel, 9.

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OAKLAND, CALIF.

1920 Population, 216,261.

City and Suburban Estimate: Oakland, 280,000; Oakland and contiguous territory, 410,000.

Native Whites, 204,004; Negroes, 5,489; Foreign Born, 45,162; Industrial Workers, 39,000; English Reading, 208,261; Families, 43,252.

Schools: Public Grade, 38; High, 6; Junior High, 13; Parochial, 9; Number of Pupils, 44,800.

Churches: Baptist, 17; Christian Science, 10; Congregational, 12; Episcopal, 12; Hebrew, 15; Methodist, 25; Presbyterian, 15; Roman Catholic, 17; Miscellaneous, 62.

Banks: National, 2; State, 4; Total Resources, \$100,000,000; Savings Bank Deposits Total, \$95,000,000.

Theatres: Legitimate, 2; Moving Pictures, 32; Vaudeville, 2; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 44,648.

Location: Oakland, California, is the hub or trading center of a group of communities on the Eastern or Continental shores of San Francisco Bay—easily accessible from all directions—with expansion possibilities unlimited. A great metropolitan territory with a population of 450,000 people.

Principal Industries: Diversified from automobile manufacturing, fruit packing, electric lamp manufacturing, chemical industries to paints and roofing materials, caused by comparatively low distribution costs, excellent transportation facilities, complete power requirements, ideal climate and satisfied labor.

Manufacturing Establishments: 800. Leading firms, General Motor Co., Durant Motor Co., Faycol Motor Co., Fisher Body Co., Victor Talking Machine Co., California Cotton Co., Magnavox Company, Montgomery Ward Co., Libby, McNeill & Libby, Palmolive Co., and many others of equal importance both nationally and locally.

Total value of yearly output of factories estimated at \$325,000,000.

Special Information: Location of the city makes it the terminus of the Southern Pacific, Western Pacific and Santa Fe Railways. Oakland has wonderful water terminal facilities which make this city a port of ever increasing importance. As a matter of fact Oakland is now a port of call for steamers from all ports all over the world. Oakland is well termed the city "Where Rail and Water Meet."

Residential Features: The homes of Oakland possess a charm that inspires a love of home and pride in ownership. Oakland is a perfect home city with private homes for working men and the wealthier classes predominating. There are no slums or tenement districts. The average cost of the Oakland home will range from \$8,000 to \$8,000.

Retail Shopping Section: Extends First and Broadway, Washington, Franklin, and Webster streets, on the South to 28th and Broadway, on the North to 14th and Broadway, in the center or hub of all radiating laterals for street cars, bus transportation and automobile boulevards or highways leading to the great Santa Clara Valley. On the East and South are Richmond, Vallejo and rich back country. On the North and East small sectional trading centers are very numerous throughout this entire district.

Trading Area: Extends about fifty miles East and North. A wonderful system of paved highways, steam railways, electric railways, locally situated trolley lines and efficient motor bus transportation make trading in Oakland from any point within this fifty mile radius an event of convenience and pleasure for the buyer.

Wholesale Houses: Groceries, 10; Meats, 15; Fruits, 35; Hardware, 1; Dry Goods, 2; Miscellaneous Lines: Shoes 1, Confectionery 18.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial auto. agencies, 3; automobile accessories, 39; automobile tire agencies, 69; bakers, 152; cigar stores and stands (including hotels), 140; confectioners (including hotel stands), 91; delicatessen, 25; dressmakers, 12; druggists, 143; dry goods, 58; department stores, 6; electrical supplies, 10; florists, 75; fruits, 92; furniture, 78; furriers, 21; garages (public), 199; grocers, 1,257; hardware, 40; jewelry, 35; meat markets, 78; men's furnishings, 22; men's clothing, 24; merchant tailors, 94; milliners, 23; opticians, 40; photographers, 39; pianos (and miscellaneous musical instruments), 37; radio supplies, 75; restaurants (including hotels), 191; shoes, 50; sporting goods, 3; stationers, 19; women's apparel, 100.

ONTARIO, CALIF.

1920 Population, 7,280. (1924: 11,934.)

City and Suburban Estimate, 25,000.

Native Whites, 96%; Foreign Born, 4%; English Reading, 95%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$4,216,408; Savings Banks Deposits Total, \$1,376,401.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: On main lines of Union Pacific, Southern Pacific and Santa Fe. Bus service and Pacific Electric Interurban connections to all points in southwestern California. 37 miles east of Los Angeles, midway between mountains and the sea in a fertile valley devoted to intensive cultivation in agriculture and horticulture.

Principal Industries: Electric appliances, work clothing (men's and children's), automobile accessories and metal specialties.

Manufacturing Establishments: 4. Leading firms, Edison Electric Appliance Co.; Hotpoint plant of Edison Electric Appliance Co., Irouall Factories, Inc.

Special Information: Ontario is uniformly prosperous because of the diversity of its resources and industries. There are a dozen different industries that insure good times. Citrus fruits keep the packing houses busy; deciduous fruits keep the canneries going; poultry and dairying are active throughout the year; the Hotpoint electric plant, manufacturing a nationally known product, and some smaller in-

dustries, furnish steady employment to hundreds. A junior college of agriculture attracts many.

Residential Features: Ontario has a far wider and more populous community than the census report indicates. Although the 1920 census gave it 7,280 and it is now 11,934, it is the center of a close-in community of 18,850 and a trading territory of 30,000. It is a well balanced community, mostly devoted to agriculture and horticulture, but an unusual amount of industrial activity for a western city. People are prosperous, nearly all living in their own homes.

Retail Shopping Section: Centers at Euclid and A; 6 blocks on Euclid and 8 blocks on A, with intervening blocks occupied by smaller businesses.

Trading Area: Extends 15 miles east, 18 miles south, 10 miles north and 5 miles west. Good roads in every direction make trading easy for any one in the trading territory and free telephone service to all the tributary territory makes Ontario the trading center for entire territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies and commercial auto. agencies, 25; automobile accessories, 15; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 2; furniture, 4; garages (public), 22; grocers, 35; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 8; women's apparel, 8.

ORANGE, CALIF.

1920 Population, 4,800 (1920), 8,000 (1923).

City and Suburban Estimate, 13,000 (1923).

Native Whites, 95%; Negroes, 0%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 98%; Families, —.

Schools: Public Grade, 5; High, 1; Junior High, —; Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Christian Disciples, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; Lutheran, 1; Free Methodist, 1; Nazarene, —.

Banks: National, 4 (2 savings); State, 1 (Sav. Dept. also); Total Resources, \$3,892,131.64; Savings Bank Deposits Total, \$988,732.90.

Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, course of construction; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1; High School, Intermediate School. Total number of seats: High School, 1,500.

Location: Santa Fe, Pacific Electric, Southern Pacific, Crown Stage bus line.

Principal Industries: 1 wire company, 2 cordage factories, 1 rope factory, 2 gold leaf mfrs., 1 cereal breakfast food, 1 towel factory, 1 ice and cold storage, 12 citrus packing plants in district, 1 cement pipe works.

Manufacturing Establishments: 10. Leading firms, California Wire Co., California Cordage Co., Western Cordage Co., Bear Rope Products Co.

Special Information: Ideal labor conditions make it fine for industries. Cheap power and ample raw material for industries named above.

Residential Features: Mostly bungalows. Numerous small ranches.

Retail Shopping Section: Glassell St. and Chapman Ave. are main business streets. The Plaza a circular park in heart of city, from which business district radiates.

Trading Area: 2 miles from El Modena to Orange, 3/4 miles from Olive, 2 miles from Villa Park, 2 miles from West Orange.

Wholesale Houses: Groceries, 1; Meats, —; Fruits, 1; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, —; automobile accessories, 2; automobile tire agencies, —; bakers, 3; cigar stores and stands (including hotels), —; confectioners (including hotel stands), —; delicatessen, —; dressmakers, —; druggists, 3; dry goods, 4; department stores, —; electrical supplies, 3; florists, 2; fruits, —; furniture, 3; furriers, —; garages (public), 5; grocers, 12; hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, —; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), —; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

OXNARD, CALIF.

1920 Population, 4,500.

City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 25%; English Reading, 95%; Families, 1,000.

Schools: Public Grade, 3; High, 1; Junior High, —; Parochial, 1; Number of Pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, Savings Bank Deposits Total, \$—\$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2;

Vandeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 800.

Location: 62 miles north of Los Angeles, on Southern Pacific R. R.

Principal Industries: Truck farming, sugar beet raising and sugar manufacturing, lima beans.

Manufacturing Establishments: A. B. S. sugar factory, Wineman A. B. S. factory and Dunn Mfg. Co.

Total value of yearly output of factories estimated at: Factory, \$5,000,000; Dunns, \$250,000. Special Information: Ideal climate, close to shipping port at Hueneue, best of transportation facilities, best soil in California, live O. of C., every street in the city paved, fine school systems, etc.

Residential Features: Mostly one family houses, adequate apartments. Restricted poorer section. Private homes predominate. Best residential section in the entire county. Takes in twelve square blocks with Fifth street as main business thoroughfare. Ample shops of every description.

Trading Area: Five miles west and south of city and 25 miles easterly.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, —; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 5; florists, 1; fruits, 10; furriers, 3; furriers, —; garages (public), 10; grocers, 30; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 7.

PALO ALTO, CALIF.

1920 Population, 5,000 (1924—3,181).

City and Suburban Estimate, 20,000.

Native Whites, 83.3%; Foreign Born, 16.7%; Industrial Workers, 2%; English Reading, 96%; Families, 2,150.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial & private, 8; Number of Pupils, 5,201 (3,174 in Stanford University).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$2,871,814.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,100.

Location: On Southern Pacific, 32 miles south of San Francisco, on the San Francisco peninsula. Excellent bus service to San Francisco.

Principal Industries: Redwood fancy boxes, millwork, radio.

Manufacturing Establishments: 3; Leading firm: Steer Box Co. Policy of the city is to discourage manufacturing locating in city limits.

Special Information: Palo Alto is an educational and cultural center. Population large customers of high grade products with almost unlimited buying power. As an indication of wealth, Palo Alto banks, when deposits of the county as a whole showed a decrease of over three and a half million, July to Dec. 1923, showed a gain of over half million.

Residential Features: Strictly a residential city. It is the seat of Stanford University and the educational advantages and climate have attracted a wealthy class of home owners. Nearly all homes are one family houses, averaging \$9,000.

Retail Shopping Section: University Ave. 6 blocks; Hamilton Ave. 5 blocks; High St. 3 blocks; Emerson St. 4 blocks; Alma St. 4 blocks; Ramona St. 3 blocks and Waverly St. 2 blocks. The latter 5 being cross streets. Because of strict building restrictions, there are no neighborhood stores.

Trading Area: 5 miles north, 3 west, 8 south and 3 east. This includes the towns of Atherton,

Dominating the South and Central Monterey Bay Section

MONTEREY, CALIF.

Peninsula Daily Herald

(a three-city newspaper)

Complete coverage of the rich Monterey Peninsula, inclusive of Monterey, Pacific Grove, Carmel, Del Monte, Pebble Beach, etc., by ONE NEWSPAPER, the only newspaper of general circulation on the Monterey Peninsula—largest in Monterey County—22 carrier routes to all points of district—a circulation that has knit together a difficult and scattered field for the national advertiser. OVER 2,300 NET PAID AND GOING UP.

**CALIFORNIA (Cont'd)**

Meslo Park, Stanford University, Los Altos, Mayfield and Rynnymede and Ravenswood.

Wholesale Houses: Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 13; Automobile Accessories, 3; Automobile Tire Agencies, 4; Bakers, 5; Cigar Stores and Stands (including hotels), 10; Confectioners (including hotel stands), 5; Delicatessen, 2; Dressmakers, 10; Druggists, 4; Dry Goods, 3; Department Stores, 3; Electrical Supplies, 3; Florists, 2; Fruits, 4; Furniture, 5; Garages (public), 18; Grocers, 10; Hardware, 4; Jewelry, 3; Meat Markets, 8; Men's Furnishings, 6; Men's Clothing, 6; Merchant Tailors, 4; Milliners, 3; Opticians, 4; Photographers, 4; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 6; Restaurants (including hotels), 14; Shoes, 4; Sporting Goods, 3; Stationers, 4; Women's Apparel, 8.

**PASADENA, CALIF.**

1920 Population, 45,354.

City and Suburban Estimate, 81,000 (1924 estimate).

Native Whites, 36,977 (1920); Negroes, 1,002 (1920); Foreign Born, 6,785 (1920); Industrial Workers, 107, (1920); English Reading, 85%; Families, estimated, 11,000.

Schools: Public Grade, 25; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 10,742.

Churches: Baptist, 6; Christian Science, 3; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 11; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 36.

Banks: National, 5; State, 6; Total Resources, \$410,673,981.20; Savings Bank Deposits Total (last call March 31, 1924), \$46,404,440.68.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1 (combined with motion pictures); Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats (estimated), 7,000.

Location: Santa Fe, Southern Pacific, Union Pacific. Excellent bus service to nearby towns and cities.

Principal Industries: Printing, milling, furniture.

Manufacturing Establishments: 225 (estimated). Leading firms: Pas. Milling Co., Pas. Biscuit Co., Pas. Mfg. Co., Crown City Mfg. Co., Bryant Mfg. Co., Coops & Co., Wickcraft, Cal. Alfalfa Products Co.

Total value of yearly output of factories estimated at \$3,325,100.

Residential Features: A city of homes, surrounded by great natural playgrounds of beauty. The modest cottages of the workers blend in harmony with the mansions of the wealthy; beautiful lawns, flowers and trees are common to all, making Pasadena one of the most attractive garden spots on the Pacific Coast.

Retail Shopping Section: Colorado street, the main street of Pasadena, which runs east and west, is comprised of about 22 blocks of shopping area. Fair Oaks avenue runs north and south, composed of about 9 business blocks. North and South Raymond, composed of about 7 business blocks; North and South Marengo, about 5 blocks.

Trading Area: Five miles south, 7 miles east, 8 miles northwest, 6 miles west.

Wholesale Houses: Groceries, 2; Fruits, 3; Dry Goods, 1; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 33; commercial automobile agencies, 2; automobile accessories, 20; automobile tire agencies, 20; bakers, 20; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 44; delicatessen, 1; dressmakers, 100; druggists, 22; dry goods, 24; department stores, 4; electrical supplies, 13; florists, 15; fruits, 30; furniture, 20; furriers, 4; garage (public), 45; grocers, 115; hardware, 17; jewelry, 22; meat markets, 36; men's furnishings, 2; men's clothing, 6; merchant tailors, 1; milliners, 17; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 35; shoes, 28; sporting goods, 6; stationers, 9; women's apparel, 25.

**PETALUMA, CALIF.**

1920 Population, 7,000.

City and Suburban Estimate, 14,000.

Native Whites, 80%; Negroes, —%; Foreign Born, 20%; Industrial Workers, 25%; English Reading, 85%; Families, 1,750.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, —; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, \$—; Savings Bank Deposits Total, \$—.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 3,400.

Location: Northwestern Pacific Ry. running to Eureka, Petaluma and Santa Rosa R. R. running 20 miles north and connecting with San Francisco by boat. Situated at head of tidewater navigation on Petaluma River or estuary, 37 miles north of San Francisco.

Principal Industries: Poultry, largest poultry

center in the world. Hatcheries of baby chicks. Dairying, butter and cheese factories.

Manufacturing Establishments: 26. Leading firms: Golden Eagle Milling Co., Petaluma Incubator Co., Shoe Factory, Belding Bros. & Co., Silk Mills, Camen & Hedges Lumber Co., Paper Box and Egg Case Filter Factory, Poultry, Producers of Central California.

Residential Features: Mostly one and two-family houses. Small section devoted to industrial workers. Average residential section same as any other city of this size.

Retail Shopping Section: Main, Kentucky, Western avenue and Washington streets, 18 blocks devoted to retail business section.

Trading Area: Twenty miles to the west and northwest, eight miles in all other directions.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, —; garages (public), 12; grocers, 16; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

**PORTERVILLE, CALIF.**

1920 Population, 6,000.

City and Suburban Estimate, 7,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; English Reading, 91%; Families, 1,400.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, Grade, 1,600; high, 700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: So. Pac. and Santa Fe Ry., Valley Transportation Co. passenger and freight trucks. Gateway to 7 mountain resorts, stage line to each. Located south central part of San Joaquin Valley in Central Calif. Center of citrus fruit district.

Principal Industries: Packing citrus fruit, deciduous fruit, cattle raising, magnesite mining, oil wells, cotton.

Manufacturing Establishments: 3; Leading firms, Utner Machinery Co., turbine pumps; National Kellstone Co., stucco; Sierra Magnesite Co., Porterville Machine Works, pumps, machinery.

Special Information: Location on two railroads and several stage lines and paved highways, also as a center from which many mountain roads lead, makes for wonderful gateway tourist business. Also center rich fruit belt. Citrus 2,600 cars, plums 900 tons, peaches, 4,000 tons, quinces 200 tons shipped, grapes, 2,200.

Residential Features: Exceptionally large percentage owned homes; large part of city under building restrictions. Many new homes. Two building and loan ass'ns. Now paving 88 blocks.

Retail Shopping Section: Main Street, 9 blocks, Second St. 5 blocks, Hackett St. 3 blocks. Three neighborhood districts. Many outlying garages and machine and auto repair shops.

Trading Area: North 4 miles, 80% of business; 8 miles east into mountains, fruit district 8 to 20 miles; south 8 miles, 85% of business for 20 miles. West 10 miles, 60% of business for 15 miles. Trading center for 7 mountain resorts, one 65 miles distant. Surrounded by several small towns which trade with large stores and theatres in Porterville.

Wholesale Houses: Meats, 1; Fruits, 2; Miscellaneous Lines, Pump Machinery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 11; Commercial Auto. Agencies, 3; Automobile Accessories, 18; Automobile Tire Agencies, 13; Bakers, 3; Cigar Stores and Stands (including hotels), 17; Confectioners (including hotel stands), 8; Delicatessen, 3; Dressmakers, 4; Druggists, 3; Dry Goods, 4; Department Stores, 3; Electrical Supplies, 6; Florists, 1; Fruits, 7; Furniture, 3; Furriers, 3; Garages (public), 10; Grocers, 14; Hardware, 4; Jewelry, 3; Meat Markets, 5; Men's Furnishings, 4; Merchant Tailors, 2; Milliners, 5; Opticians, 3; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 3; Restaurants (including hotels), 8; Shoes, 4; Sporting Goods, 4; Stationers, 2; Women's Apparel, 4.

**REDLANDS, CALIF.**

1920 Population, 9,751.

City and Suburban Estimate, 18,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,039.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, —; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous; Lutheran, 1; Christian, 1; Holiness, 1; Unitarian, 1.

Banks: National, 1; State, 2; Total Resources, \$4,500,000; Savings Bank Deposits Total, about \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), Contemporary Club, Amphitheatre. Total number of seats, 5,000.

Location: Sixty-seven miles from Los Angeles, at the head of the fertile San Bernardino Valley. The altitude is 1,556 feet above sea level, and the sheltering mountains on three sides protect the city from winds and extremes of temperature. The city stands at the hub of a radiating system of rail and motor transportation, giving access to mountains and beaches over paved boulevards. On the main line of the Southern Pacific, the loop of the Santa Fe, and connected by Pacific Electric with Union Pacific line, and limited trains to Los Angeles, we are accessible to transcontinental travel by both railroad and automobile. The Ocean-to-Ocean Highway runs through Redlands and places the town in close communication with Imperial Valley and the Bankhead Highway to the east via Yuma and Tucson or Phoenix, Arizona.

Principal Industries: Citrus fruits, apples and other deciduous fruits, poultry, bees, dairying and general farming.

Manufacturing Establishments: West Coast Textile Co. (towels), Jones Vinegar, Sanborn Foods, Hodson Towel Co., Anderson Flume Gate Co., Johnston Tractors, Knihias Olivis Co., Rettig, farm tools, etc.

Special Information: Transcontinental Highway, Ocean to Ocean Boulevard, Arrowhead Trail. Forty-three hundred cars of oranges shipped in 1924.

Residential Features: Mostly private residences. While the larger percentage will run at least \$5,000 in cost, many more pretentious homes running up to \$25,000 and over.

Retail Shopping Section: Extends from Tri-angle, heart of business section, two blocks east and west on Citrus avenue and State streets, five blocks north on Orange street. Packing houses located on Southern Pacific and Santa Fe tracks, east and west of Orange street.

Trading Area: Extends twenty-five miles east to Beaumont and Banning, nine miles south to Moreno Valley, five miles west to Loma Linda, and five miles north to East Highlands, Highland and Patton.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 18; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; furriers, —; garages (public), 10; grocers, 40; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 4; men's clothing, 3; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

**REDONDO BEACH, CALIF.**

1920 Population, 4,913; 1924, 11,200.

City and Suburban Estimate, 13,500.

Native Whites, 95%; Foreign Born, 4½%; Negroes, ½%; Industrial Workers, 20%; English Reading, 85%; Families, 3,300.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, \$3,173,591; Savings Bank Deposits Total, \$483,850.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,000.

Location: On Pacific Electric Co. line, 19 miles southwest of Los Angeles, 12 miles northwest of Long Beach, on Santa Monica Bay (deepest bay waters on Pacific Coast). Good electric and bus lines transportation. Two miles from Santa Fe Railway branch. Mostly resort and home community.

Principal Industries: Southern Calif. Edison plant, Southern Calif. Gas Co. Oil fields, fishing, lumber plant, glass plant.

Manufacturing Establishments: 9. Leading firms, Pacific Electric Co. wharf, So. Calif. Gas Co., So. Calif. Edison Co., Redondo Milling Co., Redondo Planing Mill, Willshe Beverages, Glass Plant.

Special Information: Amusement center of high class, home of famous "Moonstone Beach," Paradise for fishermen, seven acre municipal park facing ocean, largest salt water bathing pavilion in the world, joined by the Paloa Verde estates.

Residential Features: Mostly single family homes, moderate number apartment houses, few courts. Perfect drainage for entire city on slopes of hills. One spot in Southern California

where real estate and homes are of nominal value, even to ocean frontage.

Retail Shopping Section: Pacific and Catalina, Diamond and Emerald Aves. about 12 blocks. Scattering community stores.

Trading Area: Radius of about five miles. Trading population about 25,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 18; automobile accessories, 15; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 5; fruits, 10; furniture, 5; garages (public), 15; grocers, 30; hardware, 2; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 43; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 3.

**REDWOOD CITY, CALIF.**

1920 Population, 4,500. Today, 5,350 (Chamber of Commerce Estimate).

City and Suburban Estimate, 12,000 (our entire trading area).

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 19%; English Reading, 92%; Families, 1,600.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,710.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1. Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: Located 25 miles south of San Francisco on the San Francisco Peninsula, main line of the Southern Pacific, Peninsula Rapid Transit Co., and other bus lines. Also many trucking companies out of San Francisco. Water and barge transportation down the San Francisco Bay.

Principal Industries: Cement, leather tanning, magnesite, asbestos, salt, silicate, fruit and produce canning.

Manufacturing Establishments, 10. Leading firms, Pacific Portland Cement Co., Frank Tansery, Beeger Tansery, National Magnesia Co., Pratt-Lowe Preserving Co.

Special Information: Redwood City has both the greatest potential factory sites of the Peninsula, as well as the most beautiful home and residential district. These two sections do not conflict due to the geographical make-up of the city. Many millionaires make their homes in and about Redwood City. Being so located, all roads from the surrounding territory lead into Redwood City. In the last two years the possibilities of Redwood City have been recognized and it is advancing with great rapidity. The Pacific Portland Cement Plant (\$2,000,000 plant), is an example of its recognition. Other industries are coming.

Residential Features: Redwood City is in a perfect climate belt. It gets none of the wind and fog of San Francisco, yet enjoys the lack of excessive heat. Therefore, the city is an ideal place for home building. There are at present 1,200 dwellings in the city limits.

Retail Shopping Section: Broadway from Highway to Main St., 6 blocks. Main St. from Chestnut to Five Points, 10 blocks.

Trading Area: South (Menlo Park), 4 miles. West (Half Moon Bay and Pescadero), 35 miles; North (Belmont), 6 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; garages (public), 10; grocers, 17; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

**RICHMOND, CALIF.**

1920 Population, 17,000. (1924; 27,000).

City and Suburban Estimate, Retail trade area, 40,000.

Native Whites, 99%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 75%.

Schools: Public Grade, 11; High, 1; Junior High, 1; Number of Pupils, 3,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$8,500,000; Savings Bank Deposits Total \$3,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 5,000.

Location: Mainland deep-sea terminals of the Santa Fe and Southern Pacific. Direct rail to deep-water connections. On eastern shore of San Francisco Bay. Metropolitan area, 1,800,000 people within 25 mile radius. Two electric interurban systems to all parts of metropolitan area.

Principal Industries: Oil refining and metal products, vitreous and porcelain ware, sanitary fixtures, railroad and car shops, foundries, building materials.

Manufacturing Establishments: 60. Leading firms, Standard Oil Co. (refining), Certainated

Continued on page 16

CALIFORNIA (Cont'd)

Richmond (con't)

Products Corp., Pullman car shops, Pacific Sanitary Mfg. Co., California Art Tile Co.

Value annual output, \$135,000,000.

Special Information: Third largest tonnage of any port on the Pacific, ranking ahead of Portland, Oakland, Seattle and Vancouver in 1923; fourth pay-roll city in California; \$15,000,000 payroll for 27,000 population. City is 21 years old and has increased 51% in population since 1923 census. Metropolis of manufacturing county, Contra Costa, which ranks third in state. Los Angeles and San Francisco counties being first and second, with \$400,000,000 factory output in 1923.

Residential Features: No slums or tenements; mostly one-family homes, bungalow type predominating. Cheap land makes home ownership for workmen easy. 35 minutes from San Francisco by ferry makes the city an admirable suburban residential district. Hill district facing San Francisco Bay and Golden Gate affords view unapproached by any residential district in the world. Wide use of gas and electricity for power minimizes smoke nuisance. Few objectionable foreigners. Excellent schools from kindergarten to high school.

Retail Shopping Section: Macdonald; 23 blocks; Nevin, 2 blocks; 23rd street, 1 block; Standard avenue, 3 blocks; 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th and 15th streets, 2 blocks each. Many neighborhood stores and trading districts.

Trading Area: Includes all of western end of Contra Costa county, tapped by two railroads, regular bus lines and good highways.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 16; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; delicatessen, 8; druggists, 8; dry goods, 10; department stores, 8; electrical supplies, 10; florists, 8; fruits, 35; furniture, 7; garages (public), 18; grocers, 40; hardware, 8; jewelry, 6; meat markets, 13; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 14; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 8.

RIVERSIDE, CALIF.

1920 Population, 27,000. City and Suburban Estimate, 20,000 city, 7,000 suburbs.

Native Whites, 23,500; Negroes, 1,000; Foreign Born, 2,500 Mexican; Industrial Workers, 23%; Families, approx. 9,000, average 3 to family.

Schools: Public Grade, 14; High, 2; Junior College, 1. Also branch of University of California.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Christian, 3; Lutheran, 3; Miscellaneous, 11.

Banks: National, 2; State, 2; Total Resources, \$124,115,442.65; Savings Bank Deposits Total, \$47,150,158.00.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 24,000.

Location: Main line Santa Fe, main line Salt Lake; connection Southern Pacific & P. E. Ry.

Principal Industries: Fruit and orange growing, dairy and chicken raising.

Manufacturing Establishments: 31; Leading firms, Riverside Portland Cement, Sibley Parker, Crocker Mfg. Co., Parker Iron Works. Estimated value of yearly output \$11,000,000. Payroll \$4,000,000.

Residential Features: Beautiful home city, Sherman Institute, Magnolia avenue, 14 mile double drive.

Retail Shopping Section: 6th, 2; 7th, 4; 8th, 6; 9th, 6; 10th, 3; 11th, 3; Main, 9; Orange, 4; Market, 6; Lime, 3; Lemon, 3.

Trading Area: From the east 30 miles, south 14 miles, north 8 miles, west 8 miles.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 4; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 6; automobile accessories, 3; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 14; druggists, 10; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 5; fruits, 6; furniture, 5; furriers, 2; garages (public), 48; grocers, 38; hardware, 5; jewelry, 6; meat markets, 15; men's furnishings, 11; men's clothing, 6; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 24; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 8; exclusive, 3.

SACRAMENTO, CALIF.

1920 Population, 65,008.

City and Suburban Estimate, 96,500.

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 25%; English Reading, 88%; Families, 20,000.

Schools: Public Grade, 17; High, 2; Junior High, 3; Parochial, 4. Number of Pupils: Public Schools, 15,338; Parochial, 1,450.

Churches: Baptist, 4; Christian Science, 3; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 9; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 11.

Banks: National, 4; State, 7; Total Resources, \$78,313,450; Savings Bank Deposits Total, \$79,532,322.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 2; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 14,748.

Location: On Sacramento River, 100 miles from San Francisco. Southern Pacific and Western Pacific transcontinental railroads with branch lines. Central California electric connecting with Santa Fe at Stockton 48 miles from Sacramento. Sacramento Short-line to San Francisco Bay points and Sacramento Northern to Sacramento Valley points. Sacramento River navigable for river shipping and passenger and freight operating to points in Sacramento Valley and San Francisco Bay section.

Principal Industries: Railroad shops, fruit and vegetable canning, clay products, confectionery and crackers, printing and publishing, machinery.

Manufacturing Establishments: 360. Leading firms, Southern Pacific Company, Western Pacific Company, Libby, McNeill & Libby, California Packing Corporation, Smith-Frank Packing Co., Cannon & Co. (clay products), Pacific Coast Biscuit Co., H. S. Crocker Co., California Almond Growers, Swanston & Son.

Total value of yearly output of factories estimated at \$50,500,000.

Special Information: Sacramento has the second largest railroad shops west of the Mississippi with a yearly payroll of \$8,000,000. It has two of the largest fruit and vegetable canning establishments in the world and the largest almond shelling plant. It is a big wholesale center, covering entire Northern California and parts of Nevada and Southern Oregon.

Residential Features: Private residences prevail, most of them constructed during the past few years. In 1923 eleven thousand homes were built. The city is distinctive in appearance because of extraordinary number of shade trees, flowers and lawns. It has more than one thousand acres of parks.

Retail Shopping Section: Extends from Sacramento River on the west to 16th street on the east; from I street on north to L street on the south; a total of 16 blocks from east to west and 9 blocks from north to south. Also, a suburban section covering 6 blocks on 35th street, known as Oak Park.

Trading Area: Extensive retail trade area extends over radius of 25 miles and in many cases to forty miles. Excellent transportation by train and auto stage.

Wholesale Houses: Groceries, 5; Meats, 5; Fruits, 9; Hardware, 2; Dry Goods, none; Miscellaneous Lines, Stationers 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 7; automobile accessories, 37; automobile tire agencies, 34; bakers, 35; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 26; delicatessen, 5; dressmakers, not available; druggists, 46; dry goods, 9; department stores, 11; electrical supplies, 10; florists, 17; fruits, 28; furniture, 16; furriers, 5; garages (public), 81; grocers, 225; hardware, 20; jewelry, 17; meat markets, 45; men's furnishings, 14; men's clothing, 21; merchant tailors, 28; milliners, 10; opticians, 10; photographers, 13; pianos (and miscellaneous musical instruments), 13; radio supplies, 8; restaurants (including hotels), 116; shoes, 21; sporting goods, 4; stationers, 11; women's apparel, 16.

SAN BERNARDINO, CALIF.

1920 Population, 18,721.

City and Suburban Estimate, 35,749.

Native Whites, 81%; Negroes, 4%; Foreign Born, 15%; Industrial Workers, 55%; English Reading, 89%; Families, —.

Schools: Public Grade, 27; High, 1—Poly.; Junior High, 1; Parochial, 1; Number of Pupils, 8,245.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 4; State, 2; Total Resources, \$13,283,000; Savings Bank Deposits Total, \$11,267,544.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Burlesque, none; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: Located in the heart of the Southern California citrus area 60 miles east of Los Angeles on Santa Fe, Union Pacific and Southern Pacific Railroads. Excellent bus service and division points for the Santa Fe, Union Pacific and Pacific Electric Lines.

Principal Industries: Santa Fe shops with monthly payroll of \$1,500,000. Wholesale jobbing center for the interior of Southern California, citrus growing, packing, icing and shipping, deciduous fruits, hay, grain and produce, grapes, olives, etc.

Manufacturing Establishments: 38. Leading firms, Parker Iron Works, Hanford Iron Works, Gill Storage Battery Co.

Total value of yearly output of factories estimated at \$15,000,000.

Special Information: This city is the gateway to Southern California from the east and on the main highways of motor travel. Location of National Orange Show and entrance to the "Rim of the World" scenic region, which is dotted with resorts.

Residential Features: Mostly bungalows and fine residences. Many fine apartment houses and section duplex structures and bungalow

courts growing. Houses being constructed, average cost \$4,500 to \$6,000.

Retail Shopping Section: Extends on Third street from B to K on about 10 blocks. On E street from Second to Fifth, on D street from Second to Fifth; on 4th street from Arrowhead avenue to F street (three blocks), Court street from D to F (two blocks), Mt. Vernon from Fourth to Seventh (3 blocks). There are five outlying retail business sections of the usual character as well as scattered neighborhood stores.

Trading Area: Extends 40 miles southeast to Banning, seven miles east to East Highlands, 17 miles west to Cucamonga; eight miles south to Grand Terrace and Highgrove and north to embrace many of the "desert" communities, such as Victorville, etc., which come in at least once or twice a month to do periodical buying.

Wholesale Houses: Groceries, 2; Meats, 4; Fruits, 5; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Butter and creamery products, 3; ice cream, 3; drugs, 1; confectionery, 1; bakeries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 39; bakers, 8; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 45; druggists, 14; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 3; fruits, 32; furniture, 10; furriers, 2; garages (public), 21; grocers, 67; hardware, 8; jewelry, 7; meat markets, 17; men's furnishings, 12; men's clothing, 18; merchant tailors, 8; milliners, 9; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 46; shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 16.

SAN DIEGO, CALIF.

1920 Population, 74,853 (1923 Directory, 116,576).

City and Suburban Estimate, 140,000.

Native Whites, 85%; Negroes, —; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 98%; Families, 21,000.

Schools: Public Grade, 28; High, 1; Junior High, 3; Parochial, 3; Number of Pupils, 20,156.

Churches: Baptist, 9; Christian Science, 6; Congregational, 7; Episcopal, 4; Hebrew, 2; Methodist, 7; Presbyterian, 7; Roman Catholic, 14; Miscellaneous, 45.

Banks: National, 3; State, 6; Total Resources, \$61,902,341; Savings Bank Deposits Total (including savings deposits in National Banks), \$30,464,084.

Theatres: Legitimate, 2; Moving Pictures, 16; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 20,323.

Location: Nearest port of entry for trade with Orient and through Panama Canal. Nearer to Chicago and the east than other Pacific ports. Terminus of two transcontinental railways—Atchison, Topeka and Santa Fe and San Diego and Arizona (Southern Pacific). Port of call for a number of steamship lines.

Principal Industries: Fish canneries, packed over 250,000 cases last year. Home base of torpedo destroyers of the Pacific Coast, Naval Training Station, Marine Brigade Post, U. S. Naval Air Station and other naval projects.

Manufacturing Establishments: 225. Leading firms, Spreckels Savage Tire Co., Cottonseed Oil Products Co., Salt Works, Olive Oil, Citrus Soap Co.

Total value of yearly output of factories estimated at \$36,000,000.

Special Information: Building permits for 1923 largest in history of city amounting to \$13,264,144.

Residential Features: Has pure water. Balboa Park, the site of Panama-Calif. Exposition in 1915, has an area of 1,400 acres and is situated in the center of the city. Average but nine days a year without some degree of sunshine. Mean annual temperature, 61 degrees. Eighty-eight miles of one of the best street railways in the U. S., situated on San Diego harbor, which is completely landlocked, free of current, accessible for all types of vessels in all kinds of weather. The home of a great many retired wealthy easterners.

Retail Shopping Section: Extends from water front east for twelve blocks; and from water front north for about fifteen blocks. There are three outlying business sections and several smaller neighborhood sections.

Trading Area: Extends about forty miles north and the same distance east.

Wholesale Houses: Groceries, 4; Meats, 8; Fruits, 24; Hardware, 1; Dry Goods, —; Miscellaneous Lines: 11 confectioners, 1 druggist.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 60; bakers, 67; cigar stores and stands (including hotels), 1,000; confectioners (including hotel stands), 83; delicatessen, 9; dressmakers, 120; druggists, 54; dry goods, 34; department stores, 10; electrical supplies, 21; florists, 34; fruits, 43; furniture, 45; furriers, 6; garages (public), 110; grocers, 400; hardware, 35; jewelry, 60; meat markets, 91; men's furnishings, 40; men's clothing, 12; merchant tailors, 10; milliners, 25; opticians, 20; photographers, 30; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 250; shoes, 30; sporting goods, 9; stationers, 8; women's apparel, 15.

SAN FRANCISCO, CALIF.

1910 Population, 416,912.

1920 Population, 506,676.

1923 Population, 670,000, (estimated).

City and Suburban Estimate, (Present estimate), 1,131,597.

Native Whites, 69%; Negroes, 0.5%; Foreign Born, 27.7%; Industrial Workers, 39%; English Reading, 88%; Families, 123,349.

Table with 2 columns: Nativity of Foreign Born and percentage. Includes entries for Armenia, Australia, Austria, Belgium, Canada-French, Canada, other, Central American, Czechoslovakia, Denmark, England, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Jugo-Slavia, Mexico, Netherlands, Norway, Poland, Portugal, Rumania, Russia, Scotland, South America, Spain, Sweden, Switzerland, Syria, Wales, and All others.

Suburban and Farm Residents

Within a radius of 50 miles practically all of the larger purchases of over one million people are made in San Francisco. The geography of California makes San Francisco the shopping center for the entire northern part of California, drawing from the rich San Joaquin, Sacramento and Santa Clara valleys, due to the fact that the southern part of California is practically shut off by the Tehachapi Mountains.

Schools: Public Grade, 99; High, 5; Parochial, 30; Number of Pupils, 70,468.

Churches: Baptist, 8; Christian Science, 9; Congregational, 10; Episcopal, 17; Hebrew, 12; Methodist, 25; Presbyterian, 24; Roman Catholic, 45; Miscellaneous, 41.

Banks: National, 7; State, 32; Total Resources, \$1,925,308,221 (as of March 31, 1924); Savings Bank Deposits Total, \$1,011,347,847 (as of March 31, 1924).

Theatres: Legitimate, 3; Moving Pictures, 80; Vaudeville, 6; Total number of seats, 60,276.

Location: San Francisco is located on the northern end of the peninsula, at the mouth of the Sacramento and San Joaquin Rivers and is bounded on the west by the Pacific Ocean and on the east and north by San Francisco Bay. San Francisco is the western terminus for four trans-continental railroads, namely the Southern Pacific, Western Pacific, Northwestern Pacific and Santa Fe, and is the principal point of call for all trans-Pacific and inter-ocean steamship lines.

Table with 2 columns: Principal Industries and value. Includes entries for Number of establishments, Persons engaged in manufactures, Proprietors and firm members, Salaried employes, Wage earners (average number), Primary horsepower, Capital, Services, Savings, Wages, Materials, Value of products, Value added by manufacture, and Value of products less cost of materials.

Principal Industries: Printing and publishing, meat packing, preserving and canning, foundry and machine shops, shipping, ship-building, tanning, manufacturing of furniture, boots and shoes, flour, coffee, glass, tobacco and lumber, bags, tinware, cleaning and polishing rice, men's clothing, women's clothing.

The principal industries of San Francisco for which statistics can be presented separately arranged in the order of the value of product.

Table with 3 columns: Industry, Value of Product, and Percent of total. Includes entries for Shipbuilding, Slaughtering and meat packing, Coffee and spice, roasting and grinding, Automobiles, Bread and other bakery products, Bags, other than paper, not including bags made in textile mills, Foundry and machine-shop products, Printing and publishing, newspapers and periodicals, Canning and preserving, fruits and vegetables, Tinware, Printing and publishing, book and job, Ice, cleaning and polishing, and Clothing, men's.

Examiner Circulation shown  
by Zones on map below

**ZONE NO. 1**

San Francisco, San Mateo, Alameda, Contra Costa and Marin Counties.

DAILY ..... 109,554  
SUNDAY ..... 198,916

**ZONE NO. 2**

Santa Cruz, Santa Clara, Stanislaus, San Joaquin, Sacramento, Solano, Yolo, Napa and Sonoma Counties.

DAILY ..... 23,183  
SUNDAY ..... 67,296

**ZONE NO. 3**

All other counties as indicated on the map shown below.

DAILY ..... 25,717  
SUNDAY ..... 50,545

**TOTAL CIRCULATION**

DAILY ..... 163,354  
SUNDAY ..... 331,657

# How the San Francisco Examiner Covers Central and Northern California

Central and Northern California—the territory that stretches from Bakersfield on the South to the northern boundary line—is the Pacific Coast's greatest market—boasting 55% of California's total population—61% of its bank resources—59½% of its bank deposits—54% of its bank clearings—71% of its manufacturing—70% of its livestock—65½% of its crops and 52 1-3% of its total wealth—although occupying only 43% of its area.

Thus does density of population and concentration of wealth make the Central and Northern California market the most important on the Pacific Coast—and San Francisco—the chief city, its hub of operation. And it naturally follows that the San Francisco newspaper which most thoroughly serves this rich territory is the logical "keystone" of any advertising campaign to win its attention.

Not only does The Examiner more thoroughly cover this territory than any other San Francisco newspaper—from a city, suburban and country standpoint—but in a majority of cases offers advertisers more circulation in the smaller cities dotted over the territory than is given by the local newspaper—thereby providing a medium that not only stands alone as the greatest advertising "buy" but may be used alone with telling effect.

Place your Advertising where it will reach the greatest number of readers at the lowest cost per reader.

**San Francisco Examiner**  
Monarch of the Pacific the Bulletin

*There Is NO Substitute for Circulation*

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HIGGINS BLDG., L.A.



CALIFORNIA (Cont'd)

San Francisco (con't)		
Tobacco, cigars and cigarettes	8,157,985	75.8
Confectionery and ice cream	7,229,611	31.1
Furniture	6,467,810	47.4
Leather, tanned, curried, and finished	6,431,576	30.0
Flour-mill and gristmill products	5,735,787	8.8
Chocolate and cocoa products	5,682,682	100.0
Clothing, women's	5,589,618	39.2
Liquors, malt	5,577,145	48.8

Manufacturing Establishments: 2,360. Leading firms, National Paper Products Co., Bemis Bros. Bag Co., John Boliman Co., Crown Shirt Factory, California Barrel Co., Petri Cigar Co., Illinois-Pacific Glass Works, Levi Strauss Co.

Special Information

Financial center of the West. Principal shipping port of the West. Outlet of the products of the Sacramento and San Joaquin valleys, and the Western and Central Rocky Mountain States. Jobbing center for Northern and Central California. Western terminus for three transcontinental railroads. In San Francisco there are many branch offices of firms doing an international business. There are over 500 San Francisco concerns that maintain branches in other Pacific Coast cities.

Residential Features

There are homes of every description, from the modest cottage of the workman to the city chateau of the millionaire, and the fortunate fact that San Francisco is a city of hills and valleys leads to the general effect in the residence district of neatness, refinement and beauty. Both the apartment house and the bungalow are well represented in San Francisco and have been brought to a point of high development.

Retail Shopping Section

Extends from Market and Kearney to Market and Eighth, and the district bounded by Market, Kearney, Sutter and Mason. There are five outlying buying districts, and several smaller neighborhood sections with the usual small number of small shops.

Due to the tremendous commuting and outside population, shopping in San Francisco district is extremely large for a town of its size. Because of its even temperature, San Francisco produces an all-year market for many otherwise seasonable items.

In a retail way San Francisco stands comparison with New York City. There is, of course, a "main shopping district," and then there are a number of outlying or neighboring districts.

Market street is the "big" street. When the term big is used it is well to mention in passing that Market street is 120 feet from building line to building line, and the only "Main Street" known to the writer where four sets of street car tracks are laid, and all of them used fast and furiously.

Geary street, California street, Powell street, Stockton street, Grant avenue and Kearney street are all important retail streets, all running into Market street.

Grant avenue, just off Market, is a very high class shopping street. Further up is the street on which the important Chinese stores are. It is the main artery of Chinatown, a part of the city that, apart from being picturesque and interesting, is important commercially.

In the outlying districts there are Fillmore street for 14 blocks; Clement street for 10 blocks; Mission street for 11 blocks; Irving street, Cortland street, Union street and several others, making in all some 145 blocks of retail shopping districts, and having some 4,500 retail establishments wherein money may be exchanged for merchandise of some kind or other.

Trading Area

San Francisco is the distributing hub of the Pacific Coast. In a wholesale way, San Francisco reaches into all the Pacific Coast States and into Arizona, New Mexico, Utah and parts of Idaho and Montana.

In San Francisco there are many branch offices of firms doing an international business. There are over 500 San Francisco concerns that maintain branches in other Pacific Coast cities.

San Francisco's retail trade zone may be roughly estimated within a fifty-mile radius and the bulk of the populations within this territory look to San Francisco as their retail shopping center. Intermittent business is secured from people living within this radius by fine trolley, bus and ferry services.

Twenty-one interurbans and railroads, together with California's remarkable auto highways, link this high purchasing power area to the business district of San Francisco.

Wholesale Houses

Grocers, 30; Meats, 19; Fruits, 30; Hardware, 80; Dry Goods, 19.

Number of Retail Outlets for Nationally Advertised Products

Passenger automobile agencies, 147; commercial auto. agencies, 48; automobile accessories, 129; automobile tire agencies, 102; bakers, 202; cigar stores and stands (including hotels), 844; confectioners (including hotel stands), 245; delicatessen, 105; dressmakers, 65; druggists, 307; dry goods, 172; department stores, 6; electrical supplies, 96; florists, 142; fruits, 157; furniture, 107; furriers, 97; garages (public), 256; grocers, 1,854; hardware, 162; jewelry, 120; meat markets, 62; men's furnishings, 72; men's clothing, 218; milliners, 94; opticians, 48; photographers, 70; pianos (and miscellaneous musical instruments), 40; radio supplies, 70; restaurants (including hotels), 2,740; shoes, 113; sporting goods, 45; stationers, 90; women's apparel, 475.

See pages 17 and 19

SAN JOSE, CALIF.

1920 Population, City 39,064—(Santa Clara County 96,190).

City and Suburban Estimate, 55,000 (Santa Clara County 100,976).

Native Whites, 75%; Foreign Born, 25%; English Reading, 80%; Families, City 12,000 County 26,000.

Schools: Public Grade, 10; High, 1; Junior High, Normal, 1; Parochial, 4; Number of Pupils 15,064.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 11; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 19.

Banks: National, 1; State, 5; Total Resources, Available, \$21,800,000 (2 branches of S. P. Banks).

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 6,000.

Location: Fifty miles south of San Francisco, on main line of Southern Pacific, Western Pacific branch line to Oakland. Also old Central Pacific line to Oakland. Ten miles to tidewater at head of San Francisco Bay. An interior valley running sixty miles back from the bay. Width twenty miles.

Principal Industries: Fruit, farm products, live stock. Produces 120,000,000 pounds prunes alone annually. Produces 450,000 tons annually of fruits, nuts and vegetables. Acreage: Cereals 61,670. Vegetables 15,930, fruits, nuts and berries 121,203 acres. Produces one half of the dried prunes of the world.

Manufacturing Establishments: 73 employing 3717—employed in County 17,000—34 canneries, California Fruit Canners Association, California Co-operative Canners, Central California Canners, Richmond, Chase Co., Pratt-Lowe Co., J. H. Flickinger Co., Shaw Family, Inc., Libby, McNeill & Libby, Virden Packing Co., Greco Canning Co., Biscaglia Canning Co., and others. Canning one third the entire canned fruit output of California. Also California Prune and Apricot Growers Association.

Total value of yearly output of factories estimated at \$50,000,000.

Special Information: San Jose is the chief and central city of the Santa Clara Valley a wonderfully rich and productive locality. The surrounding towns and country are peopled by the same high class of people as live in the town.

Residential Features: The country is peculiarly adapted to the bungalow type of houses. Most of them are one and a few two family houses. All private homes. Only a few apartment houses.

Retail Shopping Section: Two blocks, on St. John St., 20 on Santa Clara, 5 on San Fernando, 3 on Post, 2 on San Antonio, 2 on San Carlos. Crosstown: 4 blocks on Market, 7 on First, 3 on Second, and 2 on Third. Shopping Center is Santa Clara and First. A very compact section.

Trading Area: Includes the entire Santa Clara Valley and the towns and country within a thirty mile radius of San Jose. This valley is cut off from other communities on three sides by mountain ranges, and on the north by San Francisco Bay. The entire valley, city, towns, and country is served by automobile and bicycle, carrier every day in all seasons and the people trade in San Jose stores almost exclusively.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 99; Automobile Accessories, 3; Automobile Tire Agencies, 25; Bakers, 28; Cigar Stores and Stands (including Hotels), 58; Confectioners (including hotel stands), 23; Delicatessen, 12; Druggists, 25; Dry Goods, 2; Department Stores, 6; Electrical Supplies, 18; Florists, 9; Fruits, 7; Furniture, 11; Furriers, 1; Garages (public), 40; Grocers, 144; Hardware, 9; Jewelry, 14; Meat Markets, 49; Men's Furnishings, 12; Men's Clothing, 10; Merchant Tailors, 13; Milliners, 16; Opticians, 12; Photographers, 11; Pianos (and miscellaneous musical instruments), 11; Radio Supplies, 6; Restaurants (including hotels), 74; Shoes, 18; Sporting Goods, 3; Stationers, 8; Women's Apparel, 4.

SAN LUIS OBISPO, CALIF.

1920 Population, 8,000.

City and Suburban Estimate, 12,500.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 20%; English Reading 90%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial 2; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: State, 3; Total Resources, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Fifteen miles from Pacific coast, midway between Los Angeles and San Francisco. So. Pac. R. R. and Pacific Coast Railroad. Steamships (Via Port San Luis) to all coast points and bus and stages to all Calif. Main highway from Mexico to Canada.

Principal Industries: Building brick, foundry products, insulating bricks, canned goods, meat products, dolls, toys, creamery products, quick-silver, soda, cedar blocks, dairying, diatomaceous earth, railroad shops, printing, iron ore.

Manufacturing Establishments: 39; Leading firms, Golden State Milk Products Co. Los

Angeles Creamery, Swift & Co., Southern Pacific division point; Pacific Coast R. R. headquarter, San Luis Brick Co., Union Oil Co., pipe line and water; Incecco Brick Co.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Being midway between Los Angeles and San Francisco, 250 miles from each, makes this city a center of population for the larger part of this area. Rail, water and highway transportation. Big wholesale center. Shipping point for Orient through Port San Luis, which is one of the largest oil shipping ports in the world.

Residential Features: Practically one family houses. No tenements. City is situated in a valley surrounded by hills on which homes are scattered. Private homes predominate. Average value, \$5,000.

Retail Shopping Section: Extends from city limits to Higuera St. to Morro St. and city limits on Monterey St. to Chorro. Morro and Chorro and Garden and Oros all in shopping center. Little outlying shopping center around the So. Pac. station and yards, with usual run of small shops and groceries in the residential section.

Trading Area: The trading area of San Luis Obispo can be divided into three distinct sections, 1st. City and Suburban, 2nd. Intermediate country, 3rd. Extends 80 miles which depends on this city for 75% of their goods. Excellent bus and stages and 85% owning automobiles makes this city the center of the county trade.

Wholesale Houses: Groceries, 2; Meats, 4; Fruits, 1; Hardware, 3; Miscellaneous Lines, Confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 11; Commercial Auto. Agencies, 1; Automobile Accessories, 10; Automobile Tire Agencies, 17; Bakers, 4; Cigar Stores and Stands (including Hotels), 17; Confectioners (including hotel stands), 6; Delicatessen, 1; Dressmakers, 14; Druggists, 7; Dry Goods, 4; Department Stores, 4; Electrical Supplies, 2; Florists, 2; Fruits, 5; Furniture, 3; Garages (public), 14; Grocers, 28; Hardware, 4; Jewelry, 4; Meat Markets, 6; Men's Furnishings, 5; Men's Clothing, 5; Merchant Tailors, 2; Milliners, 3; Opticians, 3; Photographers, 3; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 19; Shoes, 6; Sporting Goods, 5; Stationers, 3; Women's Apparel, 11.

SANTA ANA, CALIF.

1920 Population, 15,483.

City and Suburban Estimate, 57,500.

Native Whites, 81.6%; Negroes, 2%; Foreign Born, White, 16.04%; Industrial Workers, —%; English Reading, 95%; Families, 7,500.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 15.

Banks: National, 3; State, 3; Total Resources, \$18,310,987.62; Savings Bank Deposits Total, \$3,584,409.44.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

Location: Ten miles from Newport Bay, 23 miles to Los Angeles Harbor, served by two transcontinental railroads, the A. T. & S. Fr. and the S. P. In addition the Pacific Electric Ry. serves as and connects with 53 cities in Southern California. Bus service to practically all California points.

Principal Industries: Food canneries, textiles, lumber products, glass, sugar beet factory, citrus packing houses, rose grower, walnut packing houses.

Manufacturing Establishments: 114. Leading firms, Taylor's Cannery, California Packing Corporation, Santa Ana Cabinet Works, Southern Counties Gas Company, Santa Cals Woolen Mills, Santa Ana Iron Works, Giles Mfg. Company, Kinslow Foundry and Machine Shop, Dixon Pump Works, Simons Skidmore Company, tools, Vincent Mfg. Company, Amling Bros.—roses, Santa Ana Ice Company.

Total value of yearly output of factories estimated at \$11,707,120.

Special Information: Per capita assessed wealth of the county \$7,214, the greatest in the West. Deposits of Orange County banks are greater than those of any other county in the country, according to its character, stated by latest Bankers' Directory. Ratio of automobiles, 1.5 people (city).

Residential Features: Of the 2,593 families provided with houses during 1921-22, 2,054 secured single family dwellings, with a total value of \$5,890,984, \$2,625 per house. This estimated number of new families from 1921-23 inclusive is 2,756. This gives a ratio of 27 families to 25 dwellings.

Retail Shopping Section: 4th street extends French street on east to Van Ness on west, 8 blocks. Parallel is 5th street, Main street, Washington north to 1st street on south, 12 blocks. Parallel to Main street are Bush, Sycamore and Broadway, extending two blocks north and three blocks south of 4th street. Outlying districts, East End on 4th from Minter to Santa Fe streets, 6 blocks; West End on 4th from Bristol to Arceana, 5 blocks; South Main street, Richard avenue to Edinger street, 8 blocks.

Trading Area: 12 miles north, 10 miles south, 12 miles west and 5 miles east.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Hardware, 1; Dry Goods, —; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 13; automobile accessories, 4; automobile tire agencies, 14; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 14; druggists, —; dry goods, 9; department stores, 7; electrical supplies, 5; florists, 5; fruits, 16; furniture, 10; furriers, none; exclusive; garages (public), 15; grocers, 72; hardware, 6; jewelry, 11; meat markets, 16; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 9; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 27; shoes, 10; sporting goods, 7; stationers, 2; women's apparel, 4.

SANTA BARBARA, CALIF.

1920 Population, 19,441; present city water works estimate 28,000.

City and Suburban Estimate, 60,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,330.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 18.

Banks: National, 2; State, 3; Total Resources, no statistics, \$22,000,000—highest deposit per capita of any city in the U. S., excluding cities where deposits of county banks are counted; Savings Bank Deposits Total, \$10,000,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Burlesque, none; Miscellaneous (Auditoriums, etc.), 2.

Location: Southern Pacific, Pickwick Stages, White Flyer steamship lines.

Principal Industries: Resort city, both summer and winter.

Manufacturing Establishments: 9. Leading firms, Unit Brick & Tile Co., Boyd Lumber Co., Barbara Radiator & Fender Co., Angus Tile Co., Chauvel City Construction Co., E. J. Vander Sprinkle Co., Amberg Lumber Co., Puritas Company, Veronic Drugs Company (medicinal water), Valvert Ice Company, Fred. G. G. Company, Santa Barbara Ice Company, Martin Mattress & Rug Works, Union Mill & Lumber Co.

Total value of yearly output of factories estimated at: No statistics.

Special Information: Location and climate make it an ideal living place. Noted for its educational and recreational features and cultural environment.

Residential Features: Magnificent estates in millionaire district. Many beautiful homes and hotels famous the world over.

Retail Shopping Section: Extends from beach to fourteen hundred block on State street which is the main business district. Ortega, Canon Perdido, Carillo, and Figueroa and Victoria streets, cross State street and have many unique shops and other business houses. The business section of these 5 cross streets comprises about two blocks each.

Trading Area: About twenty-five miles. This being a tourist city trade is derived from all parts of the state.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 15; automobile accessories, 14; automobile tire agencies, 18; bakers, 11; wholesale 3; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 18; delicatessen, 4; dressmakers, 29; druggists, 10; dry goods, 5; department stores, 3; electrical supplies, 12; florists, 4; fruits, 8; furniture, 13; furriers, —; garages (public), 15; grocers, 91; hardware, 5; jewelry, 10; meat markets, 14; men's furnishings, 6; men's clothing, 6; merchant tailors, 17; milliners, 11; opticians, 4; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 46; shoes, 12; sporting goods, 5; stationers, 6; women's apparel, 5.

SANTA CRUZ, CALIF.

1920 Population, 10,917.

City and Suburban Estimate, 20,000.

Native Whites, 81 6/10%; Negroes, 3/10%; Foreign Born, 18%; English Reading, 91%; Families, 3,491.

Schools: 8; Number of Pupils, 1,985.

Churches: 16.

Banks: 6; Total Resources, \$9,800,000.

Theatres: 4; Total number of seats, 4,000.

Location: On Bay of Monterey 80 miles south of San Francisco.

Principal Industries: Cement, lumber, leather, ice, soap, fish canneries.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: About 3/4 mile to heart of city.

Trading Area: Radius of 15 miles.

Wholesale Houses: Groceries, 2; Fruits, 1; Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 7; automobile accessories, 20; automobile tire agencies, 20; bakers, 12; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 2;

Continued on page 20

# The Richest Mine in the Golden State

# San Francisco's Market

# \$1,400,000

## San Francisco Chronicle

Leading Newspaper of the Pacific Coast

*25% of the population does 75% of the buying—  
and this great purchasing power is reached  
almost exclusively through The Chronicle.*

**T**HE high percentage of first class paved streets (550 miles) within the city of San Francisco itself eliminates any urban delivery problem, while the well developed ferry system and excellent roads down the peninsula make daily suburban delivery a practice of many years' standing.

Within the 42 square miles land area of the corporate city of San Francisco there are 687,000 persons (1924 tabulation), which means 16,360 per square mile. The San Francisco distributor, therefore, reaches an average of 16,000 persons in every square mile of this city. A distributor in Los Angeles reaches 2,423 persons in every square mile of his city territory. He must then go seven times farther than the San Francisco merchant in order to find an equal number of potential purchasers. A distributor in Seattle reaches 5,876 persons per square mile within the corporate city limits, and must, therefore, travel four times as far as the San Francisco merchant in order to reach a corresponding number of people.

The entire area covered by The Chronicle's circulation contains 253 persons per square mile. The Chronicle serves a district with a population twice as great as the Los Angeles market, larger than the entire state of Oregon and equal to the state of Washington—this circulation offers the key to the rich Pacific Coast.

## FIRST in PER CAPITA WEALTH!

San Francisco's per capita wealth is three times as large as Chicago's, Milwaukee's and Baltimore's. It is \$1,400 larger per capita than New York and Boston, and \$600 higher than Cleveland.

In per capita bank deposits, Californians are 26% above the average of the United States, and in per capita savings 93% ahead of the average of this country. During the nine months' period ending June 30, 1924, a total of \$187,056,629 was added to the commercial and savings deposits of the state. The San Francisco Bay District (San Francisco, Oakland, Berkeley and Alameda) was the greatest contributor—65.5% — Los Angeles contributed 5.9% and the rest of the state 28.6%.

San Francisco Bay District banks contribute 39% of the total deposits and 44% to the total resources of the entire state.

During the worst period of business depression since the Armistice \$53,000,000 was added to the savings deposits of San Francisco.

During the first 5 months of 1924 business expansion kept pace with San Francisco's increase in wealth, 2,281 new industrial enterprises adding \$5,000,000 to the city's payroll—and since January 1, 1923 over \$60,000,000 was added to the payroll of the Bay District.

The San Francisco trading area produces 71% of the manufactured output of the entire state; two-thirds of the crops, half of the minerals—and contains two-thirds of the farm area, over one-third of the forests and 70% of the livestock.

—and the increases of this most favored section of God's country are getting greater month by month.

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CALIFORNIA (Cont'd)

Santa Cruz (con't)

electrical supplies, 5; florists, 4; fruits, 3; furniture, 5; garage (public), 13; grocers, 38; hardware, 9; jewelry, 4; meat market, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; sporting goods, 6; stationers, 1; women's apparel, 4.

SANTA MARIA, CALIF.

1920 Population, 3,943. City and Suburban Estimate, 12,000. Native Whites, 60%; Negroes, 1%; Foreign Born, 39%; Industrial Workers, 30%; English Reading, 90%; Families, 700. Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 825. Churches: Baptist, —; Christian Science, 2; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1. Banks: National, 1; State, 2; Total Resources, \$6,600,000; Savings Bank Deposits Total, \$2,000,000. Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700. Location: Near coast, 200 miles north of Los Angeles. Served by the Santa Maria Valley R. R. and Pacific Coast Railway. With steamship at Port Alvar.

Principal Industries: Large oil fields, sugar beet factory, flowers, seeds, 1,000 acres in sweet peas, 500,000 sacks of small white beans, \$2,000,000 in lettuce shipped each year, cattle, creamery, etc. Special Information: Location of Santa Maria makes it the trading place of the Santa Maria Valley, which covers 147,000 acres. There are ten small towns in the valley and they all center into Santa Maria.

Residential Features: Mostly private homes. Santa Maria is noted for its wide streets.

Retail Shopping Section: Main and Broadway, 10 blocks of business houses. Trading Area: 20 miles each way. Highways all paved and everyone has an auto so it is easy to come to Santa Maria every day in the year.

Wholesale Houses: Meats, 2; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 10; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 9; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 7.

SANTA MONICA, CALIF.

1920 Population, 19,000. City and Suburban Estimate, 60,000. Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, few; English Reading, 90%; Families, 9,000. Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000. Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7. Banks: National, 1; State, 4. Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Municipal. Total number of seats, 10,000. Location: Connected with Los Angeles by Pacific Electric Railway and five boulevards all paved.

Principal Industries: One large airplane factory and a pipe organ factory. This is principally a residential city, most of those working in factories do so in Los Angeles. Many people are employed in the amusement zone which attracts thousands of people daily.

Manufacturing Establishments: Leading firms, The Douglas Company.

Residential Features: Santa Monica is one of the residential sections of Los Angeles although it is a separate municipality. It is 12 miles to the heart of Los Angeles. There are hundreds of beautiful homes here of all types and descriptions from mansions to small cottages.

Retail Shopping Section: Santa Monica Blvd. 18 blocks. Second, Third, Fourth and Fifth, four blocks each. There is also another business section in Ocean Park, a suburb of Santa Monica having about ten blocks.

Trading Area: Extends about five miles north, south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 23; Automobile Accessories, 16; Automobile Tire Agencies, 15; Bakers, 23 (inc. Delicatessen); Cigar Stores and Stands (including hotels), 13; Confectioners (including hotel stands), 18; Delicatessen, (See Bakers); Dressmakers, 13; Druggists, 21; Dry Goods and Dept., 23; Department Stores, See Dry Goods; Electrical Supplies, 47; Florists, 9; Fruits, 21; Furniture, 26; Furriers, 2; Garages (public), 7; Grocers, 60; Hardware, 8; Jewelry, 10; Meat Markets, 38; Men's Furnishings, 18 (and Men's Clothing); Merchant Tailors and Cleaners, 33; Milliners, 12; Opticians, 4; Photographers, 7; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, See Hdwe; Restaurants (including hotels), 59; Shoes, 5; Sporting Goods, 5; Stationers, 6; Women's Apparel, 8.

SANTA ROSA, CALIF.

1920 Population, 8,758. City limits of very small area.

City and Suburban Estimate, 20,000 and several thousand more within 3 miles of city.

Native Whites, 77%; Foreign Born, mostly Italians, 23%; Industrial Workers, 10%; English Reading, 90%; Families, 3,973.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,444.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, \$12,000,000; Savings Bank Deposits Total, \$7,250,000. Three of these are branch banks with power to handle large loans.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,900.

Location: 50 miles north of San Francisco Bay in the heart of the Santa Rosa valley and Sonoma county. Served by Northwestern Pacific and Southern Pacific Railroads. Excellent bus service to the north, south and east.

Principal Industries: Fruit packing, canning and drying; egg packing and shipping; pickle works, tanneries, paste making, shirt factories, shoe factories, printing. A great many large concerns use this city as a jobbing center.

Manufacturing Establishments: 18. Lending firms, California Packing Corp., Haeglein Pickle Factory, Begree Products Co., Fitzgerald Egg Exchange, Cameron Shirt Factory, Lewin Tanning Co., Greenbaum, Weil & Michael Santa Rosa-Valejo Tanning Co., Santa Rose Paste Co.

Special Information: Buying center of a rich agricultural country and one of the largest single berry sections in the world. Home of the Gavenstein Apple. \$2,000 per unit throughout the year is the value of the poultry industry to this county. Santa Rosa is the center of that part of California where for hundreds of miles the country is intensively cultivated by hundreds of prosperous, modern American ranchers. Here there is little poverty. Paved roads and automobiles give this city much trade.

Residential Features: 90% of houses in the city owned by their occupants. A long list of the nation's wealthiest people own big homes in the suburbs of Santa Rosa. Educational leadership of northern coastal California attracts better class of people to this city. Health regulations strictly enforced; good streets and sidewalks; good lights and climate add to residential attractions.

Retail Shopping Section: Extends from Court House, which is the center of the city. Five main shopping streets. Fourth street east from court house, 2 blocks; west from court house, 5 blocks. Fifth street parallel with Fourth street, 6 blocks. Mendocino avenue north from courthouse, 2 blocks. Main street, north from court house, 2 blocks. Four outlying neighborhood sections with usual stores.

Trading Area: 7 miles south, 20 west, 25 east and 50 north. Practically every rancher in this county owns an automobile. The main roads are all paved. A great deal of trade comes from points further away than boundaries given on account of excellent automobile traveling conditions.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3; Dry Goods, 1; Miscellaneous Lines, Bakers, 3; Confectionery, 2; Shoes, 1; Paper, 1; Cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 10; automobile accessories, 10; automobile tire agencies, 9; bakers, 10; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 6; druggists, 8; dry goods, 6; department stores, 4; electrical supplies, 9; florists, 5; fruits, 6; furniture, 8; furriers, 3; garages (public), 9; grocers, 38; hardware, 6; jewelry, 4; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 20; shoes, 8; sporting goods, 7; stationers, 6; women's apparel, 10.

SOUTH SAN FRANCISCO, CALIF.

1920 Population, 4,411; 1924, 6,150. City and Suburban Estimate, 6,000; 1924, 7,500.

Native Whites, 2,371; Negroes, 69; Foreign Born, 1,971; Industrial Workers, 3,311, including Mongols and Indians; English Reading, 3,000; Families, 1,100, (1924) 1,500.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,000.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$2,595,933; Savings Bank Deposits Total, \$1,326,403.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

Location: Southern Pacific, Market Street Railway, Peninsula Rapid Transit, bus connection. South San Francisco Belt Ry. Barge and lighterage service by contract.

Principal Industries: Meat packing, steel manufacture, rice milling, paint, varnish and lead, compressed acetylene gas, macaroni and paste products, finished marble and granite for structural use; iron and brass foundry; lime products. (Carbide-by-product.)

Manufacturing Establishments: 18. Leading firms, Prest-O-Lite, Chubbuck Lime Co., Pacific

Sheet Metal Corp., Metal and Thermit Corp., Growers' Ice Milling Co., American Marble & Mosaic Co., Western Meat and related industries, W. P. Fuller Paint Co., Virden Packing Co., Catalytic Chemical Co., Pacific Coast Steel & Tower Co., Edwards Wire Works, Western Pipe & Steel, Wildberg Bros. Refining, Pacific Car & Equipment, Fontana Food Products, Enterprise Foundry, American Brake Shoe Co. Total annual output, \$30,475,000.

Special Information: Labor conditions of the best. Same freight rates as San Francisco. Deep water shipping. On Bayshore and Coast Highways to Los Angeles, San Joaquin Valley and intermediate points.

Residential Features: Mostly one and two-family houses, private homes predominate. Limited section devoted to workmen's hotels. Homes in So. San Francisco average \$4,000 in value.

Retail Shopping Section: Consists of approximately ten large blocks as follows: Grand Ave. 4. Baden Ave. 1, Linden Ave. 3, San Bruno Road 2. Also a number of neighborhood groceries.

Trading Area: Two miles in any direction from trading center.

Wholesale Houses: Meats, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 6; automobile accessories, 5; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 3; dry goods, 2; department stores, 1; electrical supplies, 2; fruits, 2; furniture, 3; garages (public), 4; grocers, 14; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 1; merchant tailors, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 4; sporting goods, 3; women's apparel, 4.

STOCKTON, CALIF.

1920 Population, 40,296.

City and Suburban Estimate, City Estimate 1924—53,000—sub. 47,000.

Native Whites, 77%; Negroes, .8%; Japanese, Chinese and Indians, 4.9%; Foreign Born white, 17.3%; Industrial Workers, 20%; English Reading, Practically 100%. No foreign Colony. Americanization work efficient here; Families, 14,425.

Schools: Public Grade, 22; High, 1; Parochial 5; Number of Pupils, 9,000—College of Pacific under construction.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 17.

Banks: National, 1; State, 6; Total Resources, \$29,000,000; (2 Banks are chain banks); Savings Bank Deposits Total, County \$47,000,000, City \$37,000,000—or over \$711 for each man woman and child in Stockton.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. New Civic Auditorium under construction, capacity 5,000. Total number of seats, 7,850.

Location: In the "hub" of San Joaquin Valley, which is centre of the great Sacramento, San Joaquin Valley, on navigable San Joaquin River—42.5 miles from San Francisco Bay. Lies in heart of some of richest agricultural land in world. Served by S. P. W. P., Santa Fe, Central California Traction, Tidewater & Southern Stockton, Terminal & Eastern (Western Pacific) (S. P. Southern Pacific).

Principal Industries: Tractors, harvesters, flour and cereals, box board, cartons box shooks, canned fruit and vegetables, farm irrigation and paving and reclamation machinery, wool scouring, brick and leather and pencil shobs.

Manufacturing Establishments: 208, (1919 census) now 200; Leading firms, American Carton Co., California Cedar Products Co., California Navigation & Import Co., Eldorado Brewery, Geiger Iron Works, Harris Mfg. Co., Holt Mfg. Co., Monarch Foundry, National Foundry, Richmond-Chase, Delmonte Cannery, Sperry Flour, Sterling Pump Co., Stockton Box Co., Stockton Brick Co., Stockton Iron Works, E. H. Tryon Wool Scouring Plant, Wagner Leather Co.

Total value of yearly output of factories estimated at: \$35,000,000.

Special Information: Geographical location makes it the centre of agricultural district. Natural outlet of mining and lumber sections—Is gateway to Yosemite Valley and stopping points for tourist travel to other scenic attractions. Makes natural shipping point for 7 railroads and river freighting. Has diversified manufacturing interest and large population of home owning citizens—Several rural P. O. routes—Good artesian wells—First class fire and flood protection, many parks and up to date City Manager form of gov't with \$20,000 year Manager.

Residential Features: Ownership rests with unusually large percentage of occupants. Biggest portions live in detached dwellings. Land well divided into 170 acres of parks. In 1923 average cost of homes, \$4,084. Exclusive district homes as high as \$45,000. Each factory has its section of workmen's homes (with yards and gardens) where situation makes it possible.

Retail Shopping Section: Business or shopping sections radiate from Main and Sutter Streets chiefly along Main, Weber and Market, both to the east and west with frontages aggregating over 180 blocks (303 ft. each) which are devoted to stores, offices, hotels, garages, restaurants and other business enterprises. Tallest building 10 stories.

Trading Area: Extends for 25 miles north and south, and west. Additional trade brought in by 2 rural electrical lines and excellent stage service to foot hill country. Also by the large number of good highways into mountain district and thru the Valley. Fed by eleven railroads touching city and 11 highways crossing City

Limits. Trade area 100 miles to East which is mountain section.

Wholesale Houses: Groceries, 4; Meats, 4; Fruits, 18; Hardware, 2; Miscellaneous Lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 31; Commercial Auto Agencies, 8; Automobile Accessories, 8; Automobile Tire Agencies, 16; Bakers, 15 Retail—7 Wholesale; Cigar Stores and Stands (including hotels), 35 Retail—5 Wholesale; Confectioners (including hotel stands), 60; Delicatessen, 5; Dressmakers, 25; Druggists, 40; Dry Goods, 12; Department Stores, 8; Electrical Supplies, 12; Florists, 7; Furniture, 23; Furriers, 1; Garages (public), 51; Grocers, 105; Hardware, 10; Jewelry, 23; Meat Markets, 40; Men's Furnishings, 8; Men's Clothing, 25; Merchant Tailors, 16; Milliners, 20; Opticians, 7; Photographers, 8; Pianos (and miscellaneous musical instruments), 10; Radio Supplies, 10; Restaurants (including hotels), 85; Shoes, 25; Sporting Goods, 6; Stationers, 8; Women's Apparel, 16.

TAFT, CALIF.

City and Suburban Estimate, 35,000.

Native Whites, 95%; Negroes, none; Foreign Born, 5%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Parochial, none; Number of Pupils, 1739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, none; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1. Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Kern County—Heart of world's greatest oilfield. Railroad, Stages and Trucks transportation to all important trading centers. Population of about 35,000 including surrounding territory.

Principal Industries: Petroleum and gas. Residential Features: Mostly small homes. The largest part of our population reside outside of the incorporated City, as a large amount of the workmen's rent.

Retail Shopping Section: Taft has up to date stores, and a wonderful shopping district.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 15; Commercial Auto Agencies, 5; Automobile Accessories, 18; Automobile Tire Agencies, 12; Bakers, 8; Cigar Stores and Stands (including hotels), 10; Confectioners (including hotel stands), 12; Delicatessen, 4; Dressmakers, 7; Druggists, 6; Dry Goods, 2; Department Stores, 7; Electrical Supplies, 4; Florida, 1; Fruits, 8; Furniture, 4; Furriers, 4; Garages (public), 14; Grocers, 16; Hardware, 4; Jewellery, 4; Meat Markets, 8; Men's Furnishings, 4; Men's Clothing, 4; Merchant Tailors, 4; Milliners, 3; Opticians, 1; Photographers, 1; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 3; Restaurants (including hotels), 6; Shoes, 2; Sporting Goods, 2; Stationers, 3; Women's Apparel, 3.

VENICE, CALIF.

1920 Population, 10,385; 1923, 18,000 estimated.

City and Suburban Estimate, 20,000.

Native Whites, 81.4%; Negroes, 1%; Foreign Born, 16.8%; English Reading, 92%; Families, 3,268.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,620.

Churches: 11.

Location: 12 miles west of Los Angeles on four routes of Pacific Electric Railway.

Principal Industries: Venice is a year round pleasure resort.

Special Information: The Venice municipally owned beach is the most wonderful beach on the Pacific Coast, and known as "the safest beach" and the nearest beach to Los Angeles. Surf bathing every day in the year in Venice. Boulevard Washington Boulevard, the 100-foot boulevard from Los Angeles (approximately 14 miles), called the Great White Way on account of its lighting and width, which promises to become the most widely traveled boulevard in the United States.

Residential Features: Venice boasts some beautiful residences. Cozy bungalows, flower-lined banks of canals, with unique concrete bridges, are some of the delightful scenes. There are four miles of these beautiful waterways traversing the choicest residential section of the city. Their banks are lined with flowers and arched with unique bridges and each canal is illuminated at night with a different color scheme. Boating and canoeing in these artistic surroundings are ideal and all kinds of pleasure crafts are to be had at a reasonable rental at the boathouse on the lagoon. Ocean water is supplied through a channel, connecting with the Pacific at Playa Del Rey and a fresh supply is daily secured through the incoming tide.

Trading Area: Only immediate territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 3; automobile accessories, 20; automobile tire agencies, 22; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 15; dressmakers, 10; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 6; florists, 2; fruits, 2; furniture, 4; garages (public), 25; grocers, 36; hardware, 6; jewelry, 5; meat markets, 11; men's furnishings, 8; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 27; shoes, 7; sporting goods, 4; stationers, 2.



# Space Buyers' Guide to Markets of CALIFORNIA and COLORADO

## CALIFORNIA (Cont'd)

### WATSONVILLE, CALIF.

1920 Population, 5,013.  
City and Suburban Estimate, 14,000.  
Native Whites, 60%; Negroes practically none; Foreign Born, 40%; Industrial Workers, 25%; English Reading, 90%; Families, 3,200 inclusive—1,400 city.  
Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,500.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.  
Banks: National, 2; State, 1; Total Resources, \$6,500,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.  
Location: Southern Pacific—P. V. R. R.—Freight only. Several automobile stage lines.  
Principal Industries: Fruit, apples principally, lettuce, etc. Strawberries, hushberries.  
Manufacturing Establishments: Leading firms, Jones Bros. & Co. (vinegar), H. J. Heinz Corporation, Calif. Spray Chemical Co.  
Special Information: Largest apple district in California. Largest single shipping point for apples in U. S. 90 packing houses, 30 evaporators, several fruit processing plants, 3 cold storage plants, approximately 10,000 cars apple grown, of which 3500 shipped green. Balance dried, made into vinegar, etc., or shipped by truck.  
Residential Features: Large proportion residences limited to prosperous orchard owners, packers and well-to-do business population.  
Retail Shopping Section: Extends Main Street from river to Watsonville Heights—eight blocks—two cross blocks on intersecting streets.  
Trading Area: From Aptos 12 miles north to Prunedale section 15 miles south—10 miles wide from Monterey Bay to Santa Cruz mountains.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, over 100; Miscellaneous Lines, 1 Confectionery.  
Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 14; Commercial Auto. Agencies, 10; Automobile Accessories, 10; Automobile Tire Agencies, 8; Bakers, 5; Cigar Stores and Stands (including hotels), 25; Confectioners (including hotel stands), 17; Delicatessen, 2; Druggists, 4; Dry Goods, 4; also 2 variety stores; Department Stores, 3; Electrical Supplies, 3; Florists, 1; Fruits, 4; Furniture, 3; Garages (public), 4; Grocers, 13; Hardware, 3; Jewelry, 4; Meat Markets, 6; Men's Furnishings, 5; Men's Clothing, 5; Merchant Tailors, 4; Milliners, 4; Opticians, 4; Photographers, 4; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 3; Restaurants (including hotels), 12; Shoes, 4; Sporting Goods, 3; Stationers, 2; Women's Apparel, 4.

### WHITTIER, CALIF.

1920 Population, 7,997.  
City and Suburban Estimate (for 1924), 15,500.  
Native Whites, 95%; Foreign Born, 5%; English Reading, 90%; Families, 4,000.  
Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,100; College, 1.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 14.  
Banks: National, 3; State, 2; Total Resources, 1923, \$10,611,481; Savings Bank Deposits Total, \$3,432,957.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,700.  
Location: Union Pacific, Southern Pacific, Pacific Electric Railroad, lines. Whittier is located on El Camino Real, one of the finest and best known highways in the country, traversing California from north to south. Motor transit bus lines serve this city.  
Principal Industries: Oil producing, walnuts, lemons, oranges, avocados, clay products.  
Manufacturing Establishments, 3: Leading firms, Pacific Clay Products Co.; Packing Houses 13, Whittier Select Packing, Whittier Orange & Lemon Assn., Whittier Citrus Assn., Lemingwell Rancho, Murphy Ranch, Headmar. Others for producing department Standard Oil Co. Other oil companies include the Union, General Petroleum, Shell, Midway Petroleum, etc., and ranches. Total value of yearly output of factories estimated at \$6,500,000; does not include oil producers.  
Special Information: Whittier is surrounded by citrus and walnut ranches producing some of the finest fruit in California. Shipments will average 4,000 cars fruit and 2,000 tons walnuts annually. The highest gravity oil field in the world adjoins Whittier, Santa Fe Springs, and while activity is somewhat abated; there is still a production of close to 100,000 barrels of oil daily. Other active oil fields adjoining Whittier are Murphy-Coyote, North Whittier or Whittier Heights, Central Oil Canyon.  
Residential Features: One family home predominant. Whittier is a home-owning town. New northeast section just developed, where most homes will average from \$15,000 to \$25,000.

This district consists of about 6 square blocks, and is built solid.

**Retail Shopping Section:** Extends 3 blocks on Greenleaf, 3 blocks on Philadelphia, with the usual side street shops. Several small districts are scattered throughout town.

**Trading Area:** Extends about 4 miles north and 10 miles east, south and west.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 3; fruits, 7; furniture, 5; garages (public), 16; grocers, 35; hardware, 3; jewelry, 4; meat markets, 14; men's furnishings, 6; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 13; shoes, 5; sporting goods, 3; stationers, 1; women's apparel, 9.

### WOODLAND, CALIF.

1920 Population, 6,500.  
City and Suburban Estimate, 10,000.  
Native Whites, 5,800; Negroes, 200; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 950.  
Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 1,200.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.  
Banks: National, 3; Total Resources, \$3,500,000; Savings Bank Deposits Total \$9,000,000 to \$11,000,000.  
Theatres: Moving Pictures, 2. Total number of seats, 1800.  
Location: Central section of Yolo County, on So. Pac. and Sacramento Northern Elec. Line. Also 90 miles of waterfront on Sacramento River, 24 miles from State Capitol and 90 from San Francisco. Paved highway all the way. Water and rail transportation. Often referred to as richest agr. city in U. S. in per capita bank deposits.  
Principal Industries: Agriculture and allied industries. Fruit packing plants, flour and rice mills.  
Manufacturing Establishments: Leading firms, Globe Mills, National Rice Mills, and ice cream factories on small scale.  
Special Information: 20 miles of paved streets. City is practically a forest of trees. Every home has its orange, lemon, pomegranate and almond orchard.  
Residential Features: High class homes. Special efforts to make the city beautiful by planting flowers and shrubbery. Flowers bloom out of doors the year through.  
Retail Shopping Section: Main St. of city. Business practically confined to Main St. on the Pacific Highway from Portland, Ore. to Los Angeles and San Diego.  
Trading Area: 12 to 15 miles. Merchants have established a semi-monthly "Trade Day." This has been conducted successfully for 11 years without a break in dates.  
Wholesale Houses: Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.  
Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 6; Bakers, 4; Cigar Stores and Stands (including hotels), 12; Confectioners (including hotel stands), 14; Delicatessen, 2; Dressmakers, 5; Druggists, 5; Dry Goods, 8; Electrical Supplies, 5; Florists, 2; Fruits, 9; Furniture, 3; Garages (public) 12; Grocers, 12; Hardware, 3; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 2; Opticians, 2; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 11; Shoes, 5; Sporting Goods, 2; Stationers, 2; Women's Apparel, 1.

**Wholesale Houses:** Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 6; Bakers, 4; Cigar Stores and Stands (including hotels), 12; Confectioners (including hotel stands), 14; Delicatessen, 2; Dressmakers, 5; Druggists, 5; Dry Goods, 8; Electrical Supplies, 5; Florists, 2; Fruits, 9; Furniture, 3; Garages (public) 12; Grocers, 12; Hardware, 3; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 2; Opticians, 2; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 11; Shoes, 5; Sporting Goods, 2; Stationers, 2; Women's Apparel, 1.

**Wholesale Houses:** Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 6; Bakers, 4; Cigar Stores and Stands (including hotels), 12; Confectioners (including hotel stands), 14; Delicatessen, 2; Dressmakers, 5; Druggists, 5; Dry Goods, 8; Electrical Supplies, 5; Florists, 2; Fruits, 9; Furniture, 3; Garages (public) 12; Grocers, 12; Hardware, 3; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 2; Opticians, 2; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 11; Shoes, 5; Sporting Goods, 2; Stationers, 2; Women's Apparel, 1.

**Wholesale Houses:** Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 6; Bakers, 4; Cigar Stores and Stands (including hotels), 12; Confectioners (including hotel stands), 14; Delicatessen, 2; Dressmakers, 5; Druggists, 5; Dry Goods, 8; Electrical Supplies, 5; Florists, 2; Fruits, 9; Furniture, 3; Garages (public) 12; Grocers, 12; Hardware, 3; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 2; Opticians, 2; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 11; Shoes, 5; Sporting Goods, 2; Stationers, 2; Women's Apparel, 1.

**Wholesale Houses:** Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 7; Automobile Accessories, 6; Automobile Tire Agencies, 6; Bakers, 4; Cigar Stores and Stands (including hotels), 12; Confectioners (including hotel stands), 14; Delicatessen, 2; Dressmakers, 5; Druggists, 5; Dry Goods, 8; Electrical Supplies, 5; Florists, 2; Fruits, 9; Furniture, 3; Garages (public) 12; Grocers, 12; Hardware, 3; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 2; Merchant Tailors, 4; Milliners, 2; Opticians, 2; Photographers, 1; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 11; Shoes, 5; Sporting Goods, 2; Stationers, 2; Women's Apparel, 1.

**Wholesale Houses:** Groceries, 12; Meats, 5; Fruits, 9; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, Probably 50 to 75.

Vandeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 470.

**Location:** On south side of Denver & Rio Grande Western. Served by Denver & Rio Grande Western.

**Principal Industries:** Mining—silver and lead.  
**Residential Features:** Mostly one families houses. 4 or 5 rooming houses, 1 hotel, 2 restaurants.

**Retail Shopping Section:** Central portion of city with two neighborhood groceries.

**Trading Area:** About 15 miles west.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 2; Commercial Auto. Agencies, 1; Automobile Accessories, 1; Automobile Tire Agencies, 2; Bakers, —; Cigar Stores and Stands (including Hotels), 3; Confectioners (including hotel stands), 3; Delicatessen, —; Dressmakers, 1; Druggists, 2; Dry Goods, 2; Department Stores, —; Electrical Supplies, 1; Florists, —; Fruits, 6; Furniture, 1; Furriers, 1; Garages (public), 1; Grocers, 6; Hardware, 1; Jewelry, 1; Meat Markets, 4; Men's Furnishings, 2; Men's Clothing, 2; Merchant Tailors, 1; Milliners, 1; Opticians, 1; Photographers, 1; Pianos (and miscellaneous musical instruments), Radio Supplies, —; Restaurants (including hotels), 3; Shoes, 3; Sporting Goods, 1; Stationers, 1; Women's Apparel, 2.

### BOULDER, COLO.

1920 Population, 11,006. (Revised census of 1920.)  
City and Suburban Estimate, 16,000.  
Native Whites, 98%; Negroes, 1%; Foreign Born, .005%; Industrial Workers, 5%; English Reading, 99%; Families, 3,000.  
Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,900.  
Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 3.  
Banks: National, 4; State, 1; Total Resources, \$4,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 15,000.  
Location: 29 miles northwest of Denver on C. & S. (Burlington). U. P. has a branch from Brighton. The D. & L., a good electric line from Union Station, Denver, on the even hour, 25 trains and 6 on C. & S., and 4 on U. P. each day, gives good service. Also auto bus service.  
Principal Industries: Western States Cutlery Works. Agriculture, mining, tourist and Education. big assets. Sanitarium, food factory, broom works, planing mills, mattress factory, and usual small machine and other shops.  
Special Information: University of Colorado located here. Our location near Denver and close to the foothills of the Rockies make Boulder not only a good tourist center, but "the place to live." Good sanitariums and a new hospital. Fine water and irrigation make this city and region a paradise.  
Residential Features: A city of many beautiful homes, fine paved streets and attractive lawns. The city of Boulder owns 6,064 acres of park lands, much of it being improved by the building of trails, shelter houses, springs, etc. The U. of C. and Sanitarium have beautiful grounds.

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sources, \$3,169,835.40. Saving Bank Deposits total, None.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vandeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

**Location:** On D. & R. G. main line. Santa Fe branch, 40 miles west of Pueblo, 160 miles from Denver. At entrance to the famous Royal Gorge—center of bus services from all points in county and adjacent territory.

**Principal Industries:** Coal mining, zinc smelters (zinc oxide), cattle raising, center of head lettuce growing, apples and cherries in large commercial quantities, truck gardening; Colorado State Penitentiary, employing 125 guards and employes, million dollar electric light plant supplying light and power to 15 communities; two large brick plants, specializing in firebrick, two big silica and gannister quarries supplying C. F. and I. at Pueblo.

**Manufacturing Establishments:** Four. Leading firms, The Empire Zinc Co., the Diamond Fire Brick Co., the Jewett Fire Brick Co., the Royal Gorge Milling Co. Total value of yearly output of factories estimated at \$3,000,000.

**Special Information:** Second great tourist port of Colorado excluding Denver. Health resort for tuberculars and asthmatics. Center of wonderful scenic attractions, including Royal Gorge, Skyline Drive and Red Canons.

**Residential Features:** Practically all completely modern homes of the bungalow and New England type. New homes past two years 55 each year. No boom, but gradual growth. Canon City noted for its beautiful lawns, trees and streets, all cultivated through irrigation and not dependent on rain. Average value of homes as a run of the city, \$5,000.

**Retail Shopping Section:** Nine blocks on Main street with a block each way on the cross streets. Five neighborhood shopping districts situated in Canon City district.

**Trading Area:** Extends forty miles west and thirty miles east, includes all of Fremont County, of which Canon City is county seat. Separate municipalities, South Canon 1251 and East Canon 445 get mail and do all business in Canon City. Really a part of the city, but have separate governments. Lincoln Park, a fruit growing and truck gardening section with 1,200 residents, also practically part of city, but is considered suburban, being mile out. Daily bus service from all the eight coal camps of county besides Florence, Portland and other towns adjacent.

**Wholesale Houses:** Groceries, 1; Meats, —; Fruits, 4; Hardware, —; Dry Goods, —; Miscellaneous Lines, —.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 15 automobile accessories, 30; automobile tire agencies, 27; bakers, 3; cigar stores and stands (including hotels), 11; delicatessen, none; dressmakers, 17; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 4; fruits, 25; furniture, 3; furriers, none; garages (public), 11; grocers, 47; hardware, 3; jewelry, 2; meat markets, 13; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 4.

See announcement below

### COLORADO SPRINGS, COLO.

1920 Population, 30,105.  
City and Suburban Estimate, 51,408 (city, 35,715; suburban, 15,693).  
Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 25%; English Reading, 97%; Families, 12,846.  
Schools: Public Grade, 22; High, 1; Junior  
Continued on page 22

GO into the homes of CANON CITY COLORADO

The net paid circulation of the Daily Record of 1953 represents a coverage of 77% of the 2553 homes in the Canon City district. The percentage in Canon City proper is 89%. If you want to reach the homes in Canon City use

THE DAILY RECORD  
GUY U. HARDY, Owner and Publisher  
CANON CITY, COLORADO  
The Weekly Record, 2000 Circulation, Issued Thursday

## Standard Surveys of COLORADO

### ASPEN, COLO.

1920 Population, 2,200 including additions not incorporated but in city really.  
City and Suburban Estimate, —.  
Native Whites, 60%; Negroes, 2%; Foreign Born, 35%; Industrial Workers, 90%; English Reading, 100%; Families, 900.  
Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 568.  
Churches: Baptist, —; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, —.  
Banks: National, —; State, 1; Total Resources, \$25,000 capital. Savings Bank Deposits Total, Over half million.  
Theatres: Legitimate, —; Moving Pictures, 1;

### CANON CITY, COLO.

1920 Population, 4,551, 1923 actual count 5,327.  
City and Suburban Estimate, 10,000.  
Native Whites, 89.1%; Negroes, 2.7%; Foreign Born, 8.2%; Industrial Workers, 35%; English Reading, all but 74 families; Families, 2,553.  
Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,726. Boys Catholic College, 325; Girls Academy, 120.  
Churches: Baptist, 1; Christian Science, 1; Congregational, none; Episcopal, 1; Hebrew, none; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 2; State, none; Total Re-

## COLORADO (Cont'd)

### Colorado Springs (con't)

High, 3; Parochial, 1; Number of Pupils, 9,247.  
Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 5; Miscellaneous, 27.  
Banks: National, 6; State, 2; Total Resources, \$18,686,219.79; Savings Bank Deposits Total, \$3,804,130.66.  
Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 16,145.

Location: Colorado Springs, the hub of the Pikes Peak Region, located between the East Colorado plateau and the Rocky Mountains. Served by the Rock Island, Denver & Rio Grande Western, Santa Fe, Midland Terminal, Colorado & Southern Rys. Headquarters for the Cripple Creek Gold Mining district and for the irrigated and dry farming districts and the dairying, hog, poultry and stock raising section of Central and Eastern Colorado.

Principal Industries: Coal mining, smelting, bottling of mineral water, toys, granite quarries, lime kilns, motor trucks, breakfast foods.

Manufacturing Establishments, 154. Leading firms, Pikes Peak Fuel Co., City Coal Mines Co., Corley Coal Co., Golden Cycle Reduction Co., Manitou Mineral Water Co., Dimmer Mfg. Co., Jarrett Motor Truck Co., McKinney Roberts Mineral Water Co., Ute Chief Mineral Water Co., R. B. Liles Cereal Grain Co., Allingham Candy Co., Wood Products Co., Colorado Springs Toy Co., Colorado Granite Mfg. Co. Total value of yearly output of factories estimated at \$—

Special Information: One of the leading mountain resorts cities and health centers of the U. S. Home of the International Typographical Union Sanatorium, Modern Woodmen Sanatorium, Colorado School for Deaf and Blind, Colorado College, Broadmoor Art Academy, Myron Stratton Home, Craigmoor Sanatorium, and a host of smaller sanatoria.

Retail Shopping Section: Along Tejon St. (north and south) 8 blocks and along all side streets 2 blocks each way; Pikes Peak Ave. (east and west), 5 blocks; Colorado Ave. (east and west), 7 blocks; this constitutes the downtown shopping section. Another business district is located 25 blocks west of the downtown section and extends for 7 blocks along Colorado Ave.

Trading Area: 25 miles north to Palmer Lake and Monument; 47 miles west to Cripple Creek and Victor including all resort and farming communities, such as Green Mountain Falls, Woodland Park, etc., 20 miles south to Bnttes, including mountain and surrounding farming community; 75 miles east to Limon, including all territory tributary to Rock Island Ry.

Wholesale Houses: Groceries, 2; Meats, 5; Fruits, 9; Hardware, none; dry goods, none; Miscellaneous Lines, Candy, 3; Drugs, 1; Bakers' Supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 6; automobile accessories, 24; automobile tire agencies, 23; bakers, 18; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 24; delicatessen, 5; dressmakers, 67; druggists, 31; dry goods, 9; department stores, 5; electrical supplies, 8; florists, 8; fruits, 7; furniture, —; furriers, 6; garages (public), 28; grocers, 213; hardware, 9; jewelry, 18; meat markets, 31; men's furnishings, 26; men's clothing, 23; merchant tailors, 23; milliners, 13; opticians, 7; photographers, 16; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 63; shoes, 13; sporting goods, 5; stationers, 8; women's apparel, 11.

### DENVER, COLO.

1920 Population, 256,491.  
City and Suburban Estimate, 400,000.  
Native Whites, 82.7%; Negroes, 2.7%; Foreign Born, 14.6%; Industrial Workers, 30%; English Reading, 93%; Families, 61,916.  
Schools: 76; Number of Pupils, 49,000.  
Churches: 242.  
Banks: 21; Total Resources, \$187,000,000.  
Theatres: 30; Total number of seats, 24,000.  
Location: On Union Pacific R. R., Chicago, Rock Island & Pacific R. R., C. B. & Q. R. R. and Missouri Pacific R. R., Denver & Rio Grande R. R. and several interurban lines.

Principal Industries: Meat packing, rubber goods, mining, motor cars, milling, smelting and agriculture in surrounding area.

Manufacturing Establishments, 1,147. Leading firms, Armour and Colorado Packing Plants, Gates Rubber Co., Ford Motor Co., Colorado Iron Works, Denver Rock Drill Co., Colorado Milling and Elevator Co., Colorado Fuel and Iron Co., Great Western Sugar Co.

Total value of yearly output of factories estimated at \$125,000,000.

Residential Features: Mostly one and two family houses, several new apartment buildings.

Retail Shopping Section: 38 blocks in downtown district.

Trading Area: About 80 mile radius.

Wholesale Houses: Groceries, 15; Meats, 37; Fruits, 63; Drugs, 17; Furniture, 7; Grain, 8; Hardware, 7; Dry Goods, 21; General Merchandise, 3; Coal, 51; Coffee, Tea & Spices, 11; Jewelry, 9; Lumber, 54; Millinery, 14; Poultry and Eggs, 15; Shoes, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 146; commercial auto. agencies, 11; auto-

mobile accessories, 70; automobile tire agencies, 40; bakers, 82; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 74; delicatessen, 22; dressmakers, 28; druggists, 300; dry goods, 60; department stores, 6; electrical supplies, 32; florists, 60; fruits, 36; furniture, 70; furriers, 14; garages (public), 175; grocers, 900; hardware, 34; jewelry, 62; meat markets, 89; men's furnishings, 25; men's clothing, 61; merchant tailors, 156; milliners, 30; opticians, 29; photographers, 54; pianos (and miscellaneous musical instruments), 10; radio supplies, 23; restaurants (including hotels), 196; shoes, 32; sporting goods, 8; stationers, 13; women's apparel, 49.

### DURANGO, COLO.

1920 Population, 4,216.

City and Suburban Estimate, 5,725.

Native Whites, 90%; Negroes, —%; Foreign Born, 10%; Industrial Workers, 700; English Reading, 100%; Families, 200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Free Methodist—Later Day Saints.

Banks: National, 3; State, —; Total Resources, \$2,000,000; Savings Bank Deposit Total, \$333,000.

Theatres: Legitimate, —; Moving Pictures, 1; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 542.

Location: Denver & Rio Grande Railroad, Rio Grande Southern Railroad, 230 miles southwest of Denver.

Principal Industries: Banks, extensive coal deposits in vicinity; stockraising, horticultural, agricultural, lumber and mining industries; abundant water power, smelting and iron works, flour mill, and meat packing plants; hot springs. Tourist and fishing resort. Supply point for a large agricultural and mining region.

Manufacturing Establishments, 10. Leading firms, Groden Merc. Co. and the American Smelting & Refining Co. Total value of yearly output of factories estimated at \$2,250,000.

Residential Features: Main residential streets extend east for 7 blocks along Main street which runs north and south for 12 blocks and thence on each side of Main for 10 blocks.

Retail Shopping Section: Covers Main Ave. from 4th St. to 12th St. and 5, 6, 7, 8, 9, 10, 11, streets on each side of Main St. for one block.

Trading Area: East for 15 miles, north 35 miles, west 30 miles, south 25 miles. Durango being the commercial center of a very large area (30,000 square miles), naturally draws business from much greater distances.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, —; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 11; confectioners (including hotel stands), 15; delicatessen, —; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 7; florists, 1; fruits, 10; furniture, 3; furriers, —; garages (public), 9; grocers, 10; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 5; stationers, 7; women's apparel, 4.

### FORT COLLINS, COLO.

1920 Population, 8,734 (1924, est. 15,000).

City and Suburban Estimate, 33,000.

Native Whites, 95%; Negroes, 2 families; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 2,435.

Schools: Public Grade, 8; High, 1; Junior High, 1; Colorado Agricultural College (1,200 students); School of Agriculture (400 students); Business College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, none; Episcopal, 1; Hebrew, none; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Lutheran, 2; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources over five millions.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, —; Miscellaneous (Auditoriums, etc.), 3.

Location: Fort Collins is on the Union Pacific and the Colorado & Southern Railroads.

Principal Industries: Sugar beets (one of the largest sugar factories in the United States), 2 flour mills, brick plant, candy kitchens.

Special Information: A newly discovered oil and gas field is just being opened up three miles north of the town. The discovery well with an output of 100,000,000 cubic feet of gas and oil. 45 wells are now drilling, with many more in prospect. All the larger oil companies are leasing as well as many independents. Field promises to be larger than any of the Wyoming or Oklahoma field. All this is directly tributary to Fort Collins, as this is the distributing center of the field. Several of the big companies, including the ones of California, have opened general operating offices here.

Residential Features: Situated close to the mountains, with pure mountain water and an abundance of trees, Fort Collins is one of the most beautiful little cities to be found for a home. The houses are mostly one family houses, ranging from 5 to 10 rooms, with an average price of \$5,000. The people are friendly and educated. They can educate their children from

the kindergarten through high school, and through college, the State Agricultural College being situated here. We have all the modern conveniences, municipally owned street railway, one of the gateways to Estes Park, on the scenic road to Yellowstone Park, mountain playgrounds, good fishing and hunting, splendid stores, and taking it all in all, a good place to live.

Retail Shopping Section: 3 blocks on College, 2 blocks on Linden, 3 on Walnut, 5 blocks on Mountain.

Trading Area: 20 miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stand (including hotels), 6; confectioners (including hotel stands), 5; delicatessen, none; dressmakers, 14; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 4; fruits, 2; furniture, 4; furriers, none; garages (public), 9; grocers, 12; hardware, 4; jewelry, 5; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 2.

### FORT MORGAN, COLO.

1920 Population, 3,818.

City and Suburban Estimate, 6,500.

Native Whites, 70%; Negroes, —%; Foreign Born, 30%; Industrial Workers, —%; English Reading, 90%; Families, 1,375.

Schools: Public Grade, 31; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,875.

Churches: Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$2,308,091.84; Savings Savings Bank Deposits Total, \$199,294.49.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 1,040.

Location: Chicago, Burlington & Quincy and the Union Pacific Railway, auto transfer service to Denver and intervening towns.

Principal Industries: Agriculture, sugar beet factories, cannery factory, flouring mills, ice factory, ice cream and candy factories.

Manufacturing Establishments: Leading firms, Great Western Sugar Co., Farmers' Platte Valley Milling and Elevator Co. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Only town between Denver and Omaha located on two main trans-continental lines of railroads. Best sugar beet section in United States. On Lincoln Highway; Detroit, Lincoln and Denver Highway.

Residential Features: Mostly five to ten room residences, private homes almost exclusively. Ornamental residence section with abounding shade trees. Residences kept up in good condition so that Fort Morgan is said to be the prettiest town of its size in Colorado.

Retail Shopping Section: Practically all business is transacted on Main Street within a distance of three blocks, with business also on the two streets, paralleling Main within a distance of two blocks.

Trading Area: Trade comes from a farming community for a distance of 30 miles north, 40 miles south, 25 miles west and 10 miles east. Considerable paved highways; state highways running north, south, east and west maintained in graded gravel condition.

Number of Retail Outlets for Nationally Advertised Products: All retail businesses for local consumption, with the exception of the Great Western Sugar Co., which is one of the largest beet sugar producing factories in the United States.

### GRAND JUNCTION, COLO.

1920 Population, 11,369.

City and Suburban Estimate, 30,000, county.

Native Whites, 94%; Negroes, less 1%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 1; State, 2; Total Resources, \$3,728,601.92; Savings Bank Deposits Total, \$1,375,094.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,100.

Location: On D. R. G. & W. main line to Pac. Coast; D. R. G. & W. south. Excellent bus service to Telluride, south; Colbran, north and Vernal, Utah, northwest. Interurban to Fruita.

Principal Industries: Farming, fruit, mining, sugar beets, cattle and sheep, oil and oil shale, railroad shops, cannery, candy, tourist resorts, dairy products, printing, tile.

Manufacturing Establishments: 30. Leading firms, Holly Sugar Corp., Miller Candy, Knu Brothers, Grand Jct. Fruit Growers' Assn., Nichols & Son, Farr; 8 coal mines, Grand Jct. Ice Cream Co., C. D. Smith Drug Co., wholesale; Watson Greenhouse, 3 wholesale groceries, 2 wholesale hardware, Nelson-Post saddlery, Retig Packing Co., Printing, Lane Mfg. Co., ice plant, Vorbecks (wholesale sporting goods).

2 flour mills, J. G. Seed Co., Latimer-Goodwin Chemical Co.

Total value of yearly output of factories estimated at \$1,300,000.

Special Information: Location makes this the natural hub for western Colorado and eastern Utah. All transportation centers here. Mild climate year around. 354 days of sunshine. World's largest flat top mountain containing over 900 trout lakes. Large fruit producing section. Large oil shale deposits.

Residential Features: Mostly one-family houses, no slum district, no tenements. 50 homes built in first six months of 1924. 80% own homes. Altitude, 4,602 feet. Assessed valuation, \$8,828,070.

Retail Shopping Section: 7 blocks long, 2 wide. Good street car and interurban service.

Trading Area: 100 miles west, 60 north, 50 east, 60 south. Largest city between Denver and Salt Lake.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 2; Hardware, 2; Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 6; automobile accessories, 2; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 8; department stores, 2; electrical supplies, 3; florists, 2; fruits, 26; furniture, 7; furriers, 1; garages (public), 10; grocers, 26; hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 3.

### GREELEY, COLO.

1920 Population, 10,958.

City and Suburban Estimate, 14,000.

Native Whites, 9,848; Negroes, 15; Foreign Born, 1,087; Industrial Workers, —%; English Reading, 85%; Families, 3,000.

Schools: Public Grade, —; High, 2; Junior High, 1; Parochial, 1. Number of Pupils, 2,479. Seat of Colorado State Teachers College, the College of St. John, The Evangelist (Episcopal).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, —; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 4; State, none; Total Resources, \$6,027,378.17. Savings Bank Deposits Total, \$4,845,638.18.

Theatres: Legitimate, none; Moving Pictures, 3; Vaudeville, —; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Union Pacific Railroad, 53 miles north of Denver, Colorado, and 53 miles south of Cheyenne, Wyoming. Served by Colorado & Southern Railroad also. Junction of South Platte and Cache la Poudre Rivers. Thirty miles east of the Rocky Mountain foothills and situated in the heart of a very large irrigated agricultural district.

Principal Industries: Beet sugar manufacturing, flour, cannery products, cattle and sheep feeding, dairying, etc.

Manufacturing Establishments, 10. Leading firms, Great Western Sugar Co., Colorado Milling & Elevator Co., Empson Canning Co., Knight-Tilden Auto Body Manufacturing Co., Thompson Potato Sorter Co., Greeley Monumental Works, Greeley Creamery, Greeley Ice & Storage Co., Olympia Candy Co. Total value of yearly output of factories estimated at \$2,750,000.

Special Information: In the heart of the oldest, best developed and richest irrigated agricultural district of the West.

Residential Features: Mostly one-family homes. Average homes very good type for small city. Many homes of good type varying from \$10,000 to \$15,000 in value.

Retail Shopping Section: Is well concentrated in an area covering approximately eight blocks. Boundaries of district are: Sixth Street to Tenth Street, between Seventh Avenue and Ninth Avenue.

Trading Area: Forty miles from the north.

"Go West, young man, go West"

## The GREELEY TRIBUNE REPUBLICAN

Published at Greeley, Colorado

The Tribune founded by the Horace Greeley Colony, 1870.

A live, modern daily newspaper devoting its whole energies to the territory which it serves.

The paper that goes into more than 5000 homes in the famous Greeley District, the dream of Horace Greeley come true.

# Standard Surveys of Newspaper Markets of COLORADO and CONNECTICUT

## COLORADO (Cont'd)

northeast and east, thirty miles from southeast and south, twenty miles from the southwest, fifteen miles from the west and northwest.

**Wholesale Houses:** Groceries, 1; Meats, —; Fruits, —; Hardware, —; Dry Goods, 1; Miscellaneous Lines, —

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 4; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 4; fruits, 5; furniture, 6; furriers, none; garages (public), 12; grocers, 36; hardware, 6; jewelry, 6; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 6.

See column 4 page opposite

## LA JUNTA, COLO.

1920 Population, 4,964.

City and Suburban Estimate, 7,500.

**Native Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 60%; English Reading, 90%; Families, 1,500.**

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 0; Number of Pupils, 1,959.

**Churches:** Baptist, 3; Christian Science, 1; Congregational, 0; Episcopal, 1; Hebrew, 0; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.

**Banks:** National, 1; State, 2; Total Resources, \$1,940,703.65; Savings Banks Deposits Total, \$3.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, —.

**Location:** Center of Arkansas Valley on main line of A. T. & S. Fe R. R. Junction main line with line to Pueblo, Colorado Springs and Denver. Arkansas Valley branch of A. T. & S. Fe R. R. Bus service to Rocky Ford, Fowler and Pueblo. Excellent train service each way daily.

**Principal Industries:** A. T. & S. Fe Railroad shops, flour mill, butter, ice cream and cheese factories, brick manufacturing plant, milk condensary, bottling works.

**Manufacturing Establishments, 10.** Total value yearly output of factories established at \$750,000.

**Residential Features:** Principally cottage and one family residences. Two small sections occupied by foreign population. Almost exclusively private homes throughout city. Country club. Restricted district of exclusive homes, \$4,000 and up.

**Retail Shopping Section:** Surrounds public square and court house around which town is built, business extending 3 to 5 blocks in every direction from square. Numerous suburban stores supply urban localities in various sections of city.

**Trading Area:** Extends 50 miles south, 30 miles north and 30 to 35 miles east and west, respectively. Trade territory indeterminate on account of largest town in Arkansas valley in Colorado and County Seat.

**Wholesale Houses:** Groceries, —; Meats, 2; Fruits, 2; Hardware, —; Dry Goods, —; Miscellaneous Lines, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, —; furniture, 6; furriers, —; garages (public), 6; grocers, 34; hardware, 6; jewelry, 4; meat markets, 23; men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 6.

## LAMAR, COLO.

1920 Population, 2,600.

City and Suburban Estimate, 5,000.

**Native Whites, 95%; Negroes, —%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 93%; Families, —**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 0; Number of Pupils, 1,200.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, —; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Nazarene, Church of God.

**Banks:** National, 2; State, 1; Total Resources, \$1,430,000. Savings Bank Deposits Total, \$27,000.

**Theatres:** Legitimate, —; Moving Pictures, 3; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), High School, Elks' Home, State Armory. Total number of seats, 2,500.

**Location:** Fifty miles west of Kansas state

line on main line of Santa Fe, A. V., a Santa Fe branch here also. On National Old Trails and D. C. D. Highway, both state roads and in good condition. Jobbing freight rates granted as result of growth as wholesale center. Town serves wide territory that is without rail facilities.

**Principal Industries:** Pet milk condensary; creamery; two ice cream factories; ice plant; broom factory; center of alfalfa meat industry; large flour mill; carbonated beverage plant; wedding plant, pickle salting station.

**Manufacturing Establishments:** Leading firms, Denver Alfalfa Milling & Products Co., Lamar Alfalfa Co., Lamar Flour Mills, Pet Milk Co.

**Residential Features:** One restricted section. Paseo place, style and value of residence only restrictions. Very few negroes here. Mexican workers live in colony outside city limits. Few pretentious mansions and few extremely poor homes. Average about \$2,500 houses.

**Retail Shopping Section:** Four blocks in business section, all on one main street, with block each way for four streets with scattering business houses. One department store and number of large stores with general men and women's departments. Stores cater to western styles, one exclusive ladies store, and one exclusive men's store.

**Trading Area:** Lamar has an unusual trading territory. The adjoining county on the south, Baca, has no railroad and, in fact, there is no railroad for 100 miles south of the Santa Fe. The Missouri Pacific is on the north, 40 miles away, and the trading territory is 75 miles each direction.

**Wholesale Houses:** Groceries, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; delicatessen, —; dressmakers, 5; druggists, 4; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 1; fruits, —; furniture, 2; furriers, —; garages (public), 4; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), —; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 2; stationers, 1; women's apparel, 1 exclusive.

## PUEBLO, COLO.

1920 Population, 45,381.

City and Suburban Estimate, 65,000.

**Native Whites, 80%; Negroes, 3%; Foreign Born, 17%; Industrial Workers, 28%; English Reading, 93%; Families, 12,460.**

**Schools:** Public Grade, 18; High, 2; Junior High, 1; Parochial, 4. Number of Pupils, 8,646.

**Church:** Baptist, 4; Christian Science, 4; Congregational, 3; Episcopal, 3; Hebrew, 5; Methodist, 5; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 3.

**Banks:** National, 2; State, 3; Total Resources, \$25,000,000. Savings Bank Deposits Total, \$3,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Burlesque, —; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,500.

**Location:** Southern Colo. on Arkansas River, served by Denver & Rio Grande Western, Santa Fe, Missouri Pacific, Rock Island, and Colorado & Southern R. R. Common point on Denver lines. Good freight service.

**Principal Industries:** Iron and steel, meat packing, smelting, brick and tile works, fruit and agricultural region. Oil development assuming large proportions.

**Manufacturing Establishments:** Colo. Fuel & Iron Co. Leading firm, 181 in number. Nuckolls Packing Co., National Broom Factory, Rood Candy Co., Standard Fire Brick Co., Purity and Sunvill Baking Co. Total value of yearly output of factories estimated at \$65,000,000.

**Residential Features:** Largely composed of small homes of the industrial class. Large residential section, very few industrial tenements. Exclusive residential section located north of city. Two excellent Y. M. C. A.'s and a number of good hotels. The climate of Pueblo is especially healthy and is considered a fine place for those afflicted with consumption.

**Retail Shopping Section:** There are about 80 blocks of business section, including the whole city district. The main streets are Main from 1st to 10th, San Fe from 10th to the Arkansas River. This street is east of Main. Grand and Court west of Main running from 10th to South Union, which is a connecting street between the north and south side of the city. Bessemer, a suburb, has a small business district composed of movies, markets, stores, barber shops and other business houses.

**Trading Area:** 350 miles west to western slope of the Great Divide; 250 miles south to New Mexico; 200 miles east to the Kansas Line; 30 miles north to the trading area of Colo. Springs.

**Wholesale Houses:** Groceries, 5; Meats, 6; Fruits, 8; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Shoes, 1; Saddles, 2; 1 drug house.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 23; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 15; bakers, 18; cigar stores and stands (including hotels), 30 confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 27; dry goods, 9; department stores,

5; electrical supplies, 8; florists, 8; fruits, 14; furniture, 22; furriers, 2; garages (public), 32; grocers, 187; hardware, 5; jewelry, 7; meat market, 11; men's furnishings, 8; men's clothing, 22; merchant tailors, 12; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 40; shoes, 11; sporting goods, 3; stationers, 7; women's apparel, 27.

## STERLING, COLO.

1920 Population, 8,640.

**Native Whites, 80%; Negroes, —; Foreign Born, 20%; Industrial Workers, —%; English Reading, 90%; Families, 3,000.**

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, —.

**Churches:** Baptist, 1; Christian Science, 1; German, 1; Episcopal, 1; Hebrew, —; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Brethren, 1; Lutheran, 2; Evangelical, 1.

**Banks:** National, 2.

**Theatres:** Legitimate, —; Moving Pictures, 2; Vaudeville, —; Burlesque, —; Miscellaneous (Auditoriums, etc.), —. Total number of seats, 1,200.

**Location:** In northeastern part of state served by Union Pacific and C. B. & Q. Railroads. Bus lines to cities 60 miles south and east.

**Principal Industries:** Sugar beet industry, railroad shops, farming and stock raising.

**Manufacturing Establishments, 1.** Leading firm: Great Western Sugar Co.

**Residential Features:** Private homes predominate. One and two-story houses, many bungalow.

**Retail Shopping Section:** Main street, 3; Front, 2; Second, 2; Third, 3; Poplar, 2. Most of the stores are located on these streets, though there are many small grocery stores and filling stations with auto accessories scattered over the whole resident section.

**Trading Area:** About 60 miles east, 30 miles west, 60 miles north and 30 miles south.

**Wholesale Houses:** Groceries, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, —; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 25; delicatessen, —; dressmakers, 12;

druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 2; furriers, —; garages (public), 7; grocers, 20; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 4; merchant tailors, —; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

## Standard Surveys of CONNECTICUT

### ANSONIA, CONN.

1920 Population, 17,643.

City and Suburban Estimate, 20,000.

**Native Whites, 62 9/10%; Negroes, 3%; Foreign Born, 34 1/10%; English Reading, 85%; Families, 3,620.**

**Schools:** 6; Number of Pupils, 1,798.

**Churches:** 6.

**Banks:** 2; Total Resources, \$8,110,243.

**Theatres:** 2; Total number of seats, 1,200.

**Principal Industries:** Brass manufacturing, clocks and various metal specialties.

**Residential Features:** One and two family houses.

**Retail Shopping Section:** About six blocks in center.

**Trading Area:** Confined to Ansonia, Derby, Shelton and Seymour.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 21; druggists, 9; dry goods, 19; electrical supplies, 2; florists, 3; fruits, 6; furniture, 10; garages (public), 9; grocers, 92; hardware, 4; jewelry, 3; meat markets, 39; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 11; sporting goods, 1; stationers, 1; women's apparel, 4.

Connecticut's Most Ornate Newspaper Home.



In the heart of Industrial Bridgeport, Conn.

# Business is Good in Bridgeport

Our belated friend "General" Prosperity has arrived and the Industrial Capital of New England is thriving.

The great increase of savings deposits Dec. 1, 1924, over the aggregate of Dec. 1, 1923, is conclusive evidence of Bridgeport's affluence.

This increase represents largely the savings of thrifty, intelligent, well paid industrial families—people who are ready and willing to respond to legitimate merchandise offerings.

## You Can't Cover Bridgeport Without the Star

Easily the Second Largest Evening Circulation in Fairfield County—and, GROWING STEADILY!

4c. Per Line Flat—Lower Per Thousand Than Any Contemporary

## The Bridgeport Star

Hamilton & Delisser, Representatives

25 W. 43rd St. New York

127 N. Dearborn St. Chicago, Ill.

## CONNECTICUT (Cont'd)

## BRIDGEPORT, CONN.

1920 Population, 143,500.

City and Suburban Estimate, 236,000.

Native Whites, 66%; Negroes, 1.6%; Foreign Born, 32.3%; English Reading, 92.1%; Families, 26,534.

Schools: Public Grade, 34; High, 3; Normal, 1; Parochial, 10; Number of Pupils, 31,097; Evening, 9.

Churches: Baptist, 11; Christian Science, 1; Congregational, 9; Episcopal, 6; Hebrew, 9; Methodist, 9; Presbyterian, 2; Roman Catholic, 17; Miscellaneous, 19.

Theatres: Legitimate, 1; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4 large, 6 small.

Location: On N. Y. N. H. &amp; H. E. R. main line, 60 miles east of New York. Port on Long Island Sound. Steamship freight to New York. Passenger ferry to Port Jefferson, Long Island. Bus lines to Danbury and Waterbury.

Principal Industries: Electrical, textiles, tools and machinery, sewing machines, brass, ammunition, firearms, cutlery, photographs and records.

Manufacturing Establishments: 443. Leading firms, American Chain Co., Bassick Co., Bryant Elec. Co., Bridgeport Brass Co., Bullard Machine Co., Crane Co., Locomobile Co., Columbia Graphophone Co., General Electric Co., Holmes &amp; Edwards, Raybestos Co., Remington Arms Co., The U. M. C., Warner Bros., Slinger Mfg. Co.

Special Information: There is probably no city in the United States that has a more diversified line of industries than Bridgeport. There are 443 manufacturing establishments producing some 5,000 commodities. There are over 50,000 wage earners, the largest number of any city in Connecticut. The only big city in Connecticut that can be covered by one newspaper buy.

Residential Features: Bridgeport is a city of homes. Figures show great preponderance who live in one and two family houses. Residences, 9,123; 2-family, 27,807; apartments, 797; lodging houses, 709; light housekeeping, 525. Total, \$8,961. In summer fully 10,000 people occupy cottages along beaches in Fairfield, Bridgeport, Stratford and Milford.

Retail Shopping Section: Extends 11 blocks along Main street, four blocks along Broad street, five blocks along Middle street, two blocks along Water street, all parallel streets. Cross streets are Fairfield avenue, five blocks; State street, three blocks; Congress street, two blocks; Cannon street, one block; Elm street, one block; John street, two blocks.

Trading Area: Thirteen miles radius, east, west and north. Draws some trade from Long Island by ferry from Port Jefferson. Stratford, Milford, Fairfield, Westport, Southport, Trumbull, Easton, Monroe, Weston and Huntington are principal towns adjacent to Bridgeport.

Wholesale Houses: Groceries, 11; Meats, 5; Fruits, 2; Hardware, 2; Dry Goods, none; Miscellaneous Lines: Produce, 17; Provisions, 8; Confectionery, 11; Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; commercial auto. agencies, 6 exclusive; automobile accessories, 92; automobile tire agencies, 40; bakers, 71; cigar stores and stands (including hotels), 64 not including drug stores; confectioners (including hotel stands), 237; delicatessen, 37; dressmakers, 2; druggists, 67; dry goods, 124; department stores, 9; electrical supplies, 16; florists, 20; fruits, 3; furniture, 32; furriers, 9; garages (public), 75; grocers, 693; hardware, 27; jewelry, 42; meat markets, 130; men's furnishings, 43; men's clothing, 45; merchant tailors, 14; milliners, 35; opticians, 20; photographers, 26; pianos (and miscellaneous musical instruments), 9; radio supplies, 19; restaurants (including hotels), 147; shoes, 61; sporting goods, 7; stationers, 7; women's apparel, 32.

See announcements pages 23-24-25

## BRISTOL, CONN.

1920 Population, 20,620.

Native Whites, 50%; Foreign Born, 50%; English Reading, 85%; Families, about 4,000.

Schools: Public Grade, 8; High, 1; Junior High, none; Parochial, 2; Number of Pupils, Sept. 1922 Census 5,241.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, none; Roman Catholic, 4; Miscellaneous, Advent, Swedish and German Lutheran.

Banks: National, 1; Savings, 1; Trust Co., 2. Theatres: Legitimate, none; Moving Pictures, 2; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1.

Location: On Highland Division of N. Y. N. H. &amp; H. E. R. midway between Hartford and Waterbury.

Principal Industries: Manufacture of clocks, brass goods, tableware, tools, fishing rods, steel golf shafts, bicycle bells, knit underwear, clock springs, and springs of all descriptions, automatic counters, ball bearings, marine lamps, arm bands.

Manufacturing Establishments: About 12. Leading firms, New Departure Mfg. Co., The E. Ingraham Co., The Bristol Brass Corp., The Wallace Barnes Co., The American Silver Co., The Horton Mfg. Co., Sessions Foundry Co., Sessions Clock Co.

Residential Features: Mostly one and two-family houses. Private homes predominate. Small sections of workmen's tenements. Mostly residential.

Wholesale Houses: Groceries, none; Meats, none; Fruits, 1; Hardware, none; Dry Goods, none.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, about 12; automobile accessories, 6; bakers, 8; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), about 20; delicatessen, 2; dressmakers, 11; druggists, 10; dry goods, 8; department stores, none; electrical supplies, about 9; florists, 3; fruits, about 12; furniture, 3; furriers, none; garages (public), 8; grocers, about 50; hardware, 6; jewelry, 4; meat markets, about 20; men's furnishings, 6; men's clothing, about 6; merchant tailor, about 6; milliners, about 5; opticians, 2; Photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2 or 3; restaurants (including hotels) about 20; shoes, about 6; sporting goods, about 3; stationers, 4; women's apparel, about 3.

## DANBURY, CONN.

1920 Population, 18,043.

City and Suburban Estimate, 21,000.

Native Whites, 77 9/10%; Negroes, 1%; Foreign Born, 21 1/10%; English Reading, 92%; Families, 4,655.

Schools: 18; Number of Pupils, 3,058.

Churches: 7.

Banks: 4; Total Resources, \$20,400,000.

Theatres: 2; Total number of seats, 1,950.

Principal Industries: Hats principally.

Residential Features: One and two family houses.

Retail Shopping Section: About five blocks center of city.

Trading Area: About 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 53; delicatessen, 2; dressmakers, 44; druggists, 12; dry goods, 13; department stores, 1; electrical supplies, 8; florists, 6; fruits, 9; furniture, 11; furriers, 3; garages (public), 9; grocers, 106; hardware, 6; jewelry, 11; meat markets, 34; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 21; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 11.

## HARTFORD, CONN.

1920 Population, 138,096; 1924 population, 156,671 census bureau estimate.

City and Suburban estimate, 390,000.

Native Whites, 85%; Negroes, 2 1/2%; Foreign Born, 12 1/2%; Industrial Workers, 10 7/10%; English Reading, 96%; Families, 33,450.

Schools: Public Grade, 17; High, 3; Parochial, 6; Number of Pupils, 35,000.

Churches: Baptist 13, Christian Science, 2; Congregational, 10; Episcopal, 10; Hebrew, 10; Methodist, 9; Presbyterian, 1; Roman Catholic, 16; Miscellaneous, 23.

Banks: National, 3; State, 11; Total Resources, \$200,000,000. Savings Bank Deposits Total, \$74,222,532.12.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 3. Total number of seats, 17,900.

Location: N. Y., N. H. &amp; H. E. R. B. and the Hartford and New York Transportation Co. (boat).

Principal Industries: Typewriters, firearms, machine tools, turbines, brushes, tires, electrical fixtures, drop forgings and wrenches, machine screws, organs.

Manufacturing Establishments: Leading firms, Underwood Typewriter Co. and Royal Typewriter Co. (largest typewriting factories in the world); Colt Firearms Co., Pratt &amp; Whitney Co., Fuller Brush Co., U. S. Tire Co. (Royal Cords), Billings &amp; Spencer Co., Hartford Machine Screw Co., Terry Steam Turbine Co., Austin Organ Co., Arrow Electric Co. Total value of yearly output of factories estimated at \$118,000,000, according to figures compiled in 1919. Figures are compiled every five years.

Special Information: Hartford is the insurance center of the U. S. with its 27 home companies which explain the reason why there are more brokerage houses in this city than in any other city in New England outside of Boston.

Residential Features: Great part of city is high grade residential. The labor employed is entirely skilled help, hence the low grade residential section is very small.

Retail Shopping Section: Confined to Main street, Asylum street, Pratt, Trumbull and Church streets; 12 blocks on Main street, 5 blocks on Asylum street, 4 blocks on Trumbull street, 1 block on Pratt street and 1 block on Church street.

Trading Area: The trading area of Hartford is within a 15-mile radius, although considerable trade comes to Hartford stores from various towns much further away in irregular intervals.

Wholesale Houses: Groceries, 14; meats, 4; fruits, 16; hardware, 7; dry goods, 15; miscellaneous lines, drug 1; plumbing supplies, 7; bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; Commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 42; bakers, 43; cigar stores and stands (including hotels), 200; confectioners (including hotel stands), 175; delicatessen, 26; dressmakers, 150; druggists, 100; dry goods, 54;

Continued on page 26

FIRST!

in \*Meriden, Connecticut

\*First in Circulation—A. B. C.

First in National Lineage—

First in Local Lineage—

First in Classified

\*95% of The Record's total circulation is delivered within a radius of 8 MILES of the Meriden City Hall.

## MERIDEN MORNING RECORD

LOWEST MILLINE RATE IN MERIDEN

GILMAN, NICOLL &amp; RUTHMAN

National Representatives

NEW YORK BOSTON CHICAGO SAN FRANCISCO

## The Bridgeport Times

Founded as the weekly Farmers Journal in 1790; changed into an evening paper, the Evening Farmer, in 1856 and the name again changed in 1920 to The Bridgeport Times.

Now under the complete control of

Kendall B. Cressey

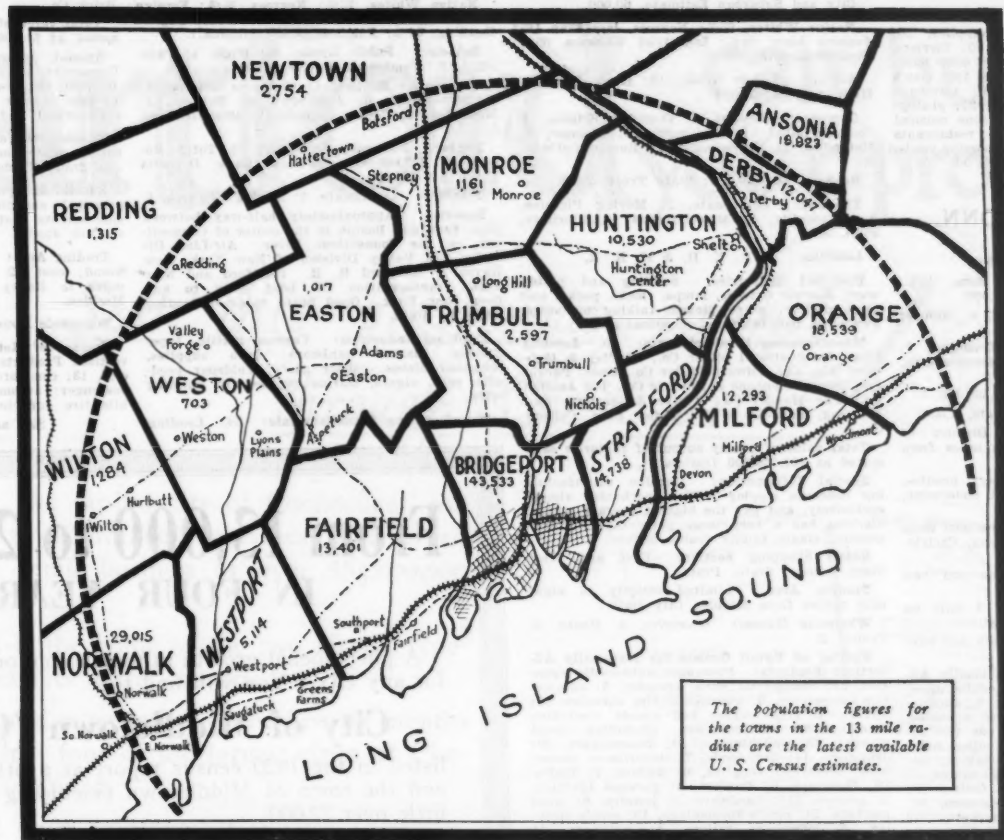
President of The Times Publishing Company

The Times is now contracting for erection of an entirely new building, with latest mechanical equipment as, since Mr. Cressey took control Nov. 17, 1924, the capacity of the present plant is more than over-taxed.

There has been a general and immediate response both in advertising and circulation to The Times under its new control.

Bridgeport and its associated city (Stratford) has a population of approximately 160,000 and a concentrated buying population within a 10-mile radius of over 200,000.

National advertisers who have confidence in Mr. Cressey's ability to build a leading newspaper in Bridgeport and to do so immediately will be interested in this announcement.



## Let the Post-Telegram Make This Market Yours

This section of Connecticut is thickly populated. The divisions shown on the map above are towns and cities. The boundary lines are purely political and have no merchandising significance as Bridgeport is the shopping center. The towns surrounding Bridgeport are almost wholly residential and are to a large extent "bedrooms" for Bridgeport workers.

Bridgeport is the chief shopping center for over 235,000 people. A network of trolleys and railroads, and bus lines over well paved highways connects Bridgeport with its suburbs. No point in

the territory is more than an hour's ride by bus or trolley from the center of the city.

The market is compact, well defined and easily cultivated. It is one of the few large units in the country that can be covered thoroughly through one newspaper buy.

The Post-Telegram prints and delivers through its own distributing system more than a newspaper for every family within 13 miles of the City Hall. Over 98 per cent of its 47,000 circulation is concentrated in that 13 mile radius. It gives complete coverage without waste and at a rate less than it would cost you to cover any similar market so thoroughly.

**The Bridgeport Telegram**

**The Bridgeport Post**

**The Bridgeport Sunday Post**

*The Only A. B. C. Newspapers in Bridgeport, Conn.*

**Gilman, Nicoll & Ruthman**

National  
Representatives:

19 W. 44th St.  
New York

410 N. Michigan Ave.  
Chicago

73 Tremont St.  
Boston

507 Montgomery St.  
San Francisco

## CONNECTICUT (Cont'd)

## Hartford (con't)

department stores, 5; electrical supplies, 20; florists, 28; fruits, 35; furniture, 20; furrriers, 19; garages (public), 120; grocers, 600; hardware, 30; jewelry, 45; meat markets, 130; men's furnishing, 35; men's clothing, 20; merchant tailors, 19; milliners, 35; opticians, 21; photographers, 32; pianos (and miscellaneous musical instruments), 15; radio supplies, 13; restaurants (including hotels), 25; shoes, 55; sporting goods, 16; stationers, 20; women's apparel, 50.

See page 27

## MANCHESTER, CONN.

1920 Population, 18,370.

City and Suburban Estimate, 30,000.

Native Whites, 90%; Foreign Born, 10%; English Reading, 90%; Families, 4,502.

Schools: Public Grade, 14; High, 1; Number of Pupils, 4,750.

Churches: Congregational, 3; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 4.

Banks: 3; Total Resources, \$7,330,000.

Theatres: 2; Total number of seats, 1,350.

Location: On Hartford-Boston Division of N. Y., N. H. &amp; H. E. R. Nine miles from Hartford.

Principal Industries: Silk, machinery, needles, woollens, electrical instruments, knit underwear, soap products.

Manufacturing Establishments: Bon Ami Soap Co., American Writing Paper Company, Carlie-Johnson Machine Company.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: About 1 mile on Main street and 1/2 mile on Center street.

Trading Area: 15 miles north, south and east and 5 miles on west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 20; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 30; delicatessen, 6; dressmakers, 30; druggists, 8; dry goods, 9; department stores, 1; electrical supplies, 6; florists, 3; fruits, 15; furniture, 3; garages (public), 18; grocers, 50; hardware, 3; jewelry, 3; meat markets, 25; men's furnishings, 5; men's clothing, 6; merchant tailors, 10; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10; shoes, 11; sporting goods, 2; stationers, 2; women's apparel, 7.

## MERIDEN, CONN.

1920 Population, 34,739 (present pop. after town and city consolidation, 39,907).

City and Suburban Estimate, 60,000.

Native Whites, 65%; Negroes, less than 1%; Foreign Born, 34%; Industrial Workers, 65%; English Reading, 95%.

Schools: Public Grade, 18; High, 1; Junior High, 3; Parochial, 4.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 3; Universalist, 1; Roman Catholic, 6.

Banks: National, 3; State Trust, 2.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: N. Y., N. H. &amp; H. E. R.

Principal Industries: Sterling and plated ware, electric fixtures, lamps, clocks, pocket and table cutlery, player-pianos, talking machines, hardware, ball bearings, electrical goods.

Manufacturing Establishments: 26. Leading firms, International Silver Co., Bradley &amp; Hubbard Mfg. Co., Edward Miller Co., Chas. Parker Co., Conn. Telephone &amp; Electric Co., The Aeolian Co., The Handel Co., Foster &amp; Merriam Co., Manning, Bowman &amp; Co., Miller Bros. Cutlery Co.

Total value of yearly output of factories estimated at \$20,000,000 (estimate).

Special Information: Meriden manufacturing concerns employ skilled mechanics almost exclusively, and pay the highest average wages. Meriden has a very large percentage of home owners, single family frame houses.

Retail Shopping Section: East and West Main, "Colony, State, Pratt.

Trading Area: Limited strictly to eight mile radius from Meriden City Hall.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 14; dry goods, 7; department stores, none; electrical supplies, 6; florists, 7; fruits, 15; furniture, 6; furrriers, 4; garages (public), 2; grocers, 110; hardware, 5; jewelry, 6; meat markets, 24; men's furnishings, 10; men's clothing, 9; merchant tailors, 4; milliners, 7; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 11; shoes, 20; sporting goods, 4; stationers, 6; women's apparel, 11.

See announcements pages 24-26

## MIDDLETOWN, CONN.

1920 Population, 22,120.

City and Suburban Estimate, 45,000.

Native Whites, 73%; Negroes, 3%; Foreign Born, 23%; Industrial Workers, 30%; English Reading, 94%; Families, 5,000 (approx.).

Schools: Public Grade, 12; High, 1; Parochial, 2; Number of Pupils, 3,969.

Churches: Baptist, 1; Christian Science, 1; Congregational, 6; Episcopal, 4; Hebrew, 1; Methodist, 4; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, \$27,000,000; Savings Bank Deposits Total, \$16,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: Approximately half-way between New York and Boston in the center of Connecticut, on the Connecticut River. Air-Line Division and Valley Division of New York, New Haven &amp; Hartford R. R., Hartford and New York Transportation Co. boat daily to and from New York. Good State roads to leading cities in State.

Principal Industries: Various textile, typewriters, marine hardware, auto supplies, enameled dishes, rubber goods, Feldspar products, toys, cigars, marine engines and building brick.

Manufacturing Establishments: 54. Leading

firms, The Russell Mfg. Co., Wilcox-Crittenden Co., Noiseless Typewriter Co., I. E. Palmer Co., New England Enameling Co., Omo Mfg. Co., Goodyear Rubber Co., Middletown Silver Co., Rockfall Woolen Co., Portland Silk Co., Tuttle Brick Co.

Total value of yearly output of factories estimated at \$14,000,000.

Special Information: Home of Wesleyan University and Berkley Divinity School, State Hospital for Insane, Long Lane Farm (for girls). Trading center for Middlesex County, rich agricultural and manufacturing interests.

Residential Features: Single and two-family houses predominate. Sections outside center of city gradually developing as residential sections.

Retail Shopping Section: Main street is principal shopping street, 1/2-mile long. All side streets east and west for one block have smaller stores.

Trading Area: South 25 miles to Long Island Sound; east 12 miles to Colchester; north 9 miles to Rocky Hill; west 5 miles toward Meriden.

Wholesale Houses: Groceries, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, included in passenger; automobile accessories, 22; automobile tire agencies, 8; bakers, 11; cigar stores

See announcement below

## From 13,000 to 25,000 IN FOUR YEARS!

A phenomenal growth in population, on the face of it, for any city. You will find the

### City of Middletown (Conn.)

listed in the 1920 census report at a little over 13,000, and the town of Middletown (including the city) at a little over 22,000.

The consolidation of city and town governments on October 1, 1924, extended the city limits to include the town limits, giving the new city today a population estimated at

# 25,000

The community called Middletown has never been credited with its real population in census reports because of the former dual governments of city and town, but now that they are consolidated, the new city will take its rightful place in the next census.

IN THE MEANTIME DON'T FORGET  
MIDDLETOWN'S REAL POPULATION IS 25,000

# 8,000

Net Paid Daily in

this city and its trading territory, with a total population (1920)—51,177, is one of the best circulation bargains in the state.

### Middlesex County

Value of all crops—annually over \$2,500,000

Value of manufactured products—annually over \$34,500,000.

The buyers in this rich manufacturing and agricultural section cannot be reached effectively by any combination of papers that does not include its home paper

## The Middletown Press

Middlesex County's Only Daily—A.B.C.

The Julius Mathews Special Agency

SPECIAL REPRESENTATIVE

Boston New York Chicago Detroit

## Meriden, Connecticut

is best sold through

# The Meriden Journal

Meriden's Only Evening Newspaper

The "home paper" of practically every reading household within this busy city of highly paid workers who manufacture articles for every community in the world.

Has over 100 factories with highest skilled operatives on widely diversified industries, besides producing more silverware than any city in the world.

## Largest Meriden Circulation

Member Audit Bureau of Circulations

Represented by Julius Mathews Special Agency

Boston New York Chicago Detroit

# Hartford can buy your product

*Sell this prosperous market through 'The Courant'!*

Hartford, the capital city of Connecticut, the home of 31 Insurance companies, will do an estimated retail business of over \$85,000,000 this year.

Hartford is the home of the two largest type-writer factories in the country.

Hartford did more building the first six months of 1924 than four of the largest cities of Connecticut combined.

Hartford gives employment to over 40,000 industrial workers. The estimated weekly pay for Insurance workers alone is \$275,000!

Hartford is prosperous—business is good—the intelligent class of readers that buy the "Courant" will use your product when they see it advertised.

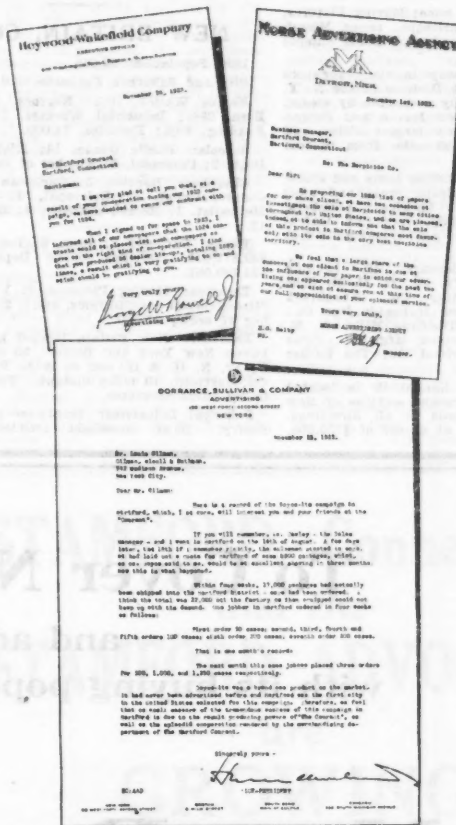
The U. S. Census shows a list of 40 diversified industries in Hartford—a source of great economic strength and stability.

*If you have not received a copy of "HARTFORD," a survey compiled by the "Courant" Merchandising Dept., write to the "Courant" or*

**GILMAN, NICOLL & RUTHMAN**  
Foreign Representatives for

**The Hartford Courant**

Offices in the following four cities:  
New York: 19 West 44th St. Boston: 73 Tremont St.  
Chicago: 410 No. Michigan Ave.  
San Francisco: 507 Montgomery St.



The letters above are typical of many satisfied advertisers who have used the "Courant" to test Hartford territory. Photographic copies of them, and many others, are in our file waiting your request.

# The Hartford Courant



Daily 1837

Established 1764

Sunday 1913

*The Morning and Sunday Newspaper of Central and Eastern Connecticut*

CONNECTICUT (Cont'd)

Middletown (con't)

and stauds (including hotels), 12; confectioners (including hotel stands), 23; delicatessen, 4; dressmakers, 33; druggists, 11; dry goods, 18; department stores, 3; electrical supplies, 5; florists, 7; fruits, 11; furniture, 5; furriers, 1; garages (public) 10; grocers, 106; hardware, 7; jewelry, 5; meat markets, 28; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 15; shoes, 19; sporting goods, 5; stationers, 5; women's apparel, 10.

NAUGATUCK, CONN.

1920 Population, 15,051 (Population, 1924, 16,932).

Native Whites, 68%; Negroes, 1%. Foreign Born, 32%; Industrial Workers, 30% English Reading, 85%; Families, 3,571.

Schools: Public Grade, 11; High, 1; Junior High, none; Parochial, 2; Number of Pupils, 3,250.

Churches: Baptist, 1; Christian Science, none; Congregational, 1; Episcopal, 1; Hebrew, none; Methodist, 1; Presbyterian, none; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$1,845,000; Savings Bank Deposits Total, \$5,000,000.

Theatres: Legitimate, none; Moving Pictures, 2; Vaudeville, none; Burlesque, none; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

Location: About midway in the Naugatuck Valley, on the Naugatuck Division of the N. Y. N. H. & H. R. R. Easily accessible by steam, trolley and jitney to New Haven and Bridgeport, two of Connecticut's largest cities. 82 miles from New York, 153 miles from Boston. All express trains stop.

Principal Industries: Rubber boots and shoes, druggists sundries, chemicals, brass and steel stampings, safety-pins, buckles, plumbers' chain, copper floats, candy, recording instruments, woolen and cotton goods, malleable iron castings, freezer cases.

Manufacturing Establishments: 12. Leading firms, G. I. B. Glove Mfg. Co., G. M. R. Shoe Co., Rubber Regenerating Co., Naugatuck Chemical Co., The Eastern Malleable Iron Co., The Risdon Mfg. Co., Dunham Mills, J. M. Russell Mfg. Co., Naugatuck Mfg. Co., Peter Paul Candy Co., The Bristol Co., The Lasher Market Equipment Co.

Special Information: Naugatuck is located in one of the most picturesque sections of New England, with paved roads in all directions. The High School erected at a cost of \$750,000,

is one of the most distinctive and best equipped in the Nation. An up-to-date and well equipped Y. M. C. A. building which cost \$300,000. Playgrounds in connection with various school buildings. \$68,000 subscribed for a Recreational Field, which is in process of construction. Many fine public buildings and excellent industrial conditions. Also Aviation Field in Bethany, 6 miles from Naugatuck center.

Residential Features: One and two-family houses. Private homes predominate. One of the finest residential sections in the State of Connecticut.

Retail Shopping Section: Extends from North Main to Bridge street, from Bridge to Spring street. (Bus line from North Main to Church street.) South Main street, Maple street, and Church street in which is the center of the shopping district.

Trading Area: Extends about 2 miles south, one mile west, 2 miles north and about 2 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 5; druggists, 8; dry goods, 17; electrical supplies, 2; florists, 2; fruits, 10; furniture, 4; garages (public), 4; grocers, 63; hardware, 5; jewelry, 1; meat markets, 31; men's furnishings, 7; men's clothing, 3; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 8.

NEW BRITAIN, CONN.

1920 Population, 59,316. City and Suburban Estimate, 116,816.

Native Whites, 70%; Negroes, 2%; Foreign Born, 28%; Industrial Workers, 33%; English Reading, 80%; Families, 14,000.

Schools: Public Grade, 14; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 13,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 4; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 2; State, 3; Total Resources, \$39,877,051. Savings Bank Deposits Total, \$24,199,561.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 11,500.

Location: New Britain located half way between New York and Boston, 50 miles inland. N. Y., N. H. & H. and B. & A. Ry. By boat via Hartford, 10 miles distant. Trolley service to all parts of state.

Principal Industries: Hardware principal industry. Next household articles, bearings,

buckles, iron castings, plumbing supplies, textiles, machinery.

Manufacturing Establishments, 28. Leading firms, Stanley Works, P. & F. Corbin, Corbin Cabinet Lock, Corbin Screw Corp., Stanley Rule and Level, New Britain Machine Co., Traut & Hine, Lander, Frary and Clark, North and Judd Mfg. Co., Hart & Cooley Co., Inc., Hart & Hutchinson Co., American Hosiery Co., Beston and Cadwell Mfg. Co.

Special Information: New Britain is the hardware city of the world. Fifth largest city in Connecticut. Has industrial capitalization of more than \$40,000,000. Weekly pay-roll of \$600,000. Remarkable growth in population for a city without natural resources.

Residential Features: Mostly 1, 2 and 3-family dwellings. Workingmen's homes pre-dominate, but some of the finest homes in Connecticut located here.

Retail Shopping Section: Extends from public square which forms heart of business district and terminal for suburban trolley and bus lines, for 7 blocks north and south on Main street. Intersecting streets 2 blocks, including West Main, Church, Chestnut, Commercial, Lafayette and 4 blocks on Arch street northwest of center.

Trading Area: East 5 miles, West 15, South 15 and North 15. It is a metropolis for 8 surrounding towns, namely Bristol, Newington, East Berlin, Forresterville, Plainville, Kensington and Southington.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 1; Miscellaneous lines, Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 9; automobile accessories, 39; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 70; delicatessen, 4; dressmakers, 48; druggists, 23; dry goods, 32; department stores, 7; electrical supplies, 7; florists, 5; fruits, 12; furriers, 4; garages (public), 8; grocers, 307; hardware, 9; jewelry, 15; meat markets, 61; men's furnishings, 17; men's clothing, 15; merchant tailors, 44; milliners, 9; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 51; shoes, 33; sporting goods, 7; stationers, 4; women's apparel, 12.

See announcement below

NEW HAVEN, CONN.

1920 Population, 162,537. City and Suburban Estimate, 235,000.

Native Whites, 78%; Negroes, 2.8%; Foreign Born, 19.2%; Industrial Workers, 43%; English Reading, 93.7%; Families, 36,257.

Schools: Public Grade, 55; high, 2; Junior High, 1 (and 1 under construction); Parochial, 7; Number of Pupils, Grade 26,816; High (3), 5,062; Non-Com. on Parochial.

Churches: Baptist, 5; Christian Science, 1; Congregational, 12; Episcopal, 12; Hebrew, 12; Methodist, 12; Presbyterian, 1; Roman Catholic, 17; Miscellaneous, 13.

Banks: National, 5; State, 1; Total Resources, \$250,000,000; Savings Bank Deposits Total, \$50,867,451.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Burlesque, 1; Miscellaneous (auditoriums, etc.), 13. Total number of seats, 19,821.

Location: N. Y., N. H. & H. R. R. Home Office N. G. Navigation Co. On shores of Long Island Sound. Excellent trolley and bus service to all points in trading territory.

Principal Industries: Metal working, firearms, corsets, rubber goods, hardware, railroad center and shops, wire manufacturing, printing, clocks.

Manufacturing Establishments—Leading firms, Winchester Repeating Arms Co., Sargent & Co., L. Candee Rubber Co., N. H. Clock Co., Acme Wire Co., American Steel & Wire Co., Safety Car Heating & Lighting Co., A. C. Gilbert & Co., Seamless Rubber Co., National Folding Box Co., Kolynoa Co., Whitney-Blake.

Special Information: New Haven is ideally located to serve all of Connecticut at wholesale. The presence here of Yale University and Prep. Schools makes it an educational center of high repute. The University further tends to elevate living standards. New Haven is also the center of the N. Y., N. H. & H. R. R. system, giving employment to thousands of well-paid clerks, repairers and executives.

Residential Features: A city of homes, with a preponderance of one and two-family houses. Apartment house construction of better grade on increase. Much residential development in progress. Tenements are all located in one section.

Retail Shopping Section.—The center of New Haven's shopping and civic life is the historic Green, from which point all trolley transportation starts. Retail shopping two blocks North from Church and Chapel Streets—five blocks South—four blocks West—three blocks East. Other retail centers are eight in number.

Trading Area: North 22 miles, West 11 miles, East 26 miles, South Long Island Sound. In Summer city supplies all Shore resorts within radius of 25 miles. Yale University, with students from all parts of United States, creates market for products that are sectional.

Wholesale Houses: Groceries, 23; meats, 14; fruits, 14; hardware, 20; dry goods, 7; Miscellaneous Lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 62; commercial auto agencies, 24; automobile accessories, 49; automobile tire agencies, 64; bakers, 117; cigar stores and stands (including hotels), 59 (29 mfg.); confectioners (including hotel stands), 282; delicatessen, 67; dressmakers, 244; druggists, 108; dry goods, 91; department stores, 5; electrical supplies, 33; florists, 35; fruits, 59; furniture, 43; fur

Continued on page 29

To Cover New Britain, Conn. and adjacent territory with its buying population of more than 110,000

The NEW BRITAIN HERALD

is a necessity

No other newspaper can give the results in this territory that can be obtained by advertising in the Herald.

The Herald is dominant not only in New Britain but in Plainville, Berlin, Newington and Bristol.

The Herald is a 3c newspaper, a member of the Associated Press and a medium that reaches people who can buy.

The Herald is a member of the A B. C.

Circulation Over 11,000 Daily

Eastern Representative: Ralph R. Mulligan, 30 East 42d St., New York City

Western Representative: C. J. Anderson, Marquette Bldg., Chicago, Ill.



**CONNECTICUT (Cont'd)**

**New Haven (cont)**

25; garages (public), 44; grocers, 863; hardware, 45; jewelry, 60 (10 mfg.); meat markets, 285; men's furnishings, 22; men's clothing, 22; merchant tailors, 127; milliners, 38; opticians, 18; photographers, 31; pianos (and miscellaneous musical instruments), 12; radio supplies, 26; restaurants (including hotels), 100; shoes, 45; sporting goods, 5; stationers, 10; women's apparel, 31.

**NEW LONDON, CONN.**

1920 Population, 25,688.  
City and Suburban Estimate, 70,000.  
Native Whites, 55%, plus 35% native white of foreign parentage; Negroes, 2.2%; Foreign Born, 7.8%; Industrial Workers, 10%; English Reading, 95%; Families, 1923 estimate 6445.

Schools: Public Grade, 9; High, 3; Parochial, 1. Number of Pupils, 4,131.  
Churches: Baptist, 3 white, 1 colored; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 1 white, 1 colored; Presbyterian, none; Roman Catholic, 4; Miscellaneous, 2 Swedish, 1 Universalist.  
Banks: National, 3; State, 4; Total Resources, \$30,585,000; Savings Bank Deposits Total, \$26,293,395.55.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 7,500.

Location: Midway between Boston and New York, on the main shore line of the New York, New Haven & Hartford R. R.; terminal of the Grand Trunk through the Central Vermont, and has two direct steamship lines to New York; one to Long Island ports. Has 1,000 ft. State owned pier, drawing 35 ft. water, which affords splendid direct transportation from all centers via C. V. R. R. to landing steamships.

Principal Industries: Silk thread, tin tubes, bed comfortable, printing presses, proprietary medicines, carpet lining, broaching machines, paper boxes, chicken feeders, Diesel engines, lathe chucks, and ship repairing.

Manufacturing Establishments: 20. Leading firms, Corticelli Silk Co., Palmer Bros. Co., New England Collapsible Tube Co., J. N. LaPointa Co., New London Ship & Engine Co., Babcock Printing Press Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: City located on Long Island Sound; has splendid beach and summer resort colony which increases population about 5,000 in Summer.

Residential Features: Principally one and two family houses; few apartments; small tenement section. City's grand list, \$38,426,007. Has 2,431 Income Taxpayers; has 4,730 dwellings; has 7294 telephones; has 7,032 electric users; has 5,919 gas users.

Retail Shopping Section: State, Main, Bank, Montank, Green, Union streets. Extends from "Parade" which is center north about 1 mile, south about 1 mile, west about 1/2 mile.

Trading Area: Radius of 17 miles. Shopping center of these towns and villages—Saybrook, Lyme, Blackball, East Lyme, and Niantic, Waterford, Montville, Uncasville, Groton, Mystic, Noank, Stonington, Gales Ferry, Allyn's Point.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 4; wholesale confectionery, 7; plumbing supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 8; automobile accessories, 32; automobile tire agencies, 10; bakers, 11; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 39; delicatessen, 6; dressmakers, 41; druggists, 12; dry goods, 23; department stores, 2; electrical supplies, 7; florists, 5; fruits, 9; furniture, 6; furriers, 3; garages (public), 13; grocers, 134; hardware, 14; meat markets, 44; men's furnishings, 14; men's clothing, 14; merchant tailors, 29; milliners, 17; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 39; shoes, 14; sporting goods, 6; stationers, 8; women's apparel, 10.

**NORWALK, CONN.**

1920 Population, 30,000.  
City and Suburban Estimate, 40,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 98%; Families, 7,000.

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 5,825.  
Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 5; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; Trust Companies, 3; Total Resources, \$11,734,420.01; Savings Bank Deposits (\$3) Total, \$12,165,530.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 12,000.

Location: 47 miles from New York on N. Y., N. H. & H. R. R. Time required to reach city, 1 hour; 25 or 30 trains daily. All express trains from New York to New Haven stop at Norwalk. By water to New York. Hansen Steamboat Line. Motor Trucks to New York, Hershfield Motor Co.

Principal Industries: Norwalk Tires, Corsets, hats, hardware, laces, underwear, print paper, shirts, collars, dresses, etc.

Manufacturing Establishments: 75. Leading firms, Norwalk Tire & Rubber Co., R. & G. Corset Co., Norwalk Iron Works, St. George

Paper Co., Lockwood Mfg. Co., Croft & Knapp Hat Co.

Residential Features: Mostly one and two family houses. Norwalk is one of the finest residential towns in New England. Bathing beaches, country drives, etc., make it an ideal location for New York business men.

Retail Shopping Section: Norwalk has two greater business sections with three smaller business sections, and several community business sections, such as groceries, markets, etc. West avenue connects the two greater business sections, which also takes care of the heavy pleasure and trucking traffic from New York to Boston.

Trading Area: Extends about five miles on East, west and south, and about 15 miles on the North.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; miscellaneous lines, ice cream; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 20; Commercial Automobile Agencies, 5; Automobile Accessories, 27; Automobile Tire Agencies, 20; bakers, 15; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 36; delicatessen, 7; dressmakers, 35; druggists, 11; dry goods, 16; department stores, 3; electrical supplies, 10; florists, 4; fruits, 15; furniture, 6; furriers, 2; garages (public), 20; grocers, 142; hardware, 6; jewelry, 7; meat markets, 43; men's furnishings, 8; men's clothing, 12; merchant tailors, 3; milliners, 11; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 33; shoes, 18; sporting goods, 6; stationers, 4; women's apparel, 12.

**NORWICH, CONN.**

1920 Population, 29,685.  
City and Suburban estimate, 75,000.

Native Whites, 71%; Negroes, 2.4%; Foreign Born, 25.6%; Industrial Workers, 30%; English Reading, 87%; Families, 7,093.

Schools: Public Grade, 19; High, 1; Parochial, 4; Number of Pupils, 11,172.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 3; Roman Catholic, 6; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources, \$7,599,000. Savings Bank Deposits Total, \$36,225,534.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 5. Total number of seats, 6,493.

Location: Head of tidewater—navigation Thames River, served by New York, New Haven & Hartford and Central Vermont Railroads and Thames River Line. Bus service to all parts of the State. Splendid transportation service and rates due to competition.

Principal Industries: Fine cotton goods, woollens, silks, paper, thermos bottles, steam boilers, metals, bleaching and dyeing, firearms.

Manufacturing Establishments, 46. Leading firms, J. B. Martin Co., Silk Velvets; Ponemah, U. S. Finishing Co., American Thermos Bottle, Richmond Radiator, Schwarzenbach-Huber, American Woolen. Total value of yearly output of factories estimated at \$38,819,997.

Residential Features: Mostly single dwellings, privately owned. Noted for its shade trees and scenic beauty. Called the "Rose of New England." Within forty minutes' drive to the seashore. Enjoys an excellent Colonial and Indian history. Birthplace of many noted persons.

Retail Shopping Section: Nearly 200 retail stores radiate in the shopping district from Franklin Square the principal business district. Shopping district includes: Main, Franklin, Bath, Broadway, Shetucket, Water, Market streets. We have eight wholesale firms located on Water, Commerce and Market streets.

Trading Area: Extends to Willimantic, 19 miles west, Daneseoast, 20 miles northwesterly, 20 miles east, New London, 14 miles south, including a number of small manufacturing towns within this area. Trolley and bus service to all places.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; Commercial auto. agencies, 5; automobile accessories, 30; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 39; delicatessen, 2; dressmakers, 57; druggists, 19; dry goods, 21; department stores, 5; electrical supplies, 6; florists, 5; fruits, 11; furniture, 6; furriers, 3; garages (public), 16; grocers, 134; hardware, 5; jewelry, 10; meat markets, 39; men's furnishings, 19; men's clothing, 17; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 24; shoes, 18; sporting goods, 3; stationers, 2; women's apparel, 19.

**STAMFORD, CONN.**

1920 Population, 35,000.  
City and Suburban Estimate, 45,000.

Native Whites, 65%; Negroes, 5%; Foreign Born, 30%; Industrial Workers, 28%; English Reading, 85%; Families, 7,200.

Schools: Public Grade, 13; High, 1; Junior High; Parochial, 1; Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, \$35,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 6,300.

Location: On Long Island Sound. Served by New York, New Haven & Hartford R. R. Steamship Line to New York City. Trolley and Bus service to suburbs and nearby cities and towns.

Principal Industries: Locks, Chocolate, Woolen Goods, Paint, Furniture, Marine Engines, Chemicals, Electrical Goods, Causellag Machlues, Pianos, Castings, Cables.

Manufacturing Establishments, 75. Leading firms, Yale & Towne Mfg. Co., Stollwerck Chocolate Co., Phillipa Chemical Co., Electric Specialty Co., Petroleum Heat & Power Co., Baer Bros., Kroeger Piano Co., Pitney-Bower Postage Meter Co.

Residential Features: Nearly 6,000 owned homes.

Retail Shopping Section: Atlantic Square is the center of retail shopping district, which also includes several blocks in all directions from the Square on Atlantic and Main streets.

Not many so-called neighborhood stores except in outlying suburbs such as Glenbrook and Springdale.

Trading Area: About 8 miles east and west on railroad and trolley line, and 12 miles north served by bus lines.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 2; miscellaneous lines, 1 drug., 2 paper.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 32; automobile tire agencies, 16; bakers, 24; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 67; delicatessen, 6; dressmakers, 12; druggists, 16; dry goods, 45; department stores, 5; electrical supplies, 8; florists, 7; fruits, 48; furniture, 12; furriers, 2; garages (public), 11; grocers, 192; hardware, 8; jewelry, 11; meat markets, 68; men's furnishings, 19; men's clothing, 11; merchant tailors, 8; milliners, 13; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 9; radio supplies, 3; restaurants (including hotels), 51; shoes, 25; sporting goods, 3; stationers, 12; women's apparel, 22.

See announcement below

**SOUTH NORWALK, CONN.**

1920 Population, 27,557.  
City and Suburban Estimate, 35,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 65%; English Reading, 98%; Families, 5,500.

Schools: Public Grade, 15; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 6,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 8.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, 1; Miscellaneous (auditoriums, etc.), 3. Total number of seats, 4,000.

Location: N. Y., N. H. & H. R. R. Junction—Danbury Branch of N. H. R. R. Hanson S. S. (freight line to New York City). Bus services, Trolley service covering city. On Long Island Sound—fine harbor.

Principal Industries: Hats, Corsets, Glass, Locks, Pumps, Tires, Rubber, Shirts, Paper Boxes, Silk, Iron, Electrical Goods, and Children's Wear. The city of steady conditions.

Manufacturing Establishments: 100. Leading firms, Croft & Knapp, R. & G. Corset Co., H. Harris, auto glass, Cluett, Peabody & Co., Norwalk Tire & Tube Co., Nash Engineering Co., pumps.

Total value of yearly output of factories estimated at \$85,000,000.

Special Information: Location 1-hour from N. Y. City on Long Island Sound. Good home city. All-year-round New York Commuters; 18 miles to Bridgeport. Large influx to shore and country homes for summer.

Residential Features: Fine homes—apartments, 10%. One and two family houses, 90%. Nearly every home has community pride—keeps up city appearances. A typical New England home city.

Retail Shopping Section: S. Main street, 2 blocks, N. Main St. 2 blocks, Washington St. 1 block, Wall St. 1 block, Main St., 2 blocks; also small outlying business centers.

Trading Area: About five miles west, 9 miles East, 30 miles north.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 25; automobile tire agencies, 12; bakers, 14; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 42; delicatessen, 7; dressmakers, 45; druggists, 12; dry goods, 16; department stores, 4; electrical supplies, 31; florists, 12; fruits, 6; furniture, 10; furriers, 2; garages (public), 20; grocers, 96; hardware, 8; jewelry, 8; meat markets, 43; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 11; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 35; shoes, 18; sporting goods, 3; stationers, 6; women's apparel, 12.

**TORRINGTON, CONN.**

1920 Population, 20,623.  
City and Suburban Estimate, 28,000.

Native Whites, 65 4/10%; Negroes, 1%; Foreign Born, 33 6/10%; English Reading, 88%; Families, 4,484.

Continued on page 30

**STAMFORD, Connecticut  
and the  
STAMFORD ADVOCATE  
are  
GROWING**

1924 to December 1, compared with a like period for 1923:

- Population has INCREASED 6%
- Savings Deposits have INCREASED 6%
- The Advocate's Circulation has INCREASED 11%
- The Advocate's National Lineage has INCREASED 12%

The Annual manufacturing payroll in Stamford now exceeds \$10,000,000.

STAMFORD, including a trading territory of 75,000 people, comprising one of the best markets of its size in the East, is completely covered by one newspaper.

**THE STAMFORD ADVOCATE**

The Julius Mathews Special Agency  
Boston, New York, Detroit, Chicago

## CONNECTICUT (Cont'd)

## Torrington (con't)

Schools: 14; Number of Pupils, 4,728.  
Churches: 10.  
Banks: 5; Total Resources, \$17,631,800.  
Theatres: 2; Total number of seats, 2,200.  
Residential Features: Mostly one and two family houses.  
Retail Shopping Section: Eight blocks in center of town.

Trading Area: About 15 miles radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 17; automobile tire agencies, 14; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 18; druggists, 7; dry goods, 19; department stores, 1; electrical supplies, 5; florists, 6; fruits, 6; furniture, 11; furrier, 1; garages (public), 11; grocers, 107; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 6; men's clothing, 15; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 3; women's apparel, 7.

## WATERBURY, CONN.

1920 Population, 82,517 (1923, est., 116,000).  
City and Suburban estimate, 160,000.  
Native Whites, 60.99%; Negroes, 2.42%; Foreign Born, 36.59%; Industrial Workers, 30.86%; English Reading, 75%; Families, 25,801.  
Schools: Public Grade, 32; High, 3; Vocational, 2; Parochial, 6; Number of Pupils, 16,400.  
Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 6; Presbyterian, 3; Roman Catholic, 14; Miscellaneous, 5.  
Banks: National, 2; State, 7; Total Resources, \$87,494,900. Savings Bank Deposits Total, \$22,157,355.95.  
Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (auditorium, etc.), 3. Total number of seats, 19,500.  
Location: Located in Western Connecticut in the scenic Naugatuck Valley. Served by the N. Y., N. H. & H. R. R. and Connecticut Company Street Railway and bus service. Waterbury has a trading population of 160,000 with which it is connected by street railway covering 42 cities and towns.

Principal Industries: Brass, Copper, Novelties & Fixtures, Watches and Clocks.  
Manufacturing Establishments: 95. Leading firms, Scovill Mfg. Co., American Brass Co., Chase Companies, Inc., Waterbury Clock Co., Farrell Foundry & Machine Co.

Special Information: Waterbury is one of the great manufacturing centers of the United States. Here, approximately 50% of the Nation's brass is made, as well as a plethora of articles manufactured from brass. Anything made from copper or brass can be obtained in Waterbury. Here, also, is the largest clock factory in the world and more clocks and watches are made in Waterbury than in any other city. The first Ingersoll watch and the famous Waterbury watch were made here, and watches are still made here by the millions.

Residential Features: Mostly two and three family houses. Best houses and grounds and most valuable property as a whole in the northwestern section of the city. In eastern section, a manor known as Fairlawn is fastly being built up into a one and two family residential district. Many of the latter are privately owned homes.

Retail Shopping Section: Extends from Exchange Place for 3 blocks on Bank street, for 2 blocks on South Main, for 3 blocks on East Main street, for three blocks on West Main street, and for 2 blocks on North Main street. Intervening streets between above named streets are, of course, included. There are two outlying business sections; namely North Square and Brooklyn, and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends approximately 12 miles north; 9 miles south; 14 miles East; and 12 miles west. Business is also secured from people living at a greater distance because of the excellent street railway service. This covers 42 cities and towns or a total population of 160,000.

Wholesale Houses: Groceries, 11; meats, 3; fruits, 5; hardware, 3; miscellaneous lines, 10.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 7; automobile accessories, 45; automobile tire agencies, 17; bakers, 32; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 88; delicatessen, 7; dressmakers, 85; druggists, 43; dry goods, 46; department stores, 4; electrical supplies, 18; florists, 8; fruits, 15; furniture, 14; furriers, 6; garages (public), 31; grocers, 374; hardware, 18; jewelry, 31; meat markets, 144; men's furnishings, 30; men's clothing, 27; merchant tailors, 13; milliners, 32; opticians, 8; photographers, 18; pianos (and miscellaneous musical instruments), 8; radio supplies, 9; restaurants (including hotels), 92; shoes, 42; sporting goods, 5; stationers, 11; women's apparel, 24.

See columns 3 and 4

## WILLIMANTIC, CONN.

1920 Population, 12,330.  
City and Suburban estimate, 20,000.

Native Whites, 62%; Foreign Born, 38%; Industrial Workers, 33%; English Reading, 75%; Families, 2,830.

Schools: Public Grade, 6; High 1; Parochial, 2; Number of Pupils, 3,100.

Churches: Baptist, 3; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 0; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$8,057,168.85 (June 5, 1924); Savings Bank Deposits Total, \$4,249,588.40 (June 5, 1924).

Theatres: Legitimate, 0; Moving Pictures, 2; Vaudeville, 0; Miscellaneous (auditoriums, etc.), 6. Total number of seats, 4,200.

Location: Windham County, Eastern Connecticut, prominent Railroad Junction. Served by four divisions of New Haven Railroad—Central Vermont Railway, Airline Division, Hartford, Div. Providence Div. Midland Div. N. H. & H. R. Clearing place for Railroad freight, transfers, etc., main artery Boston to New York. Thirty miles from tide water. Excellent auto public services in all directions, Norwich, Providence, Hartford, Stafford Springs and other points.

Principal Industries: Silk and Cotton, Foundries, Machine Shops. Largest single cotton thread manufacturing plant in the world—Willimantic Mills of the American Thread Co. Famed for silk twist thread and silk weaving.

Manufacturing Establishments: 13. Leading firms, American Thread Co. Quindnick-Windham Cotton Mfg. Co., Windham Silk Co., Holland Silk Co., Bossie Velvet Mfg. Co., H. E. & W. A. Washburn Silk Throwsters, Vanderman Foundry & Plumbing Co., S. C. S. Box Co., Hall & Bill Printing Co., J. D. Chaffee Silk Braid Mfg. Co., Atwood Machine Co., Hillhouse & Taylor Woodturning plant.

Residential Features: One and two family houses. Limited section devoted to employees tenements of two manufacturing concerns. Has several private residential sections. All homes neat, surroundings beautiful. Value of residential sections about \$4,000,000.

Retail Shopping Section: Extends from Thread Mill Square to City Hall. Terminal for six auto bus lines, three other jitney lines and terminal of two trolley lines. Aside from the main business section, taking in Main and Union streets, there are six other blocks that considerable retail business is carried on. Small stores spring up in localities where home building is going on.

Trading Area: Willimantic has a trading area from a radius on all sides of ten to twelve miles. No less than twelve towns trade in the city. Good railroad, trolley and auto bus service brings this about.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, 2 (ice cream).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 2; bakers, 8; cigar stores and stands (including hotels, 6; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 20; druggists, 8; dry goods, 9; department stores, 1; electrical supplies, 5; florists, 2; fruits, 8; furniture, 3; furriers, 1; garages (public), 20; grocers, 45; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 9; sporting goods, 3; stationers, 1; women's apparel, 5.

## WINSTED, CONN.

1920 Population, about 9,000.  
City and Suburban estimate: Practically all white—large foreign born population.  
Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1 (colored).

Banks: National, 2.  
Theatres: Moving Pictures, 1; Miscellaneous (auditoriums, etc.), 3.

Location: Naugatuck Div. New York, New Haven & Hartford R. R. and C. N. & H. R. R. Several motor truck lines to Hartford and at least one to New York City.

Principal Industries: Knives, Clocks, Brass Goods, Hosiery and Underwear, Holsts, Caskets, Hardware, Pins.

Manufacturing Establishments: About 20. Leading firms: Wm. L. Gilbert Clock Co., New England Pin Co., New England Knitting Co., Belding Bros. & Co., Strong Mfg. Co., Empire Knife Co., Fitzgerald Mfg. Co.

Residential Features: Mostly one and two family houses. Number of tenement houses on main business street.

Retail Shopping Section: Main street for a distance of about a mile in center of city.  
Trading Area: About 10 miles, except to the South (there is a larger town—Torrington—10 miles south).

Wholesale Houses: 1 (Candy).  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; Commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), about 20; confectioners (including hotel stands), 5 or 6; delicatessen, 1; druggists, 6; dry goods, 4; florists, 2; fruits, 12 or 15; furniture, 2; garages (public), 4; grocers, 25 or 30; hardware, 3; jewelry, 3; meat markets, 20 or 25; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4 or 5; restaurants (including hotels), 6; shoes, 6; sporting goods, 5 or 6; stationers, 1; women's apparel, 7 or 8.

# WATERBURY

## CONNECTICUT

### Is the Brass Center of the World

Population Waterbury - - 116,366

Trading Territory - - - 160,000

SAVINGS ACCOUNTS first ten months 1924 were \$37,280,133. An increase over entire year of 1923 of \$2,510,964.  
BANK CLEARANCES \$10,389,800 more than first ten months of 1923.

NUMBER OF SAVINGS ACCOUNTS first ten months of 1923 were 79,111, an increase over entire year of 1924 of 3,275.

POSTAL RECEIPTS show big increase over 1923.

Waterbury produces more brass than all the rest of the entire world. Waterbury is the home of "the watch that made the dollar famous" and Waterbury clocks tick their way around the world. More pins are made in Waterbury than anywhere else in this country. In fact, Waterbury as a manufacturing center ships more freight tonnage than does Cleveland, a city of seven times its size, and has the second largest freight tonnage in New England.

Waterbury is the home of 120 different industries which are manned by over 35,000 industrial workers. That they are well paid is evidenced by 79,111 savings bank accounts with an average of over \$471 per account. Waterbury has five good department stores, over 50 drug stores, 450 groceries and in all over 1,200 retail business stores.

More dollars spent per child per year along educational advancement than in any other city in the state.  
25,801 families.  
23,345 children—four to 16 years.

42 cities and towns in trading radius.  
89 miles from New York  
—149 miles from Boston.  
\$150,994,495 Grand List.

Seven-mile tunnel under mountain and lake now being built. Greatest reservoir project in New England.  
\$10,000,000 Municipal water system.

24,534 electric customers.  
\$1,000,000 city hall—one of the finest in New England.  
10,000 eligible to pay income tax.

Number building permits 10 months 1924 is 1,260. This is 154 more than were issued entire year 1923.

13,912 telephone subscribers.

Largest single brass organization in the world.  
Home of Waterbury hydraulic variable speed gear used by every navy in the world.

## National Advertisers Know Waterbury is a "One Paper" City

The Republican, the only morning and Sunday paper, and The American, the largest evening paper, combine for thorough coverage of Waterbury by reaching 94% of the homes wherein an English newspaper can be read.

Republican and American suburban circulation 5½ times that of any other Waterbury newspaper. The Republican and American cover this fertile territory so thoroughly that last year 360 National Advertisers used The Republican and American EXCLUSIVELY.

For Further Particulars, Data and Information on Conditions, Sales Possibilities, etc., regarding Waterbury, address:

GILMAN, NICOLL & RUTHMAN

National Representatives

NEW YORK CHICAGO BOSTON  
19 W. 44th St. 410 N. Michigan Av. 23 Tremont St.  
SAN FRANCISCO 507 Montgomery St.

# Market Surveys of DELAWARE, WASHINGTON, D. C. and FLORIDA

## WILMINGTON, DEL.

1920 Population, 110,168 (U. S. Estimate, 1924, 119,818).  
City and Suburban Estimate, 180,000; 1924, 191,718.

Native Whites, 56,858; Negroes, 10,746; Foreign Born, 16,279; White Foreign or Mixed Parentage, 26,235; Industrial Workers, 51,000; English Reading, 89%; Families, 24,988.

Schools: Public Grade, 32; High, 4; Junior High, none; Parochial, 14; Number of Pupils, 26,900.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 4; Methodist, 34; Presbyterian, 11; Roman Catholic, 12; Miscellaneous, 38.

Banks: National, 14; State, 1; Total Resources, Dec., 1923, \$14,548,713; Savings Bank Deposits, \$19,529,802; Total Deposits, Dec., 1923, \$63,265,821.

Theatres: Legitimate, 15; Moving Pictures, 12; Vaudeville, 2; Burlesque, none; Miscellaneous (Auditoriums, etc.), 41. Total number of seats: First four items, approximately 23,000. No record of fifth item.

Location: Junction Delaware and Christiana Rivers. Served by Pennsylvania, Baltimore and Ohio R.R., Philadelphia & Reading Ry., and various steamship lines. Head of Delmarva Peninsula. Bus lines and interurban trolley lines give adequate contact between trade territory and city.

Manufacturing Establishments: Amalgamated Leather Co., Inc.; Atlas Powder Co., Jos. Baacraft & Sons Co., Bethlehem Shipbuilding Corp., E. I. du Pont de Nemours & Co., Electric Hose & Rubber Co., Edgemoor Iron Co., Eastern Malleable Iron Co., Consolidated Machine Works Co. of America, Jessup & Moore Co., National Car Wheel Co., National Valve & Pipe Co., New Castle Leather Co., Hersey's Confectionery, and Jones Co.

of factories estimated at 110 miles south through Delaware Peninsula; 2 adjoining counties in Pennsylvania; 5 adjoining counties in Maryland, 2 eastern shore counties in Virginia, and 3 adjacent counties in North Carolina.

Wholesale Houses: Groceries, 15; Meats, 11; Fruits, 18; Hardware, 3; Dry Goods, none; Miscellaneous Lines, 140.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 40; automobile accessories, 75; automobile tire agencies, 23; bakers, 43; cigar stores and stands (including hotels), 125; confectioners (including hotel stands), 113; delicatessen, 28; dressmakers, 120; druggists, 90; dry goods, 34; department stores, 28; electrical supplies, 93; florists, 18; fruits 67; furniture, 48; furriers, 36; garages (public), 92; grocers, 580; hardware, 26; jewelry, 40; meat markets, 104; men's furnishings, 51; men's clothing, 35; merchant tailors, 126; milliners, 40; opticians, 20; photographers, 15; pianos (and miscellaneous musical instruments), 16; radio supplies, 2; restaurants (including hotels), 156; shoes, 62; sporting goods, 30; stationers, 14; women's apparel, 64.

## WASHINGTON, D. C.

1920 Population, 437,571.  
City and Suburban Estimate, over 600,000.

Native Whites, 68%; Negroes, 25%; Foreign Born, 7%; Industrial Workers, 3%; English Reading—Census statistics show only 779 cannot speak English; Families, 96,194.

Schools: Public Grade, 141; High 7; Junior High, 6; Parochial, 19; Number of Pupils, 72,000, May 15, 1924.

Churches: Baptist, 26; Christian Science 2; Congregational, 1; Episcopal, 45; Hebrew, 5; Methodist, 61; Presbyterian, 53; Roman Catholic, 31; Miscellaneous, 37.

Banks: National, 14; Total Resources, \$130,412,008; Savings Bank Deposits Total, \$29,246,000; 7 Trust Cos.; Total Resources, \$67,812,000.

Theatres: Legitimate, 4; Moving Pictures, 47; Vaudeville, 8; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 20. Total number of seats, 50,000.

Location: Southern Railway, Chesapeake & Ohio, Pennsylvania, Baltimore & Ohio, Atlantic Coast Line, Norfolk & Western; Richmond, Fredericksburg & Potomac; Seaboard Air Line.

Principal Industries: Printing, Paper Making, Ice Cream, Confectionery, Baking, Artificial Limbs, Meats, Hata.

Manufacturing Establishments: 595. Leading firms, Auth's Provision Co., Brod's Hats, Capital Apron Mfg. Co., Capital Bedding Co., Chapin-Sacks Co., Corby Baking Co., D. C. Paper Mfg. Co., Stoue Straw Co., John H. Wilkins Co., J. E. Hanger, Inc.; Barber & Ross.

Total value of yearly output of factories estimated at \$68,826,870.

Special Information: Washington, being the capital, is primarily a residential rather than a manufacturing city. Thousands of visitors are here for stays varying from a few days to a few weeks or months. Washington is also the gateway of the South and the freight yards of the Southern Railway, located a few miles from Washington, are among the largest of the country.

Residential Features: Extremely high apartment house population and large ratio of boarding houses. Congestion during the war created great need for housing and building during the

years immediately following was greater proportionately than in any other section of the country. Because of the narrow confines of the District of Columbia, thousands of persons, making their living in Washington necessarily make their homes in the surrounding states of Virginia and Maryland for a radius of 25 miles or more. It is a remarkable fact that a thousand or more government employees daily commute from Baltimore, distant 40 miles.

Retail Shopping Section: 7th street, 10 blocks; 9th street, 10 blocks; F street, 8 blocks; G street, 8 blocks; Pennsylvania avenue, 15 blocks; 14th street, 10 blocks; Connecticut avenue, 6 blocks.

Trading Area: North, 20 miles; east and west, 60 miles; south, 100 miles. Nearest large city, Baltimore, 40 miles north; and Richmond, 110 miles south.

Wholesale Houses: Groceries, 14; Meats, 18; Fruits, 13; Hardware, 4; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 124; commercial automobile agencies, 100; automobile accessories, 171; automobile tire agencies, 54; bakers, 129; cigar stores and stands (including hotels), 2,171; confectioners (including hotel stands), 238; delicatessen, 400; dressmakers, 338; druggists, 210; dry goods, 129; department stores, 7; electrical supplies, 90; florists, 40; fruits, 70; furniture, 112; furriers, 33; garages (public), 141; grocers, 1,800; hardware, 113; jewelry, 128; meat markets, 280; men's furnishings, 123; men's clothing, 100; merchant tailors, 523; milliners, 106; opticians, 46; photographers, 80; pianos (and miscellaneous musical instruments), 37; radio supplies, 70; restaurants (including hotels), 1,292; shoes, 128; sporting goods, 15; stationers, 53; women's apparel, 120.

## Standard Surveys of FLORIDA

### CLEARWATER, FLA.

1920 Population, 2,427.  
City and Suburban Estimate, 3,500.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 20%; English Reading, 95%; Families, 600.

Schools: 4; Number of Pupils, 850.  
Churches: 6.

Banks: 3; Total Resources, \$3,100,000.  
Theatres: 2; Total number of seats, 1,100.

Location: On West Coast of Florida on Atlantic Coast Line and Tampa & Gulf Coast R. R.

Principal Industries: Citrus fruits, preserves, cigars, lumber, vegetables and dairying.

Residential Features: One and two family houses.

Retail Shopping Section: Four blocks on Cleveland street and four blocks on Harrison avenue.

Trading Area: Radius of 4 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; garages (public), 11; grocers, 27; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

### DAYTONA, FLA.

1920 Population, 5,800. (1924, 10,501.)  
City and Suburban Estimate, 1924, 15,591 (all year).

Native Whites, 55%; Negroes, 45%.  
Schools: Public Grade, 2; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: State, 3; Total Resources, \$7,500,000; Savings Bank Deposits Total, \$3,750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On Florida East Coast Railroad, 113 miles south of Jacksonville; also on East Coast canal from Jacksonville to Miami (freight transportation). Canal will eventually be taken over by U. S. Government.

Principal Industries: No. 9 Plantation, East Coast Preserving Co. City's fruits. Rock quarries (2) ship 20 cars daily.

Manufacturing Establishments: Location is focal point for Florida travel. Every city in Florida, except Pensacola, is within twelve hours ride by motor.

Special Information: Annual number of tourists aggregate 100,000.  
Residential Features: This community has many beautiful residences and is a great residential territory. Its natural beauty and climate has attracted such nationally known men as John D. Rockefeller, Geo. F. Johnson, R. E. Oida, S. J. Peabody, and others.

Retail Shopping Section: Two distinct districts, one along the beach at Daytona; the other on Main street at Daytona Beach. In addition there are many small districts in outskirts. The negro population has a distinct district of its own along Second avenue, Daytona. The white sections are noted for their exclusive shops, many New York concerns operating here.

Trading Area: Twenty miles north and south, with Daytona as the center.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Hardware, 2; Miscellaneous Lines, 5 small concerns.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 22; bakers, 5; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 15; delicatessen, 4; druggists, 15; dry goods, 10; electrical supplies, 15; florists, 2; fruits, 20; furniture, 3; garages (public), 30; grocers, 25; hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 2; women's apparel, 15.

## DE LAND, FLORIDA

1920 Population, 3,324.  
City and Suburban Estimate, 15,000.

Native Whites, 61%; Negroes, 35%; Foreign Born, 4%; Industrial Workers, 26%; English Reading, 89%; Families, 945.

Schools: Public Grade, 3; High, 1; Number of Pupils, 692.  
Churches: 12.

Banks: National, 1; State, 1; Total Resources, \$3,432,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,600.

Location: DeLand is located in east central Florida in the famous fruit belt, 110 miles south of Jacksonville, 20 miles inland from Atlantic Ocean. It is on main line of A. C. L. R. R. also reached by Florida East Coast.

Principal Industries: Lumber, naval stores, fruit raising and packing, shad fishing, livestock, pecans and dairying.

Residential Features: Individual owned homes almost all of a Colonial design or bungalow type.

Retail Shopping Section: Extends half mile along Woodlawn Boulevard, four blocks on Rich avenue, Indiana avenue and New York avenue, also intersecting streets.

Trading Area: Covers a wealthy and prosperous territory within a radius of 18 miles.

Wholesale Houses: Groceries, 2; Meat, 1; Fruits, 13; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 20; druggists, 5; dry goods, 35; department stores, 2; electrical supplies, 4; florists, 2; fruits, 12; furniture, 2; garages (public), 12; grocers, 12; hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 6; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 7; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 3.

### GAINESVILLE, FLA.

1920 Population, 6,800.  
City and Suburban Estimate, 10,000.

Native Whites, 60%; Negroes, 40%; Industrial Workers, 10%; English Reading, 90%; Families, 672.

Schools: 7; Number of Pupils, 1,740.  
Churches: 13.

Banks: 3; Total Resources, \$4,800,000.  
Theatres: 4; Total number of seats, 2,100.

Location: Eighty miles southwest of Jacksonville on Atlantic Coast Line R. R. and Seaboard Air Line R. R.

Principal Industries: Agriculture, stock raising and phosphate mining.

Residential Features: One and two family houses.

Retail Shopping Section: About 1/2 mile in center of town.

Trading Area: About 12 mile radius.

Wholesale Houses: Groceries, 6; Meats, 1; Fruits, 21; Hardware, 2; Confectioners, 1; Notions, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 14; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 33;

hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 19; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 6.

## JACKSONVILLE, FLA.

1920 Population, 91,558.  
City and Suburban Estimate, 129,225.

Native Whites, 52%; Negroes, 45%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 95%; Families, 23,265.

Schools: Public Grade, 30; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 23,596.

Churches: Baptist, Whites 16, Colored 57; Christian Science, 1; Congregational, 1; Episcopal, Whites 17, Colored 33; Presbyterian, Whites 6, Colored 1; Roman Catholic, Whites 5, Colored 1; Miscellaneous, Whites 27, Colored 4.

Banks: National, 3; State, 3; Total Resources, \$65,000,000; Savings Bank Deposits Total, \$19,111,778 or \$245 per capita White.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,000.

Location: On mouth of St. Johns River, served by Clyde, Merchants and Miners, all St. Johns River boats, Tampa and Ocean, Munson, McCormick, A. C. L. Ry., F. & E. C. G. S. & P., and Seaboard Air Line. Excellent bus service to southern part of state and neighboring towns.

Principal Industries: Pine lumber, cross ties, creosoted lumber, fruits and vegetables, crates, and boxes. Large supply naval stores. Rosin and turpentine, cigars, coffee, coffee cans, dry docks, shipbuilding, wire, nails, cake, crackers, metal products, hark for tanning, paper pulp, glass bottles, canned fish, shrimp, cross arms for telegraph poles.

Manufacturing Establishments: 288. Leading firms, Brooks-Scanlon Lumber Co., Cumber Lumber Co., Florida Wood Products Co., Maxwell House Coffee, Merrill-Stevens, shipbuilders; Gibbs Gas Engine Co., Glass Mfg. Co., Florida Paper Mills Co., Jacksonville Cracker Works, Putnam Lumber Co.

Total value of yearly output of factories estimated at \$47,497,000.

Special Information: Fine ocean beaches 17 miles distant. Pablo Beach and Atlantic Beach.

Residential Features: Best residential section, requires one-family house on 60-foot lot. Business houses segregated. Developing new style of architecture especially adapted for Florida climate, being combination of Spanish and Italian architecture, stucco in various colors.

Retail Shopping Section: Main street, 10 blocks; Bay street, 26; Forsyth, 25; Adams, 12; Monroe, 10; Duval, 5; Laura, 8; Hogan, 7; Julia, 5; Cedar, 4; Ocean, 6; Newnan, 5; Church, 6; Ashley, 4.

Trading Area: 100-mile radius.

Wholesale Houses: Groceries, 28; Meats, 9; Fruits, 25; Hardware, 6; Dry Goods, 6; Miscellaneous Lines—Automobile Accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial automobile agencies, 10; automobile accessories, 47; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 37; confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 11; druggists, 92; dry goods, 53; department stores, 7; electrical supplies, 16; florists, 6; fruits, 39; furniture, 52; furriers, 30; garages (public), 75; grocers, 660; hardware, 23; jewelry, 34; meat markets, 81; men's furnishings, 18; men's clothing, 75; merchant tailors, 46; milliners, 24; opticians, 11; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 215; shoes, 44; sporting goods, 8; stationers, 3; women's apparel, 29.

See announcement page 33

## KEY WEST, FLA.

1920 Population, 18,749.  
City and Suburban Estimate, no suburbs—Key West is an island.

Native Whites, 75%; Negroes, 15%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 90%; Families, 3,978.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,490.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; Total Resources, \$1,983,242.01; Savings Bank Deposits Total, \$593,056.15.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,600.

Location: Key West is 90 miles from Havana, Cuba, a night's ride by steamer from Tampa, and 180 miles south of Miami. It is the terminus of the Florida East Coast Railway, the P. & O. S. S. Co., and is also a port of the Mallory Line between this port and Baltimore and New York, Galveston and New Orleans. Supply base for the various Navy vessels that frequently put into this port.

Principal Industries: Cigar manufacturing, sponging, fishing and shipping.

Continued on page 32

FLORIDA (Cont'd)

Key West (con't)

Manufacturing Establishments: 67. Leading firms: Cortea Cigar Co., Gato Cigar Co., Local Cigar Co., Thompson & Co., American Cigar Co., R. Lopez Trujillo Cigar Co., Greek-American Sponge Co. (branch), Thompson Fish Co.

Total value of yearly output of factories estimated at \$3,960,000.

Special Information: Key West is an important port, having exports of over \$6,000,000 per month, and imports of more than \$1,000,000 per month. Cigar factory pay-rolls more than \$80,000 per week. Frost in Key West is unknown—pleasant climate winter and summer, which is attracting more tourists each season. No farming territory, therefore all food stuffs consumed are shipped in.

Residential Features: Houses are principally of the two-story Spanish type. Some small houses for industrial and other workers. Many beautiful water and beach front homes.

Retail Shopping Section: Extends from Front street to Petrona street, 9 blocks on Duval street. From Thomas street to White street, about 5 business blocks. Also many neighborhood blocks, some having groceries, meat markets, drugs and confectionery, and some few clothing and feed stores.

Trading Area: Key West is an island and trade is confined to same, and several other small outlying islands and keys.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Hardware, 1; Miscellaneous Lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 79; confectioners (including hotel stands), 7; delicatessen, none; dressmakers, 5; druggists, 12; dry goods, 14; department stores, 1; electrical supplies, 2; florists, none; fruits, 9; furniture, 4; furriers, none; garages (public), 3; grocers, 58; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 62; shoes, none; sporting goods, 2; stationers, 2; women's apparel, 3.

LAKELAND, FLA.

1920 Population, 7,062.

City and Suburban Estimate, 25,000 at present date.

Native Whites, 80%; Negroes, 19%; Foreign Born, 1%; Industrial Workers, 30%; English Reading, 90%; Families, 6,000.

Schools: Public Grade, 4; High, 1; Southern College, Methodist. Number of Pupils, 5,300.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 3; Total Resources, \$3,624,618.24.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1.

Location: Lakeland is the division point of five divisions of the Atlantic Coast Line, making it the logical distribution point to all points in Florida. It is located in the center of the state, in the richest county in the world. Bus lines lead to all parts of Florida from Lakeland.

Principal Industries: Railroad shops, cement products, contracting, iron and foundry works, lumber companies, ice manufacturing, canning factories.

Manufacturing Establishments: 40. Leading firms: Non-schyl Fertilizer and Chemical Co., Lakeland Novelty Works.

Special Information: Due to its location is one of the best distributing points in the state. Money already provided for one of the finest and best and most up-to-date parks and civic centers in the entire south, is the center of the most extensive hard road system in the state. Its even temperature and excellent drinking water make it a wonderful residential city.

Residential Features: \$5,000 homes predominate, the resident usually being the owner. Around the lakes the most exclusive homes are found. They range from \$10,000 up to \$30,000. There are a large number of apartments in the city.

Retail Shopping Section: Main Street, from Florida Ave. to Massachusetts Ave., 3 blocks. Kentucky Ave., from Pine St. to Lemon St., 3 blocks. Pine St., from Kentucky Ave. to Florida Ave., 2 blocks. Tennessee Ave., from Main St. to Lemon St., 1 block.

Trading Area: 15 miles west, 35 miles north, 45 miles northwest, 60 miles south, 75 miles southwest, 55 miles east.

Wholesale Houses: Groceries, 3; Fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 11; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; dressmakers, 3; druggist, 12; dry goods, 9; department stores, 4; electrical supplies, 7; florists, 4; fruits, 2; furniture, 10; garages (public), 23; grocers, 52; hardware, 7; jewelry, 4; meat markets, 14; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 21; shoes, 3; stationers, 2; women's apparel, 6.

MIAMI, FLA.

1920 Population, 29,549.

City and Suburban Estimate, 85,000.

Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 5%; English Reading, 98%; Families, 15,000.

Schools: Public Grade, 12; High, 3; Junior High, 1; Parochial, 2; Number of Pupils, 11,200, estimated.

Churches: Baptist, 6; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 2; State, 6; Total Resources, \$48,674,013.31; Savings Bank Deposits Total, \$46,233,256.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,000.

Location: On Biscayne Bay and Atlantic Ocean, on the extreme lower East Coast of Florida, and at mouth of Miami River. Served by Florida East Coast Railway, Steamship Lines to Baltimore, Georgetown, Charleston, New Orleans, Key West, Jacksonville and the Bahamas.

Principal Industries: Sugar making, preserving and canning, furniture, candy, printing, railroad shops, boat building, cigars.

Manufacturing Establishments: Pennsylvania Sugar Co., Dade County Citrus Sub-Exchange, The Polk Company, Hialeah Furniture Co., Reed Furniture Co., Stewart-Earl, Merrill-Stevens Drydock Co.

Total value of yearly output of factories estimated at \$4,000,000.

Special Information: Miami is a winter resort and play spot, the population doubling during the winter months, and the estimated annual expenditure of the visitors is about \$35,000,000. There are over 15,000 automobiles here. It is a fast growing port and wholesale distributing point.

Residential Features: Mostly one-family cottages and bungalows. No tenement section. Stucco homes predominate, being especially suited to this semi-tropical climate. One of the most beautiful residential cities in America.

Retail Shopping Section: Using Flagler street and Miami avenue as the center, a circle with a radius of six blocks will take in most of the shopping district, although Flagler and Miami are mostly business their entire length. Two of our largest department stores are practically doubling their floor space this summer.

Trading Area: Seventy-five miles north and thirty south and fifteen west.

Wholesale Houses: Groceries, 8; Meats, 4; Fruits, 16; Dry Goods, 1; Miscellaneous Lines, 1 (plumber's supplies).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 5; automobile accessories, 25; automobile tire agencies, 27; bakers, 22; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 20; druggists, 54; dry goods, 57; department stores, 3; electrical supplies, 11; florists, 7; fruits, 23; furniture, 29; garages (public), 67; grocers, 235; hardware, 20; jewelry, 16; meat markets, 40; men's furnishings, 17; men's clothing, 17; merchant tailors, 31; milliners, 22; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 152; shoes, 18; sporting goods, 14; stationers, 5; women's apparel, 16.

See announcement page 172

ORLANDO, FLA.

1920 Population, Government census gave 9,282. Population today, 18,000.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 10%; English Reading, 100%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1923, 4,538; 1924 estimate, 5,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, in excess of \$10,000,000; Savings Bank Deposits Total: Included in commercial banks, hence unavailable.

Theatres: Legitimate, 3; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 6,500.

Location: Central part of peninsula, on Atlantic Coast Line and Seaboard Air Line Rys. Twenty-two miles south St. Johns River steamship terminal. 150 miles south of Jacksonville and 90 miles north of Tampa. Good, hard surfaced roads radiate in every direction from Orlando, making transportation by truck simple and profitable.

Principal Industries: Citrus industry greatest single source of income, but trucking rapidly assuming important position. 60 articles manufactured here, and total weekly payroll is \$225,000.

Manufacturing Establishments: 30. Leading firms: Atlas Mfg. Co., Orlando Potteries, Riggs Remedies, Inc., Orlando Mfg. Co., Peninsular Chemical Co., J. Schnaer & Co., Southern Fertilizer Co., Cain-O'Berry Boiler Works, Curry & Smith Cigar Co.

Special Information: Because of central location will inevitably be large distributing center. Good roads and railway facilities are assisting materially. While entertaining approximately 50,000 tourists each season this is not a tourist city, for business is good twelve months in the year.

Residential Features: City of homes and majority of working men own or are buying their homes. Property values constantly enhancing permit average man to invest with reasonable

assurance of profit in event it became necessary later to sell. Magnificent homes surround our twenty beautiful lakes, and low tax rate and friendly attitude of citizenry encourage home-making here.

Retail Shopping Section: Business section rather well spread out, and is not confined to one street or section. Orange Avenue principal thoroughfare, but all cross streets and parallel streets for several squares closely built up. Business pushing out in every direction, and our business directory shows about 2,700 firms doing business in the city. Our stores are modern in every respect and compare favorably with those in cities of any size. Churches, theatres, and public buildings are upon same scale.

Trading Area: Within fifty miles radius of city. Cars from all points within this area can be seen on our streets every day. This territory includes a population of approximately 100,000, easily accessible over paved roads. Daily deliveries are made by wholesalers over this entire area, and retailers are able profitably to cover an area ten miles in each direction from city.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, total 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 10; druggists, 12; dry goods, 12; department stores, 6; electrical supplies, 5; florists, 6; fruits, 12; furniture, 24; furriers, 1; garages (public), 26; grocers, 91; hardware, 5; jewelry, 5; meat markets, 12; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 10; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 20; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 12.

PALATKA, FLA.

1920 Population, 8,345.

City and Suburban Estimate, 14,564.

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 45%; English Reading, 95%; Families, 2,361.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,657.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$4,250,000; Savings Bank Deposits Total, \$3,150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: 52 miles south of Jacksonville, on St. Johns River. Served by A. C. L., F. E. C. and So. Ry. Two steamer lines to Jacksonville, with ocean-going schooners making calls for cargoes. Excellent bus service to nearby towns.

Principal Industries: This is a manufacture and wholesale center, due to low freight rates, lumber being the principal industry. Basket, cooperage, sash, doors and blinds, crates, cypress and pine lumber. Pioneer manufacturers of automobile shipping blocks, foundries, fish, and trading center for the famous Hastings potato section. Citrus fruits and truck a large item.

Manufacturing Establishments: 27. Leading firms: Wilson Cypress Co., Seiden Cypress Door Co., Florida Woodware Co., Southern Veneer Works, J. L. Waites Crate Factory, Browning Lumber Co., Matthews & Allen Marine Ways, Palatka Foundry & Machine Co., T. J. Burnett Co., Paul-Waymer Lumber Co., J. C. McCoy Fish Co., Moss Products Co., Southern Utilities Co.; headquarters for 23 different utility plants.

Special Information: Once rail head for Florida, now given over to citrus, potato and trucking in agriculture and horticulture. Enjoys especially low freight rates, making it desirable as a wholesale center. Not a tourist center, although many Northerners come here in winter.

Residential Features: Mostly one and two-family houses, with more pretentious dwellings scattered throughout city. Homes average \$4,000.

Retail Shopping Section: Located principally on one long street extending from the river for a distance of nearly two miles, with some retail houses on cross streets. Number of neighborhood stores.

Trading Area: Extends all over this county and as far north as Green Cove Springs in Clay County and as far south as Bunnell in Flagler County. Good roads make it possible for shoppers to come 30 and 40 miles to shop.

Wholesale Houses: Groceries, 7; Meats, 1; Fruits, 2; Hardware, 2; Miscellaneous Lines—Stationery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 9; furniture, 6; garages (public), 6; grocers, 21; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 4.

PENSACOLA, FLA.

1920 Population, 31,035.

City and Suburban Estimate, 39,868 (1920).

Native Whites, 68.5%; Negroes, 31.5%.

Schools: Public Grade, 17; High, 2; Parochial, 3; Number of Pupils, 5,900, estimated.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 5.

Banks: National, 2; State, 1; Deposits, \$7,067,955.91.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: On L. & N. R. R., M. S. B. & P. Ry., Gulf Ports Terminal Ry., and Pensacola Electric Co. Has regular steamship service to all principal foreign ports, and coastwise service to New York and to points in Florida and Alabama on Gulf of Mexico. Located near to Cincinnati, Louisville and points reached via these gateways.

Principal Industries: Naval stores, lumber production, shipbuilding, cooperage manufacture, petroleum products, clay products, Excelsior, commercial fishing, fertilizer.

Manufacturing Establishments: 75. Leading firms, Weiss-Patterson Lumber Co., Southern States Lumber Co., Pensacola Shipbuilding Co., Newport Company, Pensacola Tar & Turpentine Co., Pensacola Cooperage Co., Tart Cooperage Co., American Agricultural Chemical Co., Southern Cotton Oil Co., Sherrill Oil Co., E. H. Sanders & Co., Warren Fish Co.

Total value of yearly output of factories estimated at (1920) \$18,006,919.

Special Information: Large shipper of fish, Red Snapper and Grouper. Third primary Naval Stores market of the U. S. Location of large Naval Air Training Station. Value of exports increased 70%—1923 over 1922. Imports increased 126%. Has only paved highway in entire Gulf area, reaching directly to shore of the Gulf of Mexico. Drinking water approximately 100% pure. Sunstroke unknown.

Residential Features: Most homes owned by occupants. Home building increased very materially during the past eight months.

Retail Shopping Section: Garden street, 4 blocks; Wright street, 4 blocks; Palafox street, 10 blocks; Romana street, 2 blocks; Intendencia, 2 blocks; Government street, 4 blocks.

Trading Area: North—from Flomaton, Ala.—44 miles. East—from De Funiak Springs, Fla.—79 miles. West—from Foley, Ala.—40 miles.

Wholesale Houses: Groceries, 8; Meats, 5; Fruits, 4; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 2 (Fish).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; delicatessen, 4; druggists, 11; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 7; furniture, 6; garages (public), 3; grocers, 75; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 9; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 7.

SANFORD, FLA.

1920 Population, 5,588; 1924, 10,432.

City and Suburban Estimate, 11,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 3%; English Reading, 100%; Families, 2,000; Agricultural Workers, 25%.

Schools: Public Grade, 4; High, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$800,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,200.

Location: At the head waters of the St. John's River, 198 miles from Jacksonville by water, 156 by Dixie Highway, and 125 by railroad. A. C. L. midway Tampa and Jacksonville. Clyde S. S. Co. operates daily river steamers from Jacksonville and return, making connection with its coastwise vessels and those of M. & M. T. Co., affording all water routes from Sanford to all principal eastern seaboard points.

Principal Industries: Agriculture, principally celery. This section produces 20% of this product grown in the U. S., and 73% of the total production of Florida. 5,500 cars shipped last year. Total shipments all products, including citrus last season, 7,646 cars. Large icing station located at Sanford at which 90,000 tons of ice were placed in refrigerator cars last year. Vaino crops last season, \$5,000,000.

Manufacturing Establishments: Principal industry is the A. C. L. shops. Others are Florida McCracken Concrete Pipe Co., Zachary-Tyler Veneer Co., Shiholzer's Crate Mill, Seminoe Lumber Mill.

Total value of yearly output of factories estimated at \$500,000.

Residential Features: Mostly one-family dwellings; colored population segregated into two sections. Approximately 75% white popu-

**FLORIDA (Cont'd)**

tion own their homes. Residential section extends south and west of business section. While a number of the growers have homes in their acreage, there are a few that live in the city. Average home value, \$4,000. City Planning and Zoning Commission.

**Retail Shopping Section:** Confined principally to one street, 6 blocks long. It is encroaching, however, on the avenue leading into this street. Very few neighborhood stores.

**Trading Area:** 25-mile radius. Good roads. Competitive water and rail facilities give preferred freight rates and make it the logical trading center for this section of the state.

**Wholesale Houses:** Groceries, 2; Fruits, 1; Miscellaneous Lines—Biscuits, 1; Feed, 2; Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 12; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 5; grocers, 22; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 8.

**ST. AUGUSTINE, FLA.**

1920 Population, 6,192.

City and Suburban Estimate, 10,000.

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 90%; Families, 1,704.

Schools: Public Grade, 2; High, 1; Parochial, 2; Number of Pupils, 1,530.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 12.

Banks: National, 2; Savings, 2; Total Resources, \$6,100,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,800.

Location: 37 miles southeast of Jacksonville on main line of Florida-East Coast R. R.

**Principal Industries:** Cigar factory, railroad shops, shrimp fishing and packing, citrus fruits, vegetable trucking, dairying and cattle raising.

**Residential Features:** All types of homes, some of colonial design.

**Retail Shopping Section:** 1/2 mile on St. George street, 1/2 mile on King street and 1/4 mile on Cathedral street.

**Trading Area:** About 20 mile radius. **Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 3; Cigar, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 4; garages (public), 10; grocers, 36; hardware, 3; jewelry, 6; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

**ST. PETERSBURG, FLA.**

1920 Population, 10,000; 1924, 30,000 summer, 100,000 winter.

City and Suburban Estimate, 50,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 100%; Families, 10,000.

Schools: Public Grade, 9; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$21,878,000; Savings Bank Deposits Total, \$19,900,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 8,000.

Location: Seaboard Air and A. C. L. Terminal of both roads. Wilson and Adams Steamship. Southern end of Pinellas Co. A peninsula formed by Tampa Bay and Gulf of Mexico.

**Principal Industries:** Building materials and sundry industries. St. Petersburg is almost exclusively a tourist city and the business establishments here mostly devoted to entertainment of visitors. Therefore, cannot be classed as industries, although they do a very large business and payrolls would probably exceed those of an industrial city of equal size.

**Residential Features:** Finest residential section of more than three hundred \$100,000 homes along the water front. Average home now being erected cost \$12,000. Predominating construction is of brick and stucco supplanting former frame style. Limited section devoted to negroes. Private houses predominate, although many apartment houses.

**Retail Shopping Section:** Central avenue, 12 blocks; 9th street, 6 blocks; 2nd street, 2 blocks; 3rd street, 2 blocks; 4th street, 2 blocks; 5th street, 2 blocks; 1st avenue, north, 6 blocks; 1st avenue, south, 5 blocks.

**Trading Area:** Pinellas County.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 5; Hardware, 1. **Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; bakers, 15; cigar stores and stands (including hotels), 80; confectioners (including hotel stands), 39; delicatessen, 8; dressmakers, 15; druggists, 20; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 4; fruits, 52; furniture, 6; furriers, 1; garages and filling stations (public), 70; grocers, 35; hardware, 8; milliners, 6; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 115; shoes, 12; sporting goods, 4; stationers, 8; women's apparel, 17.

**TALLAHASSEE, FLA.**

1920 Population, 5,637.

City and Suburban Estimate, 10,000.

Native Whites, 49%; Negroes, 48%; Foreign Born, 3%; Industrial Workers, 290; English Reading, 92%; Families, 1,585.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,126 White, Negro 740.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 4; Total Resources, \$6,938,847.98; Total Deposits, \$2,330,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc), 3; Total number of seats, 1,300.

Location: Tallahassee is 165 miles west of Jacksonville on the Seaboard Air Line Railroad and the Georgia, Florida and Alabama Railroad in the north central part of Florida.

**Principal Industries:** Lumber mills, naval stores, iron foundries, stave and handle factories, cigar factories, tobacco packing houses, sash, door and blind factory, barrel factory, crate factories, gas and electric light plant, concrete blocks. Estimated payroll of factories, \$4,500,000. Agriculture and dairy interests contribute largely to progress of city and county, cotton, corn, peanuts, potatoes, hay, sugar cane, and vegetables.

**Special Information:** Tallahassee is the capital city of Florida and county seat of Leon County. Resort Features: Two large tourist hotels and many boarding houses, beautiful 18-hole golf links, sea and fresh water hunting and fishing, about 20 beautiful lakes, largest spring in the world, sulphur springs, natural bridge, two charming rivers, fresh water and surf bathing and boating.

**Residential Features:** One-family homes. **Retail Shopping Section:** Extends about one-half mile on Monroe St., quarter mile on Adams St., quarter mile on College Ave.

**Trading Area:** Tallahassee's trading area covers that territory lying within a radius of 15 to 18 miles.

**Wholesale Houses:** Groceries, 5; Meats, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agen-

cies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 3; garages (public), 10; grocers, 20; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2.

**TAMPA, FLA.**

1920 Population, 51,608 (Federal Census).

City and Suburban Estimate, 125,000.

Native Whites, 46%; Negroes, 10%; Foreign Born, 44%; Industrial Workers, 25%; English Reading, 75%; Families, 25,000.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 13,560.

Churches: Baptist, 34; Christian Science, 1; Congregational, 3; Episcopal, 5; Hebrew, 2; Methodist, 31; Presbyterian, 10; Roman Catholic, 5; Miscellaneous, 9.

Banks: National, 2; State, 13; Total Resources, \$42,771,403.77; Savings Bank Deposits Total, (Unable to obtain figures).

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 1; Burlesque, none; Miscellaneous

Continued on page 34

**THE TAMPA MORNING TRIBUNE**

South Florida's Greatest Newspaper Every Day in the Year

Tampa, with a population of over 124,000 in a trading center of over 300,000 people, the best spender and the most enterprising and progressive factors on earth.

Sum up the Tribune's many outstanding advantages: Largest volume of circulation, a morning newspaper, most timely news, reader interest, reader confidence, an editorial policy of constructive journalism, and you will understand why the Tampa Tribune is able to carry the entire burden of successful advertising campaigns in greater Tampa and in the entire Tampa trade territory.

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## FLORIDA and GEORGIA Markets in Standard Surveys

### FLORIDA (Cont'd)

#### Tampa (cont'd)

(Auditoriums, etc.), 9. Total number of seats, 19,000.

**Location:** Located on Tampa Bay at mouth of Hillsborough River—nearest port of importance to the Panama Canal. Served by various branches of the Atlantic Coast Line and Seaboard Air Line Railways. Freight service to all foreign ports. Bus service to all the nearby cities.

**Principal Industries:** Cigar manufacturing, box manufacturing, asphalt block paving manufacturing, manufacturing of Florida crushed rock.

**Manufacturing Establishments:** 250. Leading firms, Tampa Box Co., Hav-a-Tampa Cigar Factory, Weldman Fish Co., Florida Asphalt Block Paving Co., Perry Paint & Glass Co.

**Special Information:** Tampa manufactures a very large quantity of clear Havana cigars; ships heavy tonnage of phosphates.

**Residential Features:** Mostly one-family houses. Working men's homes in certain sections of the city. Have two very exclusive residential sections; one along Tampa's famous Bayshore Boulevard, where many beautiful homes have been erected, costing from \$25,000 to \$150,000 each.

**Retail Shopping Section:** Extends from Court Square (center of city) north on Franklin street for distance of about 15 squares. Tampa street and Florida avenue, streets parallel to Franklin, have retail shopping sections of about 10 squares each. Grand Central avenue, on which a comparatively new business section has sprung up, is one of the busiest streets in the city. There are about five small residential shopping sections in addition to these.

**Trading Area:** Tampa is essentially the trade center for all South Florida. Thus the trading area extends for approximately 100 miles north, 50 miles east, 30 miles west, and 150 miles south.

**Wholesale Houses:** Groceries, 28; Meats, 8; Fruits, 4; Hardware, 3; Dry Goods, 2; Miscellaneous Lines—(Cigars and Tobacco, 6; Lumber, 6).

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 27; commercial automobile agencies, 2; automobile accessories, 24; automobile tire agencies, 40; bakers, 38; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 53; druggists, 75; dry goods, 67; department stores, 5; electrical supplies, 21; florists, 8; fruits, 14; furniture, 52; furriers, none; garages (public), 57; grocers, 496; hardware, 21; jewelry, 22; meat markets, 83; men's furnishings, 29; men's clothing, 22; merchant tailors, 2; milliners, 26; opticians, 11; photographers, 21; pianos (and miscellaneous musical instruments), 8; radio supplies, 2; restaurants (including hotels), 25; shoes, 25; sporting goods, 11; stationers, 5; women's apparel, 22.

See announcement page 33

### WEST PALM BEACH, FLA.

1920 Population, 8,650.

City and Suburban Estimate, 25,000.

Native Whites, 70%; Negroes, 29%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 95%; Families, 2,416.

**Schools:** Public Grade, 3; High, 3; Number of Pupils, 1,655.

**Churches:** 18.

**Banks:** National, 1; State, 3; Total Resources, \$7,570,000.

**Theatres:** Moving Pictures, 4; Total number of seats, 2,500.

**Location:** West shore of Lake Worth, 102 miles east of Jacksonville on main line of Florida & East Coast R. R.

**Principal Industries:** Lumber, citrus fruits, sugar refining, agriculture, paving materials.

**Residential Features:** Villas and bungalows. **Retail Shopping Section:** Twelve blocks.

**Trading Area:** Eighteen mile radius. **Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 4; Cigars, 3; Confectioners, 2; Drugs, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 20; automobile accessories, 25; automobile tire agencies, 25; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 6; delicatessen, 8; dressmakers, 25; druggists, 6; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 3; fruits, 20; furniture, 3; garages (public), 15; grocers, 58; hardware, 2; jewelry, 8; meat markets, 8; men's furnishings, 14; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 14; sporting goods, 6; stationers, 3; women's apparel, 30.

### FORT MYERS, FLA.

1920 Population, 3,678. Present Population, 7,500.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 90%; Families, 2,500.

**Schools:** Public Grade, 4; High, 1; Junior High, 1.

**Churches:** Baptist, 1; Christian Science, 1;

Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 1; State, 2; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$500,000.

**Theatres:** Moving Pictures, 1; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

**Location:** Southern Florida on the A. C. R. R., Florida R. R. and Navigation Co., Fort Myers Steamship Co. Excellent Bus Lines to various points, also boat service to nearby islands.

**Principal Industries:** Cigars, lumber, window shades, citrus fruit products, such as canned grape fruit, etc. Boat building. Leading industries of the country are vegetable and fruit growing.

**Special Information:** Our location and the fact that we have great number of tropical trees, like palms, etc., and the wonderful climate make it ideal winter resort, and yet the heat in summer is never as intense as in the states hundreds of miles farther north.

**Residential Features:** Mostly one and two-party homes, with a few small apartments. Many beautiful homes, valued at from \$50,000 up, may be found in this city.

**Retail Shopping Section:** Extends from Lee St. on First to Monroe St. on Main St., on Jackson St. to Cleveland Ave., with a few business houses on Cleveland Ave. The cross streets of Jackson, Hendry Lee, Monroe and a new Street Broadway are mainly occupied with business houses, while Anderson Avenue also has a number of business houses on it. There is also three outlying business districts, in which are located from two or three to twenty business houses.

**Trading Area:** 20 miles in every direction for regular trading, and on special occasions for 75 miles east and southeast.

**Wholesale Houses:** Groceries, 2; Fruits, 6; Miscellaneous Lines, Lumber 2. Feed 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 6; garages (public), 10; grocers, 23; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

### Standard Surveys of GEORGIA

#### ALBANY, GA.

1920 Population, 11,535.

City and Suburban Estimate, 20,000.

Native Whites, 55%; Negroes, 40%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 90%; Families, 5,000.

**Schools:** Public Grade, 5; High, 3; Number of Pupils, 3,050.

**Churches:** Baptist, White 2, Colored 12; Episcopal, White 1, Colored 1; Hebrew, 1; Methodist, White 2, Colored 2; Presbyterian, White 1, Colored 1; Roman Catholic, White 1; Miscellaneous 1, Christian Church.

**Banks:** National, 2; State, 1; Total Resources, \$6,145,646; Savings Bank Deposits Total, \$805,876.

**Theatres:** Moving Pictures, 2; 1 City Auditorium. Total number of seats, 4,000.

**Location:** At head of navigation on Flint River, served by Atlantic Coast Line Railroad, Seaboard Air Line Railway, Central Railway of Georgia, Georgia, Southeastern & Gulf R. R. and Georgia Northern R. R. These five systems operate seven lines and 52 passenger trains enter and leave Albany daily.

**Principal Industries:** Cotton mill, cotton compress, fertilizer factory, cotton oil mills, brick plants, harvesting machinery, factory and foundry, peanut shelling plants, lumber mills, hardwood products, candy factory, pecan products plant, peanut products factory, hog cholera serum, tile roofing and cigar factories.

**Manufacturing Establishments:** Flint River Cotton Mill, Reynolds Bros. Lumber Co., Lillian Harvester Co., "Bohe" Candy Co., Planter Oil Mill, Flint River Brick Co.

Albany Oil Co., Albany Peanut Co., McLin Peanut Co., Bain Peanut Co., American Peanut Products Co., Reynolds Bros. Box Factory.

**Special Information:** Albany is a great pecan center; 700,000 bearing trees of the "paper-shell" variety abound in this territory. Over 2,000,000 pounds of pecans were shipped alone from Albany. The National Pecan Exchange and the Southern Pecan Growers' Co-operative Association have headquarters here; also Georgia Pecan Growers' Co-operative Association.

**Residential Features:** Private homes predominate, with many apartment houses being erected. Albany is a splendid home city, with shaded streets and beautiful lawns. Sidewalks are bordered with grass plots and give a picturesque appearance to homes and residences.

**Retail Shopping Section:** Consists of Washington, Broad, Pine and Jackson Sts. **Trading Area:** Albany has no city of similar

size within 100 miles. It is the metropolis of Southwest Georgia, and is the shopping and amusement center for this territory.

**Wholesale Houses:** Groceries, 6; Meats, 1; Fruits, 5; hardware, 4; dry goods, 2; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 15; department stores, 4; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 6; grocers, 10; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 10.

#### AMERICUS, GA.

1920 Population, 9,010.

City and Suburban Estimate, 29,000.

Native Whites about 50%; Negroes about 50%; Foreign Born very few; English Reading, 100%; Families about 2,000.

**Schools:** Public Grade, 4; High, 1; Number of Pupils, 1,978.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1.

**Banks:** State, 3.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Library Auditorium. Total number of seats, 2,300.

**Location:** Seaboard Air Line and Central of Georgia Railways.

**Principal Industries:** Agriculture, railroad shops and terminal, oil mill, fertilizer, etc.

**Manufacturing Establishments:** 9. Leading firms, Americus Oil Co., Farmers' Cotton Oil Co., Americana Broom Factory, Atlantic Ice Co., Virginia-Carolina Co., L. G. Council Fertilizer Works.

**Residential Features:** Americus is a city of homes. A large percentage of the families own their homes and there are very few apartment houses.

**Retail Shopping Section:** Lamar St., 4 blocks; Cotton Ave., 2 blocks; Jackson St., 2 blocks; Forsyth St., 2 blocks.

**Trading Area:** About 50 miles radius.

**Wholesale Houses:** Groceries, 7; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, sold by auto and auto-accessories agent; bakers, 1; cigar stores and stands (including hotels), sold by all drug and grocery stores; dressmakers, 6; druggists, 8; dry goods, 20; department stores, 1; electrical supplies, 1; florists, 1; fruits, handled by all grocers; furniture, 4; garages (public), 10; grocers, 50; hardware, 5; jewelry, 2; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 15; sporting goods, 5; stationers, 1; women's apparel, 9.

#### ATHENS, GA.

1920 Population, 20,500. Transient students 9 months of year, 7,500.

City and Suburban Estimate, 40,000.

**Schools:** Public Grade, 5 White, 4 Colored; High, 1 White, 1 Colored; Number of Pupils, 4,746. Also University of Georgia, State Agricultural College, State Normal, Lucy Cobb Institute, Business College.

**Churches:** Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, several.

**Banks:** National, 3; State, 3; Total Resources, \$9,500,000; Savings Bank Deposits Total, \$1,222,120.

**Theatres:** Legitimate, 1 White, 1 Colored; Moving Pictures, 2 White, 2 Colored; Vandeville, all; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

**Location:** 73 miles northeast of Atlanta, on hill above Oconee River, 680 ft. above sea level. Georgia Ry., Central of Ga., Southern, Gainesville, Midland and Seaboard Air Line. Excellent bus service to Atlanta, Augusta and all parts of state.

**Principal Industries:** Cotton mills, braided cord and twine, fertilizer, cottonseed oil and products, hosiery mills, woodworking plants, printing and binding, coffee roasting and blending, mattress, brooms, ice and ice cream factories, handle factories, brick and tile, foundries and iron and plow works, marble and granite yards.

**Manufacturing Establishments:** 45. Leading firms, Empire State Chemical Co., Vir-Carolina Chem. Co., White City Mills, James White Cotton Mills, Georgia Mfg. Co., Hodgson Oil, Refining Co., Athens Mfg. Co., Climax Hosiery Mills, Madison Braided Cord Mills, Hanna Handle Factory, Joseph Costa Mfg. Co., Moss Mfg. Co., Southern Cotton Oil Co., Whitehall Yarn Mills, Athens Saw and Planing Mill, Princeton Cotton Mills, Southern Mfg. Co., Ath-

## THE Atlanta Journal

Atlanta, Ga.

Covers Dixie Like the Dew

This is a Survey Number, But a Survey is not Necessary in Atlanta to Prove That The Atlanta Journal

Dominates the Atlanta Field

Now as It Always Has A Dominant Paper in a Real City—in The Prosperous South.

Look up Georgia Statistics—Survey Atlanta Newspaper Field from Every Business Standpoint.

THE JOURNAL

First in Everything

Greater Total Circulation.

Greater City Circulation

More Local Advertising

More National Advertising

More Classified Advertising

And Bear This One Most Important Point in Mind:

Every Subscriber Gets Full Value

Every Advertiser is Assured That

The Atlanta Journal's Rates Are as Fundamentally Sound as is The Publication—No Deviations Whatever—Fair-Play to All.

Advertising in The Journal Sells the Goods.

## THE Atlanta Journal

ATLANTA, GA.

**GEORGIA (Cont'd)**

ens Batcher's Abattoir and Cold Storage, Atlantic Ice & Coal Co., Athens Spring Bed & Mattress Co., W. J. Miller Fixture Co., Athas Fixture Co., International Agricultural Corp., Georgia Plow Co., Athens Foundry Co., Standard Oil Co., Gulf Refining Co., Texas Oil Co., Motor Oil Co., Bladwine Co., Chero Cola Co., Coca Cola Co.

**Special Information:** On 5 national highways, 2 additional under survey and location. Educational center of South, but a good commercial and industrial town. Trade center for 13 most progressive and prosperous of Georgia counties. Fine agricultural lands. Especially fitted for livestock and poultry. Nearest competing cities 83 miles to Greenwood, S. C., and Atlanta, 73. Big wholesale grocery center.

**Residential Features:** Mostly one and two family houses, no tenements. All factories and mills have their own operatives' settlements away from main residential section. Private homes predominate, many fine old Colonial homes and new modern residences in every part of city. New residential sub-divisions now open and being developed in southwest and west section of city. Average value homes \$10,000 to \$75,000.

**Retail Shopping Section:** Extends from city hall in heart of city south 2 blocks to College Campus on College Ave. Georgia Railway passenger station west 7 blocks on Broad; to Hull; west on Clayton-Athens Terminal Co. tracks to Hall, 7 blocks; west on Washington, 8 blocks to Pulaski; south on Thomas, 2 blocks to Broad; south 2 blocks to Broad on Jackson; south on Lumpkin 4 to Broad; west on Hancock 2 blocks to Pulaski. More than a dozen outlying neighborhoods.

**Trading Area:** 50 miles north, 25 miles east, 25 west, 35 south and 50 southwest. Splendid business secured from this and outlying territory account railroads, bus lines and preponderance of private owners of automobiles in this territory.

**Wholesale Houses:** Groceries, 10; Meats, 4; Fruits, 3; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Shoes, 1; others, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, nearly all; automobile accessories, 15; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 21; delicatessens, 2; dressmakers, 8; druggists, 10; dry goods, 27; department stores, 9; electrical supplies, 3; florists, 5; fruits, 21; furniture, 4; garages (public), 15; grocers, 121; hardware, 5; jewelry, 5; meat markets, 18; men's furnishings, 18; men's clothing, 6; merchant tailors, 8; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 18; sporting goods, 4; stationers, 15; women's apparel, 22.

See announcement bottom column 2

**ATLANTA, GA.**

1920 Population, 200,581.  
City and Suburban Estimate, 1,215,736.  
Native Whites, 66%; Negroes, 31%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 90%; Families, 49,500.

**Schools:** Public Grade, 76; High, 4; Junior High, 4; Parochial, 4. Number of Pupils, 49,000.

**Churches:** Baptist, 111; Christian Science, 2; Congregational, 5; Episcopal, 18; Hebrew, 5; Methodist, 72; Presbyterian, 25; Roman Catholic, 5; Miscellaneous, 61.

**Banks:** National, 3; State, 17; Total Resources, \$184,536,408.51; Savings Banks Deposits Total, \$33,726,000.

**Theatres:** Legitimate, 3; Moving Pictures, 15; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 33,000.

**Location:** Northwest central part of Georgia. Served by Southern Railroad, Seaboard Air Line, L. & N. C. & St. L.; Central of Georgia; Atlanta & West Point R. R.; A. B. & A. R. R., and Georgia R. R.; six interurban electric lines and one gas interurban line.

**Principal Industries:** Furniture, cotton goods, steel and iron products, shoes, cottonseed oil, cake, candy, confections and soft drinks.

**Manufacturing Establishments, 600.** Leading firms, Capital City Chair Co., George W. Simmons Co., Fulton Bag & Cotton Mills, Exposition Cotton Mills, Downman-Dozier Cotton Mfg. Co., Acme Steel Goods Co., J. K. Orr Shoe Co., Red Seal Shoe Factory, Southern Cotton Oil Co., Marlon Harper Cotton Oil Co., Block's Mfg. Co., Brower Candy Co., Norris, Inc., Nunnally, Inc., Enterprise Mfg. Co., L. & L. Mfg. Co., Carhartt-Hamilton Overall Co., Coca Cola Co., Nu-Grape Co. and Mi-Grape Co. Total value of yearly output of factories estimated at \$250,000,000.

**Special Information:** Atlanta is the southeastern headquarters for a large number of northern manufacturers, and southern headquarters for the majority of the insurance companies. It is the commercial supply center for the major part of the southeastern territory, including the Carolinas, Georgia, Florida, and a large part of Alabama.

**Residential Features:** Distinctly a home-owning city; the apartment house element being a development of very recent times. Distinguished for its hangover colonies and the magnificence of the private estates in the Druid Hills section.

**Retail Shopping Section:** Extends from the railroad viaduct south on Whitehall Street about five blocks and north on Peachtree Street about twelve blocks, with east and west limitations about three blocks on either side of each.

**Trading Area:** Sixty to seventy-five miles.

**Wholesale Houses:** Groceries, 24; Meats, 15; Fruits, 13; Hardware, 5; Dry Goods, 14; Miscellaneous Lines, 257.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 59; commercial auto. agencies, 11; automobile accessories, 94; automobile tire agencies, 61; bakers, 20; cigar stores and stands (including hotels), 54; confectioners (including hotel stands), 100; delicatessen, 16; dressmakers, 24; druggists, 235; dry goods, 98; department stores, 15; electrical supplies, 46; florists, 30; fruits, 34; furniture, 66; furriers, 2; garages (public), 119; grocers, 1,500; hardware, 42; jewelry, 79; meat markets, 236; men's furnishings, 42; men's clothing, 65; merchant tailors, 99; milliners, 34; opticians, 16; Photographers, 31; pianos (and miscellaneous musical instruments), 14; radio supplies, 14; restaurants (including hotels), 130; shoes, 61; sporting goods, 6; stationers, 10; women's apparel, 39.

See announcements pages 34-35

**COLUMBUS, GA.**

1920 Population, 31,125.  
City and Suburban Estimate, 65,500.  
Native Whites, 80%; Negroes, 20%; Industrial Workers, 60%; English Reading, 100%; Families, 10,900.

**Schools:** Public Grade, 15; High, 2; Number of Pupils, 7,000.

**Churches:** Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 2; Methodist, 13; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.

**Banks:** National, 3; State, 7; Total Resources, \$15,398,259.93; Savings Bank Deposits Total, \$3,386,570.93.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 5,100.

**Location:** Central of Georgia R. R., Southern Railway, Seaboard Air Line, Tri-State Navigation.

**Principal Industries:** Textile, brick and tile, lumber plants, large commercial furniture plant, Agricultural machinery, bottling plants, machine shops and foundries, creamery and food products, cotton gin manufacturing, iron works, ice machine factories.

**Manufacturing Establishments, 100.** Leading firms, Bibb Mfg. Co., Eagle and Phenix Mills, Columbus Mfg. Co., Swift Spinning Mills, Georgia Mfg. Co., Columbus Iron Works, Pekor Iron Works, Meritas Mills, Golden's Foundry.

**Special Information:** Fort Benning, the largest infantry school in the world, is located nine miles from Columbus, on a 97,000 acre tract. Columbus is noted for its broad streets and beautiful avenues, lined with beautiful trees.

**Residential Features:** Mostly one and two family houses. Very few apartment houses. The mill sections on outskirts of city. Private homes predominate.

**Retail Shopping Section:** Broad St. from 9th to 14th Sts., First Ave. from 10th to 15th St. and 12th St. from Front St. to 2nd Ave. Largest business houses on Broad St. from 10th to 14th Sts. Smaller neighborhood trading sections in Wynton, Rose Hill, Bibb City, Jordan City, Phenix City, Ft. Benning, etc.

**Trading Area:** Extends about 50 miles. North, East, South and West. Columbus secures all of the business from the infantry school, located at Ft. Benning, nine miles from Columbus, and is the largest city in this immediate trading section.

**Wholesale Houses:** Groceries, 18; Meats, 5; Fruits, 3; Hardware, 2; Dry Goods, 7.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 18; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 52; confections (including hotel stands), 24; delicatessen, 2; dressmakers, 12; druggists, 35; dry goods, 19; department stores, 5; electrical supplies, 4; florists, 5; fruits, 6; furniture, 18; garages (public), 20; grocers, 451; hardware, 11; jewelry, 11; meat markets, 27; men's furnishings, 10; men's clothing, 15; merchant tailors, 2; milliners, 12; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 92; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 15.

**A T H E N S**

**GEORGIA**

LOCATION—80 miles from Atlanta.  
POPULATION—20,000 (Chamber of Commerce figures).  
EDUCATION—Seat of Georgia State University, State College of Agriculture, State Normal School of Teachers. Student enrollment, 5,700.  
COTTON MILL CENTER—Has five important cotton mills.  
MANUFACTURING—Cotton seed oil mills, large fertilizer works, brick yards, iron works, lumber plants, marble works, etc.  
Athens has six banks with capital and surplus \$25,550,000. It has largest wholesale grocery house in Georgia. Include this prosperous city on your list.

Only Daily Newspaper in Athens  
**BANNER-HERALD**  
Evening and Sunday  
CHAS. H. EDDY CO.  
Representatives  
CHICAGO NEW YORK BOSTON

**Who Is Your Salesman?**

*Is he a one-time order-taker or can he repeat?*

The Atlanta Constitution repeats its sales every morning. It has done so for over a half century. Its sales are greater today than ever in history.

*Does your "salesman" enjoy full confidence of his patrons—do they bank on what he tells them?*

For over a half century, the statements of the Atlanta Constitution have been referred to as the "last word." It's called "The Georgia Bible."

*Is your "salesman" so close to his patrons that they will consult him on other lines of business because they feel that he knows?*

For over a half century in any sort of crisis the Constitution's subscribers have looked to it for guidance.

*Does your "salesman" make friends easily—does he wear well—has he increased his territory?*

The Constitution has for over a half century been gaining strength in its territory—it is today in far stronger position than at any time since its first issue was published.

The Constitution was established during the trying days of Reconstruction. It was called the Constitution because it championed our constitutional rights.

When you place an advertisement in the Constitution's columns, the statements which you make carry the added weight and influence which the paper, itself, has with its subscribers.

Every morning at six o'clock the Constitution is delivered by carrier into the homes of Atlanta. It has a greater home delivered by carrier circulation than any other Atlanta paper.

It reaches the well-to-do and the great middle class.

For a quarter of a century, the Constitution has been the official organ of the Federated Women's Clubs of Georgia.

These clubs are composed of representative women in all walks of life. There are said to be 50,000 women members of these clubs. They have their great club house and auditorium on Peachtree Street in this city.

The Constitution carries Sundays all of their official announcements, devoting several pages to same. It carries week days exclusively all of their official announcements of meetings for the day.

The Constitution wields great influence with the women throughout this section.

Within sixty miles of Atlanta reside one-third of Georgia's population.

Over 75% of the entire circulation of the daily Constitution is within sixty miles of Atlanta—the balance is scattered throughout the State, less than 1500 being sent outside the State.

Pick your advertising media as you pick your "salesman." Let the Constitution be your "salesman" in Atlanta.

## GEORGIA (Cont'd)

### CORDELE, GA.

1920 Population, 7,637.

City and Suburban Estimate, 70,000.

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, Rural, 1,400; City, 1,500.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Miscellaneous, 3; Primitive Baptist, 2.

Banks: State, 4; Total Resources, \$1,500,000; Savings Bank Deposits Total, \$225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,100.

Location: 240 miles north of Jacksonville, 70 miles from Macon. Flint River 8 miles west. Served by Southern Ry. trunk line, A. B. & A. main line, Seaboard Airline main line and G. S. W. & G. Ry. short line, terminus. Six rural routes to heart of Georgia dairying area with complete distributing facilities. Half million dollar paving project now under way through this county on National Highway into Florida.

Principal Industries: Creameries, iron foundry, yellow pine and hardwood mills. Three large mills, peanut oil and shelling and grading mills. Leading dairy center in Georgia. Distributing center for large area. Farming and live stock leading agricultural area. Fertilizer manufacturing.

Manufacturing Establishments: 38; Leading firms, Beechwood Mills Co., Tomlin-Harris Machine Co., Cordele Sash, Door & Lumber Co., Crisp Cotton Lumber Co., Southern Cotton Oil Co., Atlantic Ice & Coal Corp., Hartshorn Mfg. Co., Cordele Compress Co., Read Phosphate Co., Cordele Creamery & Cold Storage Co., S. M. Watson Co.

Total value of yearly output of factories estimated at: \$40,000,000.

Residential Features: Many pretty homes built by farmers in town. Smaller one and two family houses are in bungalow form, eastern half of community in modern cottage homes. Western half runs one to five room homes for negroes, with closed in district in modest working white people's homes.

Retail Shopping Section: Shopping Section covers eight city blocks, all solidly thrown together in a square, but cut up by main lines of railroads. Retail section extends along main highways, eleven of which lead into rural sections. Wholesale district lies along rail tracks in rear of retail district.

Trading Area: Extends west, eight miles to river, southwest and west 20 miles, east 40 miles and north, 20 to 30 miles. Excellent system of highways and four rural deliveries.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 6; Hardware, 4; Miscellaneous Lines, Iron and Lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 5; Commercial Auto. Agencies, 4; Automobile Accessories, 7; Automobile Tire Agencies, 10; Bakers, 2; Cigar Stores and Stands (including Hotels), 18; Confectioners (including hotel stands), 18; Delicatessen, 3; Dressmakers, 7; Druggists, 7; Dry Goods, 10; Department Stores, 4; Electrical Supplies, 2; Florists, 2; Fruits, 10; Furniture, 4; Furriers, 3; Garages (public), 7; Grocers, 15; Hardware, 5; Jewelry, 3; Meat Markets, 10; Men's Furnishings, 5; Men's Clothing, 3; Merchant Tailors, 2; Milliners, 6; Opticians, 2; Photographers, 2; Pianos (and miscellaneous musical instruments), 1; Restaurants (including hotels), 5; Shoes, 6; Sporting Goods, 5; Stationers, 10; Women's Apparel, 10.

### DUBLIN, GA.

1920 Population, 7,777.

City and Suburban Estimate, 45,000.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 95%; Families, 1,100.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1000.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, \$6,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Picture, 1. Total number of seats, 650.

Location: Wrightsville & Tenville, Macon, Dublin & Savannah, Central of Georgia. Excellent bus service to all nearby towns and cities.

Principal Industries: Manufacture hardwood, veneer, staves, bobbins, shingles, meat curing, furniture, etc.

Manufacturing Establishments: 36; Leading firms, Dublin Veneer Co., Dublin Hardwood & Stave Co., Dublin Handle Factory, Dublin Bobbin Mills, Dublin Packing Plant, Dublin Stave Mills, Southern Cotton Oil Co., Empire Cotton Oil Co., printing, railroad shops.

Total value of yearly output of factories estimated at, \$5,000,000.

Special Information: Location of city makes it center of fifty mile trading territory. Largely agricultural. Farm revolution under way from cotton to pork, feed, etc., with intensive manufacturing program, together with perishable produce. Over one hundred thousand peach trees planted within the last two years. Soil adapted best for peaches and pecans in this line. Watermelons and truck of all kinds being produced

now in large quantities. Three to five hundred carloads watermelons, beans, etc., move from here each season. Cotton production, under boll weevil conditions nets county about two million each year.

Residential Features: Mostly one family houses. Nearly all residences owned by people living in them. No tenements. Factory population owns own homes, etc.

Retail Shopping Section: Covers ten to fifteen blocks all together. Streets—Jackson, Laurens, Franklin, Bellevue Ave., Jefferson.

Trading Area: Entire County—with population above 40,000. County large—distances in county range from 16 to 25 miles to this city, the county seat. Trade territory reaches out to all adjoining counties, as this city is the largest in the entire congressional district.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 2; Hardware, 4; Dry Goods, 1; Miscellaneous Lines, 1 (wholesale drugs).

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 5; Automobile Accessories, 8; Automobile Tire Agencies, 10; Bakers, 1; Cigar Stores and Stands (including Hotels), 25; Confectioners (including hotel stands), 1; Dressmakers, 1; Druggists, 8; Dry Goods, 15; Department Stores, 3; Electrical Supplies, 1; Fruits, 16; Furniture, 4; Garages (public), 3; Grocers, 26; Hardware, 4; Jewelry, 3; Meat Markets, 14; Men's Furnishings, 6; Men's Clothing, 6; Merchant Tailors, 3; Milliners, 6; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 1; Restaurants (including hotels), 6; Shoes, 14; Sporting Goods, 4; Stationers, 2; Women's Apparel, 2.

### LA GRANGE, GA.

1920 Population, 17,038.

City and Suburban Estimate, 24,475.

Native Whites, 65%; Negroes, 35%; Industrial Workers, 40%; English Reading, 95%; Families, 5,000.

Schools: Public Grade, 5; High, 1. Number of Pupils, 2,160.

Churches: Baptist, 3; Episcopal, 1; Methodist, 7; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000 estimated.

Location: Atlanta & West Point R. R., A. B. & A. Two bus lines—one to Columbus and Warm Springs, Ga. and one to Atlanta.

Principal Industries: Cotton mfg. mills, yarn mills. Farming.

Manufacturing Establishments: 12; Leading firms, Dunson Mills, Calloway Mills, Park Mills, New England Southern Mills.

Total value of yearly output of factories estimated at: \$30,000,000.

Residential Features: All classes. Some cost as much as \$100,000. Average residence cost about \$5,000.00 in best section. Mills have own village. All employees have own homes furnished by mills at small rentals.

Retail Shopping Section: 5 blocks on Main St., 4 blocks on Court House Square, 2 blocks Bull St., 2 blocks Hines St., 2 blocks Railroad St., and three small suburban business sections inside city limits.

Trading Area: About twenty miles in all directions.

Wholesale Houses: Groceries, 4; Dry Goods, 1; Miscellaneous Lines, 1 Drug.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 10; Commercial Auto. Agencies, 3; Automobile Accessories, 3; Automobile Tire Agencies, 3; Bakers, 2; Cigar Stores and Stands (including Hotels), 12; Confectioners (including hotel stands), 16; Delicatessen, 1; Dressmakers, 2; Druggists, 9; Dry Goods, 12; Department Stores, 4; Electrical Supplies, 3; Florists, 2; Fruits, 6; Furniture, 5; Garages (public), 4; Grocers, 10; Hardware, 5; Jewelry, 4; Meat Markets, inc. in 3; Men's Furnishings, 5; Men's Clothing, 3; Merchant Tailors, 3; Milliners, 4; Opticians, 2; Photographers, 2; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 2; Restaurants (including hotels), 6; Shoes, 2; Sporting Goods, 1; Stationers, 1; Women's Apparel, 3.

### MACON, GA.

1920 Population, 52,995.

City and Suburban Estimate: 65,000; 800,000 within radius of 60 miles.

Native Whites, 29,898; Negroes, 23,093; Foreign Born, 698.

Schools: Public Grade, 49; High, 2. Number of Pupils, 15,000.

Churches: Baptist, 17; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, Adventist, Christian, Free Methodist, Lutheran.

Banks: National, 4; State, 3; Total Resources, \$28,077,668.38; Savings Bank Deposits Total, \$1,000,000. (One private bank—Luther Williams Banking Co.)

Theatres: Legitimate, 1; Moving Pictures, 3. Municipal Auditorium.

Location: Macon, the county seat of Bibb County, is located six miles from the geographical center of Georgia, on Ocmulgee River, on the Dixie, the National, and the Transcontinental highways. 14,000 miles of railroad directly tributary to Macon. Served, Central of Georgia, Georgia, Southern and Florida, The Southern, Macon, Dublin & Savannah and the Georgia Railroad. Handsome, well equipped station.

Principal Industries: Textiles, brick, lumber, sash, doors and blinds, vegetable oils, engines and boilers, fertilizers, overalls, furniture, cotton

duck, ice, bread, cake, pastry, confections, yarn and twine, knit goods, cotton seed cake and meal, agricultural implements, wagon drays, automobile bodies, saw mills, flour, boxes, crates, toilet articles and medicines.—167 industries manufacture 508 different products.

Manufacturing Establishments: 167; Leading firms, Case-Fowler Lumber Co., Bibb Mfg. Co., Williamson Cotton Mills, Adams Cotton Mills, Taylor Iron Works & Supply Co., J. S. Schofield's Sons Co., Royster Guano Co., Standard Brick Co., Cherokee Brick Co., Southern Cotton Oil Co., Buckeye Cotton Oil Co., Atlantic Ice & Coal Co., Manchester Mfg. Co., Masee-Felton Lumber Co., Jeffreys-McElraith Mfg. Co., Macon Lumber & Mfg. Co.

Total value of yearly output of factories estimated at: \$65,000,000.

Special Information: Railroad center for five railroads. \$3,000,000 railroad shops of Central of Georgia Railroad. Wholesale distribution center for the state. New \$500,000.00 county court house. New \$900,000.00 City Auditorium. New \$500,000.00 Boys High School. Recently passed \$600,000.00 municipal bonds for athletic stadium, paving, new bridge over river, sewers and fire house and apparatus. Location of Wesleyan College, oldest chartered college for women in the world. Mercer University. Baptist Men's School.

Residential Features: A city of homes. No tenements. Few apartments. Many valuable homes of colonial design in the residential sections.

Retail Shopping Section: Cherry St. main retail shopping section—four blocks. Poplar and Mulberry Sts. parallel with same number of blocks. Retail district rapidly extending to the southwest.

Trading Area: Extends 60 miles. Bus Service and railroads—but private conveyances bring the shoppers to the city chiefly. 800,000 people in this district.

Wholesale Houses: Groceries, 14; Meats, 6; Hardware, 1; Dry Goods, 3; Miscellaneous Lines, Produce, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 19; Automobile Accessories, 3; Automobile Tire Agencies, 9; Bakers, 5; Cigar Stores and Stands (including Hotels), 5; Delicatessen, 3; Dressmakers, 12; Druggists, 40; Dry Goods, 7; Department Stores, 3 (inc. Dry Goods); Electrical Supplies, 7; Florists, 3; Furniture, 19; Furriers, 2; Garages (public), 27; Grocers, 200; Hardware, 6; Jewelry, 7; Meat Markets, 36; Men's Furnishings, 3; Men's Clothing, 11; Merchant Tailors, 1; Milliners, 6; Opticians, 4; Photographers, 4; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, (see elec. supplies); Restaurants (including hotels), 33; Shoes, 8; Sporting Goods, 1; Stationers, 3; Women's Apparel, 2.

### MOULTRIE, GA.

1920 Population, 6,789.

City and Suburban Estimate, 10,000.

Native White, 75%; Negroes, 25%; English Reading, 100%; Families, 1,300.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,700.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$400,000; Savings Bank Deposits Total, \$200,000.

Theatres: Moving Picture, 2. Total number of seats, 750.

Location: Southwest Georgia, A. B. & A., Georgia Northern and Georgia-Florida, Independent bus lines.

Principal Industries: Cotton mills, packing house, mattresses, overalls, barrel factory, canning factory, lumber mills, auto specialties, creamery.

Manufacturing Establishments: 12; Leading firms, Swift & Co., Moultrie Cotton Mills, Riverside Mfg. Co., White Canning Co.

Total value of yearly output of factories estimated at: \$30,000,000.

Special Information: Moultrie is located in a prosperous farming section. Heavy producing cotton county. Rapidly developing live stock business. Dairy and poultry being featured. County shipped 1,500 cars of watermelons in 1924; 1,000,000 lbs. of tobacco; 15,000 bales of cotton; 1,000,000 bn. of corn; 1,000 tons of peanuts. In the heart of the sugar cane belt, pecan belt and velvet bean belt.

Residential Features: 98% live in one family houses and 60% own their homes. Attractive social, religious and educational advantages.

Retail Shopping Section: Centers around public square, extending one block in each direction. Several neighborhood groceries.

Trading Area: 20-25 miles in each direction. Population of this territory is 100,000. Fine roads lead into every adjoining county, this city having an advantage over cities in adjoining counties in point of size, the character of the stores and the general activities in going after trade.

Wholesale Houses: Groceries, 3; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 5; Automobile Accessories, 4; Automobile Tire Agencies, 10; Bakers, 1; Cigar Stores and Stands (including Hotels), 10; Confectioners (including hotel stands), 12; Dressmakers, 12; Druggists, 6; Dry Goods, 10; Department Stores, 2; Electrical Supplies, 2; Florists, 1; Fruits, 10; Furniture, 2; Garages (public), 10; Grocers, 15; Hardware, 4; Jewelry, 2; Meat Markets, 8; Men's Furnishings, 2; Men's Clothing, 3; Merchant Tailors, 2; Milliners, 3; Opticians, 4; Photographers, 1; Radio Supplies, 1; Restaurants (including hotels), 3; Shoes, 1; Sporting Goods, 2; Stationers, 1; Women's Apparel, 5.

### ROME, GA.

1920 Population, 13,253.

City and Suburban Estimate, 25,000.

Native Whites, 70%; Negroes, 28%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 100%; Families, 2,650.

Schools: Public Grade, 6; High, 1. Number of Pupils, 2,644.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 1; Total Resources, \$9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Half way between Chattanooga, Tenn. and Atlanta, Ga., on Cincinnati division of Southern Ry., Central of Ga. and N. C. & St. L. Ry. At the head of Coosa River. Bus and coach lines to all surrounding towns and cities.

Principal Industries: Store foundries, hosiery mills, furniture factories, cotton mills, agricultural implements, including scales, scrapers, trucks and plows, men's clothing, cotton seed oil products, lumber and allied products.

Manufacturing Establishments: 61; Leading firms, The Fairbanks Co., Massachusetts Mills, Anchor Duck Mills, Towers-Sullivan Co., Rome Furniture Co., Hanks Stove and Range Co., Eagle Stove Works and Southern Co-operative Foundry.

Total value of yearly output of factories estimated at approx. \$17,000,000.

Special Information: Rome is located in the heart of the mineral section of the South and also the richest agricultural section of the state.

Residential Features: Mostly one and two family houses, two apartment houses. The leading industries furnish small houses near the mills for their employees.

Retail Shopping Section: Practically all business houses located on Broad Street between First Avenue and Sixth Avenue. Garages, repair shops, etc., on East First St. West end, north and south Rome has a very small business section consisting of about 6 stores each.

Trading Area: Covers a radius of about 25 miles.

Wholesale Houses: Groceries, 6; Meats, 1; Fruits, 2; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 8; Commercial Auto. Agencies, 2; Automobile Accessories, 10; Automobile Tire Agencies, 10; Bakers, 2; Cigar Stores and Stands (including Hotels), 8; Confectioners (including hotel stands), 12; Dressmakers, 20; Druggists, 7; Dry Goods, 11; Department Stores, 2; Electrical Supplies, 3; Florists, 2; Fruits, 14; Furniture, 5; Garages (public), 5; Grocers, 75; Hardware, 3; Jewelry, 3; Meat Markets, 9; Men's Furnishings, 7; Men's Clothing, 7; Merchant Tailors, 2; Milliners, 3; Opticians, 2; Photographers, 2; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 2; Restaurants (including hotels), 8; Shoes, 2; Sporting Goods, 2; Stationers, 2; Women's Apparel, 10.

### SAVANNAH, GA.

1920 Population, 83,252.

City and Suburban Estimate, 100,000 (Board of Trade).

Native Whites, 40,783; Negroes, 39,179; Foreign Born, 3,247; Industrial Workers, 13,000; Families, 20,000.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 18,000.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 5; Hebrew, 3; Methodist, 7; Presbyterian, 3; Roman Catholic, 7; Miscellaneous, 9.

Banks: State, 16; Total Resources, App. \$100,000,000.00. Savings Bank Deposits Total, \$65,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 14,653.

Location: Savannah, the largest seaport on the South Atlantic has best railroad facilities. Is connected with and serves every section of the United States by means of seven roads—Central of Georgia, Atlantic Coast Line, Savannah & Atlanta, Seaboard Air Line, Midland, Savannah & Statesboro, and their connections. Savannah has the best coastwise steamship service—sailings three times a week to New York, Boston, Baltimore, Philadelphia and Jacksonville. Also sailings plying between United Kingdom, Continent of Europe, South America and Orient.

Principal Industries: Shipping, lumber, naval stores, rosin, turpentine, cotton, cotton seed oil products, sugar refining, salia and awnings, cigars, soda, soft drinks, bags and haggings, peans, flour, brooms, fertilizer, fisheries, iron foundries, overalls, matches, mattresses, paints, steel products.

Manufacturing Establishments: 183; Leading firms, Savannah Cotton Seed Oil Refinery, Savannah Sugar Refining Corp., South Atlantic Casket Co., Diamond Match Factory, Southern Fertilizer & Chemical Co.

Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Savannah's location and rail facilities, together with its wonderful climate makes it an ideal center for manufacture and distribution to inland points. The Ocean Steamship Co. operates both passenger and freight every other day between Savannah and New York, and two sailings weekly between Savannah and Boston. The shipping season lasts the year round. Savannah has large naval stores and is the largest cotton port on the Atlantic coast.

Residential Features: Savannah is noted for its beautiful squares and streets and is often



# Guide to Markets of GEORGIA, HONOLULU, HAWAII, and IDAHO

## GEORGIA (Cont'd)

### Savannah (cont')

referred to as the "Forest City." Savannah has the largest area of parks and squares of any city its size in America. In addition to the nearness of Tybee Beach, numerous watering places on Savannah's network of water are easily accessible. Savannah's exclusive residential sections—Chatham Crescent and Ardley Park—boast many handsome and picturesque residences.

**Retail Shopping Section:** Savannah's retail district extends for one mile of Broughton Street, diverging at either side of the central thoroughfare of the city on Bull St. Cross streets on either side of Bull and Broughton Streets contain retail stores. Numerous stores and specialty shops are located in the outlying districts and cater to a thriving neighborhood trade.

**Trading Area:** The trading area of Savannah extends over a radius of 75 miles, and contains a population of 350,000. Chatham County alone, of which Savannah is the seat, contains 121 miles of paved roads, reaching to County lines. The million dollar road to Tybee Beach, and the bridge over the Savannah River between Savannah and South Carolina are vital additions to the strength and area of her trading potentialities.

**Wholesale Houses:** Groceries, 19; Meats, 7; Fruits, 14; Hardware, 3; Dry Goods, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; Commercial Auto. Agencies, 9; Automobile Accessories, 18; Automobile Tire Agencies, 20; Bakers, 25; Cigar Stores and Stands (including Hotels), 28; Confectioners (including hotel stands), 10; Delicatessens, 5; Dressmakers, 5; Druggists, 65; Dry Goods, 48; Department Stores, 2; Electrical Supplies, 10; Florists, 4; Fruits, 102; Furniture, 25; Garages (public), 30; Grocers, 395; Hardware, 12; Jewelry, 25; Meat Markets, 56; Men's Furnishings, 20; Merchant Tailors, 10; Milliners, 18; Opticians, 5; Photographers, 7; Pianos (and miscellaneous musical instruments), 5; Radio Supplies, 7; Restaurants (including hotels), 90; Shoes, 26; Sporting Goods, 5; Stationers, 8; Women's Apparel, 19.

## TIFTON, GA.

1920 Population, 3,005.

City and Suburban Estimate, 5,000.

**Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 99%; Families, 601.**

**Schools:** Public Grade, 2; High, 1; Agricultural High, 1. Number of Pupils, 1,500.

**Churches:** Baptist, 1 (missionary); Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 1. Primitive Baptist—1 Wesleyan Methodist.

**Banks:** National, 1; State, 1; Total Resources, \$2,500,000. Savings Bank Deposits Total, \$17,820.21.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,000.

**Location:** In central part of South Georgia, in central Tift County. Served by Southern Railway System, Atlantic Coast Line Railroad, and Atlanta, Birmingham and Atlantic Ry. On National Highway, most traveled route from North to Florida. Excellent highways north and south, east and west, northeast and southwest.

**Bus service:** In two directions, twice daily.

**Principal Industries:** Agriculture, cotton mills, fertilizer factory, cottonseed oil mill, stamper and redrying tobacco plant, lumber mill, planing mill.

Hydro-electric power available.

**Manufacturing Establishments:** Leading firms, Imperial Tobacco Co. Ltd., Tifton Cotton Mills, Planter's Cotton Oil Co., International Agricultural Chemical Corp., Goodsmum-Golden Lumber Co.

Total value of yearly output of factories estimated at: \$17,500,000.00.

**Special Information:** Railroad facilities unexcelled. All roads have outlet to Atlantic port. Agricutlural section richly productive. Dairying, poultry and stock raising being featured along with cotton, staple products, melons, etc. Leading shipping point for cabbage, tomato and potato plants. Railroad facilities and highways make Tifton an ideal location for wholesale and jobbing houses (six here now) and headquarters for traveling representatives. Clean, moral city and plenty of houses to be had at reasonable rent. Hydro-electric power.

**Residential Features:** Principally one family houses; some two; no large apartment houses. Private homes predominate. Many attractive homes; city clean, sanitary, healthy; excellent water; high moral standing; Negroes living in city live on alleys, none on principal streets; two negro suburbs south of town. No negro owns property in city; negro operated stores located in restricted territory; cotton mill employees have neat village in cottages owned by mill; two white suburbs on north of town.

**Retail Shopping Section:** Three blocks on Main St., two blocks on Love Ave., one block on Railroad St., (these streets run north and south). Two blocks on Second St., two blocks on First St., two blocks on Third St. (these streets run east and west) crossing Love and Main Sts. There are a few grocery stores not in above district.

**Trading Area:** Extends twenty miles north, east, south and west. In addition to trade from Tift County, local merchants draw trade from

sections of Berrien, Cook, Colquitt, Worth, Turner and Irwin counties adjoining Tift.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 1; Dry Goods, 1; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 2; Commercial Auto. Agencies, 1; Automobile Accessories, 5; Automobile Tire Agencies, 10; Bakers, 1; Cigar Stores and Stands (including Hotels), 7; Dressmakers, 4; Druggists, 4; Dry Goods, 12; Department Stores, 3; Electrical Supplies, 1; Florists, 4; Fruits, 1; Furniture, 3; Garages (public), 5; Grocers, 14; Hardware, 3; Jewelry, 1; Meat Markets, 4; Men's Furnishings, 1; Men's Clothing, 1; Merchant Tailors, 1; Milliners, 3; Opticians, 1; Photographers, 1; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 1; Restaurants (including hotels), 4.

## WAYCROSS, GA.

1920 Population, 18,068.

City and Suburban Estimate, 25,000.

**Native Whites, 75%; Negroes, 25%; Foreign Born less than 1%; Industrial Workers, 50%; English Reading, 100%.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; secondary college; Number of Pupils, 3,000.

**Churches:** Baptist, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1.

**Banks:** National, 1; State, 1.

**Theatres:** Moving Pictures, 2. A new moving picture and vaudeville house will be opened in December. Total number of seats, 900.

**Location:** Atlantic Coast Line, Atlantic, Birmingham and Atlanta Railways. A. C. L. shops located here. Over 55 passenger trains daily. Diversion point for Florida shipments.

**Principal Industries:** Railroad shops, lumber mills, turpentine stills, ice cream factory, candy factory. Large bee hive factory.

**Special Information:** Is now paying more attention to agriculture. Is in the center of the Georgia Tobacco Belt and within 9 miles of the largest tobacco market in Georgia.

**Residential Features:** Mainly private homes between \$1,500 and \$10,000 in value. Three paved residential streets. All have sidewalks and many are now being curbed.

**Retail Shopping Section:** Plant Ave., 4 blocks; Albany Ave., 3 blocks; Isabella St., 3 blocks; Lott St., 2 blocks; Mary St., 4 blocks; Pendleton St., 3 blocks; Frances St., 2 blocks. Smaller community retail centers.

**Trading Area:** Ranges from 25 to 50 miles.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 2; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 6; furriers, 1; garages (public), 2; grocers, 12; hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 12; sporting goods, 4; stationers, 1; women's apparel, 12.

## Standard Survey of HONOLULU, HAWAII

1920 Population, 83,327 by U. S. Census. Did not include Army and Navy—14,000; seafaring, 500 and tourists.

City and Suburban Estimate, 123,496 plus Army and Navy, seafaring and tourists; Terr. as whole 255,912 plus Army and Navy seafaring and tourists.

**White, 29%; Japanese, 29.4%; Chinese, 16.1%; Hawaiian, 10.2%; Caucasian Hawaiian, 7.2%; Asiatic-Hawaiian, 3.7%; Negro and all other, 4.4%; English Reading, 63%; Families, 20,822.**

**Schools:** Public Grade, Hon. 27. Terr. 176; High, Hon. 1. Terr. 3; Junior High, 1 Normal; Private 4 or 5; Japanese Lang. Schools 23, Terr. 145 including Hon.; Parochial, Terr. 61; Number of Pupils, 17,763; Terr., 52,115; Private, 6,968.

**Churches:** Baptist, none; Christian Science, Terr. none; Hon., 1; Episcopal, Hon. 11. Terr. 12; Methodist, Hon. 6. Terr. 25; Roman Catholic, Hon. 8, Terr. 74; Miscellaneous, Hon. 23, Terr. 156.

**Banks:** National, 2; State, 26 and 1 Savings; Total Resources, \$60,553,263; Savings Bank Deposits Total, \$21,765,731.

**Theatres:** Legitimate, 1; Moving Pictures, Hon. 19, Terr. 90; Miscellaneous (Auditoriums, etc.), 2 private. Total number of seats, Hon. 5,900, Terr. 35,000.

**Location:** At center of North Pacific ocean, so situated as to be known as Cross-Roads of the Pacific. Served by two S. S. Lines from the Pacific coast, and five Transpacific Steamship Lines, which stop at Honolulu, both to and from the Orient. In constant touch with all the world by radio and cable.

**Principal Industries:** Sugar, Pineapples, Coffee, Banana. Marked sources of revenue to Honolulu merchants are tourists and expenditures of Army and Navy. Army and Navy expenditures amount to over a million a month in Honolulu.

**Manufacturing Establishments:** None. Leading firms, manufacturing plants as you know them do not exist here. We have 45 sugar mills and 11 pineapple canneries in the Territory. Hawaiian Commercial & Sugar Co., Ewa Plantation, Hawaiian Pineapple Co., California Packing Corp. and Libby, McNeill & Libby are the largest sugar and Pineapple companies.

Total value of yearly output of factories estimated at Sugar and Pines, \$92,908,116.

**Special Information:** Honolulu is the political, business and financial capitol of the Territory, and the only large city. Head offices of all big business are located here. Connected with other islands by Inter-island steamship services of from two to five steamers per week. Communication by Inter-island wireless.

**Residential Features:** Mostly one-family houses. Tenement section rapidly being rebuilt to single family houses. Residential districts seven in number, lying in valleys and on heights from two to five miles from business district. Excellent residential location because of equable climate the year round; never hotter than 90°, nor colder than 53°. Excellent sea bathing the year round.

**Retail Shopping Section:** Divided rather sharply into Oriental and Haole (White) sections by Nuuanu street. Oriental section extends 9 blocks north along King street, which is at right angles to Nuuanu, 4 blocks along Hotel and Paohi streets and 6 blocks along Berentania. Three latter streets are parallel to King. Haole section extends 5 blocks on King (South from Nuuanu), 4 blocks on Hotel and Berentania.

**Trading Area:** All the population of Oahu is dependent on Honolulu for trading. Small stores are located in outlying districts where staples can be bought, but they, in turn, buy from Honolulu. Shopping, other than regular staples, on Oahu, must be done in Honolulu. Variety carried in stock on other islands is narrow, consequently, purchasing of novelties and extraordinary lines is done in Honolulu. Hilo, with a population of 10,000, is shopping center for 30 miles on either side.

**Wholesale Houses:** Groceries, Hon. 7, Terr. 3; Meats, Hon. 2; Fruits, 4; Hardware, Hon. 5, Terr. 2; Dry Goods, 4; Miscellaneous Lines: Many manufacturing agents carry no stock.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger and truck automobile agencies, Hon. 8, Terr. 12; automobile accessories, Hon. 29, Terr. 31; automobile tire agencies, Hon. 12; bakers, Hon. 30, Terr. Except Hon. 19; cigar stores and stands (including hotels), Hon. 6, Gen. stores Hon. 635, all carry tobacco. Terr. 633; confectioners (including hotel stands), Hon. 12, Terr. 60; dressmakers, Hon. 76, Terr. 10; druggists, Hon. 48, Terr. 44; dry goods, Hon. 81, Terr. 36; department stores, Hon. 2; electrical supplies, Hon. 7, Terr. 3; florists, Hon. 29, Terr. 1; fruits, Hon. 45, Terr. 18; furniture, Hon. 45, Terr. 9; garages (public), Hon. 11, Terr. 16; grocers, Hon. 198, Terr. 30; hardware, Hon. 22, Terr. 14; jewelry, Hon. 23, Terr. 3; meat markets, Hon. 75, Terr. 40; men's clothing, Hon. 15, Terr. 2; merchant tailors, Hon. 118, Terr. 110; milliners, Hon. 9, Terr. 5; opticians, Hon. 10, Terr. 5; photographers, Hon. 43, Terr. 25; pianos (and miscellaneous musical instruments), Hon. 8, Terr. 4; radio supplies, Hon. 4; restaurants (including hotels), Hon. 177, Terr. 113; shoes, Hon. 13, Terr. 3; sporting goods, Hon. 4, Terr. 1; stationers, Hon. 18, Terr. 5; women's apparel, Hon. 3, see also dry goods.

## Standard Surveys of IDAHO

### BOISE, IDAHO

1920 Population, 21,393.

City and Suburban Estimate, 100,000 (A. B. C. Auditor).

**Native Whites, 91%; Negroes, .003% Foreign Born, 9%; Industrial Workers, 25%, English Reading, 99%; Families, 5,100.**

**Schools:** Public Grade, 14; High, 1; Parochial, 3; Number of Pupils, 5,800.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

**Banks:** National, 3; State, 1; Total Resources, \$15,013,656.25; Savings Bank Deposits Total, \$12,483,685.20.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; (Miscellaneous (Auditoriums, etc.), High School Auditorium.

**Location:** On Oregon Short Line R. R. Intermountain Ry., Boise Valley Traction Co., 455 miles west of Salt Lake City, 500 miles east of Portland. Boise is Capital of Idaho. Financial and shipping center of Southern Idaho and Eastern Oregon.

**Principal Industries:** Lumber, agricultural, automobiles, printing, jobbing, financial, mining, recreational and stone quarries, metal workers, auto assembling.

**Manufacturing Establishments:** Leading firms, Idaho Power Co., Boise-Payette Lumber

Co., Boise Lbr. Co., Boise Stone Co., Sams-York Co., U. S. Mfg. Co., Baxter Foundry Co., H. H. Bryant & Co.

Total value of yearly output of factories estimated at \$22,000,000.

**Residential Features:** 4,803 homes in Boise, of which 70% are owned by occupants. Boise is strictly a home city of beautiful residences.

**Retail Shopping Section:** Extends from 5th street to 16th street, 12 blocks. From Front street to Jefferson street, 6 blocks. Boise has one outlying retail section, known as Hyde Park, approximately 20 blocks from center of main retail section.

**Trading Area:** 68 miles radius (A. B. C. Auditor). 48 miles on the north; 15 miles on the east, 59 miles on the south; 68 miles on the west. This trading area is made possible by reason of excellent interurban service and fine auto roads to other sections.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 3; Hardware, 3; Dry Goods, 4; Miscellaneous Lines, Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 27; automobile tire agencies, 30; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessens, 1; dressmakers, 25; druggists, 8; dry goods, 4; department stores, 5; electrical supplies, 7; florists, 6; fruits, 70; furniture, 5; furriers, 3; garages (public), 5; grocers, 66; hardware, 5; jewelry, 10; meat markets, 25; men's furnishings, 11; men's clothing, 3; merchant tailors, 6; milliners, 10; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 27; shoes, 9; sporting goods, 7; stationers, 1; women's apparel, 8.

## IDAHO FALLS, IDAHO

1920 Population, 8,000.

City and Suburban Estate, same.

**Native Whites, 99.5%; Negroes, .5%; Foreign Born, None; Industrial Workers, Few; English Reading, Majority; Families, 1,600.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

**Banks:** National 2.

**Theatres:** Legitimate, 1; Moving Pictures, 3 (1 with vaudeville); Miscellaneous (Auditorium, etc.), 1.

**Location:** On Oregon Short Line of Union Pacific. On Yellowstone Highway to Yellowstone National Park.

**Principal Industries:** Agricultural. Raising of seed peas. Famous Idaho russet baking potatoes, alfalfa, wheat, oats, barley, sugar-beets. Five large sugar mills within 30 miles. Honey, wool, mutton, cheese and dairy products.

**Manufacturing Establishments:** Leading firms: seed pea plant, grain elevators, cheese factories, sugar-beet mills (Utah-Idaho Sugar Co.), small planing mill, candy factory, etc. Ships 2,000 cars of potatoes annually. 100,000,000 lbs. of sugar. Pay for beets and labor \$5,200,000.

**Special Information:** Idaho Falls is the largest primary shipping point in the United States. 750 carloads of livestock, 900 cars of grain. Idaho Falls has 15 miles of paved streets, 36 miles of concrete sidewalks, owns a million dollar hydro-electric plant. Has just completed the largest and best equipment hospitals in the State. Good irrigated land \$75 to \$225 per acre.

**Residential Features:** A great city for home ownership. Few apartments for rent and almost none furnished. Practically all residential streets are paved. Sewers, water, gas and electric service in all parts of city.

**Retail Shopping Section:** Extends from railroad track on the east, westward across Shop and Park avenue to Capital avenue on Broadway, "A", "B" and "C". A few scattering outlying neighborhood stores cater to people in their immediate vicinity.

**Trading Area:** As much of the local trade is rural in character, and from the widely scattered small towns. Up to 100 miles to the west, north and east and 30 miles south.

**Wholesale Houses:** Groceries, 3; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; druggists, 8; dry goods, 9; department stores, 6; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 11; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 5.

## LEWISTON, IDAHO

1920 Population, 6,575.

City and Suburban Estimate, 13,000.

**Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 70%; English Reading, 95%; Families, 2,450.**

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 760.

**Churches:** Baptist, 1; Christian Science, 1;

Continued on page 38

## IDAHO and ILLINOIS Daily Newspaper Markets in Standard Surveys

## IDAHO (Cont'd)

## Lewiston (con't)

Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, \$7,241,000; Savings Bank Deposits Total, \$1,500,000; total deposits over 6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: At junction of the Snake and Clearwater River. Served by the Union Pacific, Northern Pacific, The O. W. R. & N. Co., and Camas Prairie Railroad. Steamship Line to Portland, Oregon.

Principal Industries: Fruit and wheat farming, stock raising, millage.

Manufacturing Establishments: 5. Leading firms, Lewiston Cannery, Lewiston Milling Co., Lewiston Foundry.

Special Information: Location makes it the outlet for the white pine belt. This timber is a slow process for development.

Residential Features: Mostly private homes. Beautiful residential sections.

Retail Shopping Section: Main business section for 30 square blocks.

Trading Area: Trading area 75 miles radius.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 17; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 4; garages (public), 9; grocers, 7; hardware, 4; jewelry, 5; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 8.

## MOSCOW, IDAHO

1920 Population, 4,000.

City and Suburban Estimate, 6,500.

Native Whites, 69%; Negroes, 1 family; Foreign Born, 30%; Industrial Workers, 10%; English Reading, 95%; Families, 1,625.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,275.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2.

Location: 90 miles south of Spokane in the heart of the famous Palouse country. Served by the Spokane-Lewiston branch of the N. P. O. R. W. N. Railroad, and the Inland Empire Electric Railroad, which has its terminus at this point. Also numerous Auto Stage Lines.

Principal Industries: Flour, brick, and firebrick and clay products. Vinegar, two creameries, meat packing plant.

Special Information: The location of the University of Idaho, with an enrollment of early 2,000 students. One of the largest shipping points of wheat in the Inland Empire.

Residential Features: Mostly one and two family houses; several apartment houses; and the city is generally and exceptionally tidy appearance; average value of residence property from four to eight thousand.

Retail Shopping Section: Extends over about 16 blocks.

Trading Area: A radius of about 12 miles in Southwest and Northerly direction, and about 25 miles East.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Seeds, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 21; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 8; grocers, 12; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 6; men's clothing, 1; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 8; stationers, 3; women's apparel, 2.

## NAMPA, IDAHO

1920 Population, 8,000.

City and Suburban Estimate, 35,000 to 40,000.

Native Whites, 96%; Negroes, 1%; Foreign Born, 1%; English Reading, 99%; Families, 9,000.

Schools: Public Grade, 4; High, 1; Junior High, none; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist 1;

Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.). Total number of seats, 1,900.

Location: On main line of O. S. L. Ry. Junction of Idaho Northern, and Murphy branch lines. On loop of Boise Valley Traction Co. electric line. Bus service to Boise Valley towns.

Principal Industries: Pacific Fruit Express ice manufacturing, Broom factory, Carnation Milk condensery, second largest in world. Principal industry farming.

Manufacturing Establishments: Leading firms, Carnation Milk Co.

Residential Features: Mostly moderate priced houses, belonging to workingmen and business men. Private homes predominate. South side of city most desirable living section, but good homes are to be found any place in the town.

Retail Shopping Section: Main street and Twelfth avenue. Business section extends probably 20 blocks. Fifty blocks of paved streets.

Trading Area: Trading area of Nampa extends no less than 10 miles in any direction. Country south of town in Bowmont, Melha and Murphy country is fed by Nampa.

Wholesale Houses: Wholesale houses all located at Boise.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 39; druggists, 3; dry goods, 14; department stores, 2; electrical supplies, 7; florists, 2; fruits, 1; furniture, 3; furriers, 1; garages (public), 8; grocers, 20; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 2.

## POCATELLO, IDAHO

1920 Population, 15,001.

City and Suburban Estimate, 18,000.

Native Whites, 82.4%; Negroes, 2.4%; Foreign Born, 15.2%; Industrial Workers, 25%; English Reading, 80.4%; Families, 3,414.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 3,114.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6 Latter Day Saints, 3 Mts.

Banks: National, 1; State, 2; Total Resources, \$3,898,755; Savings Bank Deposits Total, \$283,220.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,700.

Location: It is the distributing point of the Oregon Short Line, (Union Pacific System) in direct connection with Utah, Nevada, Colorado, California, Oregon, Washington, Montana and Wyoming. It is not only the gateway to the nation's most popular playground, (Yellowstone Park), but the gateway to the entire Northwest. County Seat of Bannock County, located in Southeastern Idaho.

Principal Industries: Largest railroad shops West of Omaha, Kraft Cheese Plant, Flour Milling. Pocatello is surrounded by a rich farming area, together with an ever-increasing dairying industry.

Manufacturing Establishments: 1. Leading firms, Kraft Cheese Plant.

Special Information: Location of the city makes it the main distributing point for the State of Idaho, as well as the Northwest, now having 20 wholesale houses and indications point to many more this year.

Residential Features: Mostly one and two family houses. Limited Section devoted to Negroes and foreigners. Private homes predominate. Many fine residential sections are crowding up in the city and as well as the suburban section.

Retail Shopping Section: The retail area covers 23 square blocks, there being 383 retail business institutions located therein.

Trading Area: As a retail trading area draws from a territory within a radius of 100 miles. Business is secured at even greater distances on account of the fine highways leading into the city.

Wholesale Houses: Groceries, 3; Meats, 4; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 19; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 5; druggists, 9; dry goods, 6; department stores, 4; electrical supplies, 5; florists, 3; fruits, 6; furniture, 3; furriers, 1; garages (public), 15; grocers, 35; hardware, 4; jewelry, 9; meat markets, 14; men's furnishings, 13; men's clothing, 13; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 22; shoes, 10; sporting goods, 5; stationers, 2; women's apparel, 7.

## TWIN FALLS, IDAHO

1920 Population, 8,324.

City and Suburban Estimate, 10,000.

Native Whites, 97%; Negroes and Mexican, 3%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 98%; Families, 1,500.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: On Minodoka branch of Oregon Short Line. Headquarters and main shipping point of a number of stage line carrying both freight and passengers.

Principal Industries: Farming in large tributary area, distributing point for groceries and supplies.

Manufacturing Establishments: 12. Leading firms, Twin Falls Vinegar & Cider Wks. Others consist of small foundry, cheese factories, creameries, cement block works, broom factories. All on comparatively small scale, supplying only local trading area.

Residential Features: Practically all one family houses, mostly of frame construction, with small percentage of brick and stone. Great majority of all homes are well and expensively built. Three up-to-date apartments. No tenements or workmen's district. All better residence streets fully paved.

Retail Shopping Section: Extends from main corner (Main avenue and Shoshone street) about 3 blocks in 4 directions. Garage business constitutes section by itself, not included in area mentioned. Several neighborhood stores.

Trading Area: South 75 miles to Nevada town of Contact; East as far as Murtaugh; about 30 miles West to Burli 20 miles and north across Snake River to Jerome about 15 miles. Takes in many smaller towns whose residents largely shop in Twin Falls, as a result of good roads.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 4; Miscellaneous Lines, Prd. and Commission, 8.

Number of Retail Outlets for Nationally Advertised Products:

Passenger Automobile Agencies, 9; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; garages (public), 7; grocers, 14; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 8; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 4.

## WALLACE, IDAHO

1920 Population, 28,000.

City and Suburban Estimate, 14,250. 5.5 per sq. mile.

Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 80%; English Reading, 95%.

Schools: Public Grade, 1; High, 1; Parochial, 1; Number of Pupils, 800.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$6,550,184.92; Savings Bank Deposits Total, \$5,969,226.58.

Theatres: Moving Pictures, 2. Total number of seats, 1,600.

Location: 70 miles east of Spokane, O. W. R. & N. Ry. from the west and Nor. Pac. from the east. Excellent bus service to mining towns adjacent and Spokane.

Principal Industries: Wallace is the center of the Coeur d'Alene mining district, all the mining canyons leading into this town. Considerable lumbering, but mining principal industry.

Manufacturing Establishments: C. D. A. Hdw. & Fdy. Co. Leading firms, Idaho Wholesale Co., White & Bender Co., both wholesale. Coeur d'Alene mining district largest producer of lead in the world.

Total value of yearly output of mines estimated at \$28,000,000.

Special Information: Mines were closed at time of 1920 census, consequently above figures are about 75 per cent of present time estimates. Mines have operated steadily since 1921 with favorable prospects for a continued high price for lead.

Retail Shopping Section: Extends from 5th street to 8th street and from Hotel street to Pine street, including Cedar and Bank streets. 12 blocks in all.

Trading Area: Includes the towns of Kellogg, Mullan, Burke, Interstate Success and other smaller settlements. These places are in different canyons and Wallace is situated at the mouth of them, giving it a trading area of 25 miles north, east and west, but cut off by mountains to the south.

Wholesale Houses: Groceries, 2; Meats, 2;

Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Coaf, 1, Tob, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; garages (public), 6; grocers, 3; hardware, 2; jewelry, 4; meat markets, 5; men's furnishings, 6; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; women's apparel, 4.

Standard Surveys  
of  
ILLINOIS

## ALTON, ILL.

1920 Population, 24,682.

City and Suburban Estimate, 42,000.

Native Whites, 86 3/10%; Negroes, 6 9/10%; Foreign Born, 6 8/10%; English Reading, 88%; Families, 5,926.

Schools: 19; Number of Pupils, 7,110.

Churches: 10.

Banks: 5; Total Resources, \$12,450,000.

Theatres: 5; Total number of seats, 4,550.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Radius of 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 22; druggists, 12; dry goods, 15; department stores, 4; electrical supplies, 4; florists, 3; fruits, 15; furniture, 10; furriers, 1; garages (public), 14; grocers, 150; hardware, 10; jewelry, 8; meat markets, 38; men's furnishings, 6; men's clothing, 16; merchant tailors, 10; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 25; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

## AURORA, ILL.

1920 Population, 36,397; Present, 45,000.

City and Suburban Estimate, 100,000.

Native Whites, 98.3%; Negroes, 1.7%; Foreign Born, 17.8%; Industrial Workers, 17,000; English Reading, 98%; Families, 10,181.

Schools: Public Grade, 14; High, 2; Junior High, 1; Parochial, 8.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 6; Presbyterian, 3; Lutheran, 4; Roman Catholic, 6; Miscellaneous, 6.

Banks: National, 6; State, 2; Total Resources, \$17,704,499.48. Savings Bank Deposits Total, \$7,500,000.00. Two Building Loan Assn. \$5-854,041.34.

Theatres: Moving Pictures, 4; Vaudeville, 1.

Location: 38 miles west of Chicago on main line of C. B. & Q. Ry. Branch of C. & N. W. E. J. & E. Chicago outer Belt Lines, C. M. & G. Interurban center. The Fox River, most scenic stream in the Midwest, flows through the city and supplies water power to some of the factories.

Principal Industries: Water works electric street lighting plant; C. B. & Q. Shops, repair and construction. Does everything from repairing freight cars to building coaches and locomotives. Heavy hoisting machinery. Well boring and pumping machines. Automatic tools. Road graders and dump cars. Stoves, door hangers, corsets, steel lockers and cabinets, cotton and woolen clothes, house dresses, roadsters, binder board, mill and cabinet work, etc.

Manufacturing Establishments: About 150. Leading firms, C. B. & Q., Aurora Automatic Machinery Co., Western Wheeled Scraper Works, Aurora Cotton Mills, Pictorial Package Co., Rathbone-Sard & Co., Richards-Wilcox Co., Aurora Corset Co., International Corset Co., U. S. Wind Engine & Pump Co., Stephens-Adamson Co., Challenge Wind Mill Co., American Well Works, Lyon Metallic Co., American Wood Working Machinery Co., Blanchard Calendar Co., Aurora Metal Co.

Total value of yearly output of factories estimated at \$40,000,000.00.

Special Information: Aurora has increased in population about 9,000 since 1920 census. Building permits 1923, \$3,200,000. For first four months in 1924, \$1,500,000. City owns its water works and street lighting systems. 4500 city auto licenses issued. As many more autos are owned within the trading territory of the city. Aurora has the great Central State Fair, which is the largest Fair in the west if not in the country. The Fair grounds are an all year round amusement park.

Continued on page 40

# NORTHERN ILLINOIS GROUP

## Daily Newspapers

AURORA BEACON-NEWS

ELGIN COURIER

JOLIET HERALD-NEWS

These Papers Go Into the Homes of 98% of English Speaking People in This Community.

### Map of the District Served

Population 250,000

Homes 55,000

Circulation 48,000

Illinois-Wisconsin State Line



### Three Trading Areas Composing One Complete Community

Territory covered by the circulation of papers of the Northern Illinois Group is one complete community with three trading centers. For all purposes of buying in response to advertising it is the same as a city of 250,000 with three business districts.

People do the most of their buying in one or the other of these centers (Aurora, Elgin or Joliet) and none are more than an hour's ride from the stores. They are nearer the best stores of the community than many who live in metropolitan cities.

The people are prosperous and good spenders. There are over 350 diversified manufacturing industries, employing between 35,000 and 40,000. Pay roll is around \$60,000,000 a year.

Wholesalers actively co-operate with lines that are advertised in these papers by securing distribution in the outlying small cities and villages. Few advertisers feel they can send traveling salesmen into the smaller towns even though they realize the importance of their trade. The co-operation of our wholesalers takes care of this in Northern Illinois Group territory, which has 117 of these small towns.

There are 2,163 retail outlets in this community. In Aurora, 417, in Elgin, 298, in Joliet, 687. Outside towns, 761.

In this community there are 35,321 electric meters and 49,929 gas meters.

Circulation coverage is complete. These papers go into the homes of 98% of the English speaking people. The papers are sold on subscription and delivered by carrier.

We can furnish accurate information about the market possibilities here for any line. Just address:

#### Northern Illinois Group, Aurora, Ill.

Aurora Beacon-News    Elgin Courier    Joliet Herald-News  
J. K. Groom, Director National Advertising, Aurora, Ill.

Western Representative  
R. Heath Davis,  
1622 Marquette Bldg.,  
Chicago, Ill.

Eastern Representative  
Alcorn-Seymour Co.,  
270 Madison Ave.,  
New York, N. Y.

### Real Want Ad Mediums

Few newspapers in Illinois rival the three members of the Northern Illinois Group in want ad business. They have been developed up to the minute along these lines and bring great results for those who patronize them.

*Territory large enough to give a substantial "try-out"*  
*Small enough that a mistake will not bankrupt you!*

ILLINOIS (Cont'd)

Aurora (con't)

Residential Features: A city of homes, 10,151 of them. 80% of the houses owned by their occupants. Mostly frame or brick. Average value \$8,500. Mostly individual residences of from 6 to 10 rooms. Not more than a dozen apartment flats. Nearly all the streets are paved, and lined by great forest trees, planted half a century ago. No segregated, poor district. There is no poor class.

Retail Shopping Section: Broadway is main street, 5 blocks, LaSalle 3 blocks, River 4 blocks, Island Avenue, 2 blocks, Fox & Downer, 8 blocks, Main 4 blocks, Galena 2 blocks, New York and Walnut 5 blocks. These streets intersect each other, forming a condensed area of about 7 square blocks. While there are some out-laying scattered grocery stores, there is no out-laying business district.

Trading Area: North about 14 miles to St. Charles and to Elburn. East 9 miles to Naperville, south 10 miles to Plainfield and west 30 miles to Mendota, Shabons and Rochelle. Concrete roads in every direction. Total trading territory has about 100,000 population.

Wholesale Houses: Groceries, 5; Meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 29; Commercial Auto Agencies, 16; Automobile Accessories, 28; Automobile Tire Agencies, 5; Bakers, 17; Cigar Stores and Stands (including hotels), 27; Confectioners (including hotel stands), 27; Dressmakers, 3; Dressmakers, 2; Druggists, 18; Dry Goods, 5; Department Stores, 7; Electrical Supplies, 3; Florists, 7; Fruits, 9; Furniture, 15; Furriers, 1; Garages (public), 1; Grocers, 122; Hardware, 10; Jewelry, 10; Meat Markets, 28; Men's Furnishings, 1; Men's Clothing, 16; Merchant Tailors, 12; Milliners, 4; Opticians, 5; Photographers, 10; Pianos (and miscellaneous musical instruments), 5; Radio Supplies, 12; Restaurants (including hotels), 55; Shoes, 6; Sporting Goods, 1; Women's Apparel, 12.

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BELLEVILLE, ILL.

1920 Population, 24,823.

City and Suburban Estimate: 35,000. Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 99%; Families, 8,200.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,984.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$12,883,802.56; Savings Bank Deposits Total, \$10,881,067.67.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,900.

Location: Southwestern Illinois, 14 miles from St. Louis on Illinois Central, Southern, Louisville & Nashville and East St. Louis and Suburban R. R. All railroads connect with belt line. Truck service to St. Louis, Mo.

Principal Industries: Stove factories, shoes, threshing machines, printing machines, stencil machines, coal mining, Government balloon school and aviation camp. Washing machines. Koppert Auto Top Co.

Manufacturing Establishments, 140. Leading firms, Baker Stove Works, Orton Stove Mfg. Co., Belleville Stove & Range Co., Harrison Machine Works, Karr Range Co., Twentieth Century Brass Works, Ideal Stencil Machine Co., Oakland Foundry Co., Eagle Foundry Co., International Shoe Co.

Special Information: Largest stove tonnage output of any United States city. Located in vast coal field. Majority of coal miners, American born, own their own homes. Located in St. Clair County. Second largest county in population in the state and largest wheat growing county in state.

Residential Features: Mostly one family houses, 75% of families own their own homes.

Retail Shopping Section: Mostly on Main St., extending for 15 blocks, also on High, Illinois, Jackson, 1st and 2nd Sts. Two outlying business sections with many neighborhood grocery and meat shops.

Trading Area: Extends 30 miles east and southeast 20 miles north and six miles west, 15 miles south and southwest. Bus service to many towns, with interurban trolley line to others.

Wholesale Houses: Groceries, 3; Fruits, 2; Candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto, agencies, 7; automobile accessories, 21; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotels), 67; confectioners (including hotel stands), 34; dressmakers, 15; druggists, 13; dry goods, 11; department stores, 4; electrical supplies, 9; florists, 7; fruits, 14; furniture, 6; garages (public), 10; grocers, 91; hardware, 12; jewelry, 10; meat markets, 37; men's furnishings, 22; men's clothing, 13; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 21; sporting goods, 8; stationers, 2; women's apparel, 14.

BELVIDERE, ILL.

1920 Population, 8,000. City and Suburban Estimate, 18,000. Native Whites, 90.1-2%; Negroes, one-half; Industrial Workers, 65%; English Reading, 85%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 2; Total Resources, \$4,000,000.

Theatres: Legitimate, 1; Moving Picture, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000 to 3,000.

Location: Chicago Northwestern—Interurban. Grant Cement Highway.

Principal Industries: National Sewing Machine Co., Belvidere Screw and Machine Co., Gossard Corset Co., Parsons Casket Hardware Co., Sanitary Scales Co.

Special Information: Located in center of agricultural region second to none. A city of homes. Has foundation for the building of a city with exceptional layout and beauty. Natural trading center for surrounding country.

Residential Features: Homes of average build, mostly one-family houses. Many new houses, being built this year, and more planned for next year.

Retail Shopping Section: State St. is main business street with 5 long blocks. Several side streets with secondary business. Portion of Logan Ave. good business district.

Trading Area: 15 to 25 miles, but more anrely within a radius of about 10 miles.

Wholesale Houses: Tob. Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto, agencies, 2; automobile accessories, 9; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 7; grocers, 5; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 1; women's apparel, 2.

See announcement column 4

BLOOMINGTON, ILL.

1920 Population, 33,868.

City and Suburban Estimate: 140,000. Native Whites, 88.4%; Negroes, 2.8%; Foreign Born, 8.8%; Industrial Workers, 16%; English Reading, 98.5%; Families, 7,975.

Schools: Public Grade, 16; High, 3; Parochial, 4; Number of Pupils, 7,212.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 10.

Banks: National, 1; State, 5; Total Resources, \$16,996,337.17; Bank Deposits Total, \$14,301,793.48. Savings deposits not available.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 7,922. Auditoriums, 8,900.

Location: C. & A., 2 lines; I. C., 2 lines; C. C. C. & St. L.; Nickel Plate, Illinois Traction System; 3 bus lines; 80 passenger trains daily. Overnight freight service from Chicago & St. Louis, second night service from Cleveland, Cincinnati and Kansas City; third morning service from New York and Boston.

Principal Industries: Agriculture (principally corn, oats, livestock, dairying), washing machines, oil heaters, furnaces, railroad equipment; freight cars, passenger coaches; farm implements, book publishing, candy making (largest candy factory in the world), seeds and nursery stock, overalls, shirts, canning.

Manufacturing Establishments, 100. Leading firms, C. & A. Shops (railroad equipment), Paul P. Reich Co. (confection), American Foundry & Machine Co. (furnaces), C. L. Williams & Son (Oil-O-Matic Heater), Meadows Mfg. Co. (washing machines), Portable Elevator Co., Kleum's Overall Factory.

Special Information: With 7 railroad lines and 7 concrete highways entering the city, and because of the fact that no cities of similar size are located within 41 miles, Bloomington has been the logical retail trading center for a large area of Central Illinois. Bloomington ranks eighth in the United States in general quality of goods handled in retail stores. Important as a wholesale and jobbing center. The home of 1,600 traveling salesmen.

Residential Features: Individually-owned homes predominating with only a small strip along railroads housing foreign labor and colored element, which might be classed as a poor residential district. No city in Illinois of like size has such a large proportion of fine homes as will be found in Bloomington, a statement borne out by the average valuation given herewith: 40% of homes, \$6,000; 40%, \$4,000; 10%, \$15,000; 10%, \$3,000 or less.

Retail Shopping Section: Extends from Public Square (which forms heart of business section, and terminal for interurban and bus lines, and transfer point for city trolley lines) for 10 blocks on Main St. Center, Madison and East Sts. parallel Main St. and are business streets of 6 to 7 blocks each. Cross streets 3 blocks north and south of Square have retail stores along 2 to 5 blocks. Smaller neighborhood sections, are grouped around the 3 railroad depots located 10 to 14 blocks from Square. Normal, Illinois, which adjoins Bloomington on the north, and is separate only as to government, has 8 blocks devoted to business on both sides of the main street.

Trading Area: Extends about 35 miles north, east and southeast; 25 miles south, west and northwest, with fairly consistent trade coming

in from a distance as great as 45 miles southwest. The exceptional stocks of department stores, together with the accessibility of Bloomington over the railroads entering the city from 12 directions, the concrete highways, and the bus lines, bring buyers from many points outside the trading outlined above.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 6; Miscellaneous lines, Seeds, 1; Feeds, 2; Hides and Fur, 1; Millinery, 2; Saddlery and Shoe Findings, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto, agencies, 8; automobile accessories, 25; automobile tire agencies, 20 (representative stocks only); bakers, 13; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 19; delicatessen, 6; dressmakers, 4; druggists, 23; dry goods, 6; department stores, 5; electrical supplies, 9; florists, 5; fruits, 4; furniture, 9; furriers, 3; garages (public), 8; grocers, 100; hardware, 6; jewelry, 12; meat markets, 41; men's furnishings, 24; men's clothing, 22; merchant tailors, 11; milliners, 14; opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments), 4; radio supplies, 13; restaurants (including hotels), 45; shoes, 10; sporting goods, 11; stationers, 5; women's apparel, 12.

See announcement page 41

CAIRO, ILL.

1920 Population, 15,203.

City and Suburban Estimate, 49,572. Native Whites, 64%; Negroes, 32%; Foreign Born, 2%; Industrial Workers, 17%; English Reading, 90%; Families, 4,111.

Schools: Public Grade, 9; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 3,490.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$6,684,728; Savings Banks Deposits Total, \$985,630.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 2,500.

Location: At junction of Ohio and Mississippi Rivers and at head of all-year navigation on the Mississippi. Served by Illinois Central, Mobile & Ohio, New York Central, Cotton Belt and Missouri Pacific Railroads. Northern winter terminus for the Mississippi-Warrior Barge Line, owned by Federal Government. Served also by Goltra Barge Line.

Principal Industries: Silos, ready-cut houses, hardwood flooring, vehicle parts and handles, kitchen cabinets, storage and shipping boxes, egg crates, veneer and sewing machine parts, cotton oil products, machine shops, boilers, cigars, grain products, planing mills, cotton gins.

Manufacturing Establishments, 57. Leading firms, Singer Mfg. Co., Chicago Mill & Lumber Co., Illinois Lumber Yards (owned by Sears, Roebuck & Co.), L. D. Leach & Co.

Special Information: Location makes it important shipping point by river and rail to a wide territory. In all directions. A comprehensive survey in 1923 showed a movement of 35,815 cars in and 32,945 cars out, handled by 123 Cairo concerns. These figures do not include l. c. l. shipments. Grain led with 14,090 cars in and 14,247 cars out; manufacturing industries next, and Federal Barge Line handled 5,100 cars south and 3,850 cars north.

Residential Features: Of the 3,570 dwellings in Cairo, 69% are owned by their occupants, 50% of the dwellings range from \$2,500 to \$6,500. Cairo has very few apartment houses.

Retail Shopping Section: Extends from Eighth and Commercial streets north and south, two blocks on Commercial; west on 8th one block to Washington and north and south on Washington, a block in each direction. There are three outlying neighborhood retail sections.

Trading Area: Extends 36 miles north to Anna and Jonesboro, Ills.; east, 40 miles to Paducah, Ky.; south, 40 miles to Fulton, Ky., and west, 30 miles to Morehouse, Mo.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 3; Hardware, 1; Dry Goods, 3; Miscellaneous Lines, 14; Candy, Lumber, Soft Drinks, Drugs, Paint, Coffee, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto, agencies, 10; automobile accessories, 13; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 16; dressmakers, 4; druggists, 14; dry goods, 7; electrical supplies, 2; florists, 1; fruits, 7; furniture, 3; garages (public), 4; grocers, 96; hardware, 2; jewelry, 3; meat markets, 20; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 5.

CANTON, ILL.

1920 Population, 10,928. City and Suburban Estimate, 50,000. Native Whites, 90%; Negroes, 4%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 95%; Families, 2,300.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,630.

Churches: Baptist, 1; Christian Science Hall, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$4,855,926.81; Savings Bank Deposits Total, \$3,861,291.51.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: T. P. & W., C. B. & Q. and I. C. Electric Railway.

Principal Industries: Farm machinery, over-all, brick, cigars, coal.

Manufacturing Establishments, 15. Leading firms, International Harvester, P. & O. Works, Globe Shirt & Overall Co., Beam-Dean Co., Middleton Brick Co.

Total value of yearly output of factories estimated at \$3,500,000.

Special Information: The Parlin & Orendorf Co., previously controlled by U. G. Orendorf, owner of the Canton Daily Ledger, sold its Canton plant with a capital of \$5,000,000 and a surplus of over \$5,000,000 to the International Harvester Co. of America in 1919 and this well-known corporation is now operating this, the oldest existing plow works in the world. The plant covers six square blocks and employs 2,300 men when in full operation.

Residential Features: Mostly one-family houses. Two or three small apartment buildings. A few workmen's tenements. Private homes predominate. Vast majority of residents own homes they live in. Would cost \$5,000 to \$100,000 each to replace most houses. Average would be around \$7,000, or possibly a little more.

Retail Shopping Section for most part extends in square with Jones Park as center and bounded on north by Chestnut St., on east by Main St., on south by Elm St., and on west by extension of White Court. Other stores on streets that form boundaries of square for two or three blocks from main trading center. Scattered "neighborhood" stores.

Trading Area: Twenty-five mile radius and for longer distances in directions where concrete roads and interurban car line make access to Canton particularly convenient.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto, agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; ferriers, 1; garages (public), 12; grocers, 55; hardware, 4; jewelry, 6; meat markets, 14; men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 7; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 25; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

CARBONDALE, ILL.

1920 Population, 6,276. City and Suburban Estimate, 7,968. This is actual according to count for new city directory.

Native Whites, 90%; Negroes, 6%; Foreign

The Only DAILY NEWSPAPER published in BELVIDERE and BOONE COUNTY

a trading territory in Northern Illinois of 20,000 buyers.

The Daily Republican Belvidere, Ill.

3300 guaranteed circulation

**ILLINOIS (Cont'd)**

Born, 4%; Industrial Workers, 35%; English Reading, 87%; Families, 1,670.

Schools: Public Grade, 3; High, 1; Junior High, 1; Southern Illinois State Normal University, largest in United States. Number of Pupils, 1,900; City Schools, Normal School, 1,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$2,508,000; Savings Bank Deposits Total, \$132,600.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,190.

Location: On main line I. C. Ry. Division point for St. Louis Division of I. C., Interurban to Murphysboro, bus line to the east and west.

Principal Industries: Railroad terminal and shops, largest railroad tie preserving plant in the world, automobile painting plant. In one of the largest fruit growing centers in the country. Wholesale grocer house.

Manufacturing Establishments, 3. Leading firms, Marx-Haas Clothing Co., White Mule Tire Patch, Inc., Aver & Lord Tire Co. Total value of yearly output of factories estimated at \$2,000,000.

Residential Features: Mostly private homes. Several 4 and 5 family apartments. Carboudeale boasts of its large trees, which gives lots of shade, also practically all streets paved, making it an ideal residential town.

Retail Shopping Section: Extends from public square (which forms heart of business district) with railroad station and interurban terminal in square.

Trading Area: Excellent trading radius for 20 miles each way on account of hard roads coming in from all four directions.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 11; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 27; hardware, 3; jewelry, 7; meat markets, 10; men's furnishings, 7; men's clothing, 12; merchant tailors, 11; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 5.

**CENTRALIA, ILL.**

1920 Population, 15,119.  
City and Suburban Estimate, 53,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 34%; English Reading, 94%; Families, 4,200 in city.

Schools: Public Grade, 10; High, 1 (township); Parochial, 2; Number of Pupils, 4,000, estimated.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$5,452,462; Savings Bank Deposits Total, \$2,207,128.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 2,700.

Location: Strategically at central part of south third of Illinois. Gateway of rich coal mining, fruit-growing and agricultural empire known as "Egypt." Is railroad center with distribution all points compass on trunk lines. Division point I. C. and Burlington with shops. Southern Railway, Missouri & Illinois. North and south bus service on concrete roads for suburban trading territory.

Principal Industries: Two large railroad shops and terminal yards. Two modern soft coal mines. One large modern envelope factory. Cigar factories, ice factories, soda factories, ice cream factories, flour mill, cauning factories, concrete block plant, sawmills.

Manufacturing Establishments, 20. Leading firms, Marion County Coal Co., Centralia Coal Co., Centralia Envelope Co.

Special Information: Finest peaches and apples in the world. Fundamental pay-rolls such as railroads and mines. Railroads have investment here of around \$4,500,000. Mines around \$1,000,000. Unusually high savings account per capita in banks and building and loans (3 of latter). Average yearly earning of those in industry over \$1,200.

Residential Features: Exceptional home-owning class. One and a few two-family houses (not over dozen apartments). No tenements. Average value of homes probably \$5,000.

Retail Shopping Section: Broadway, east and west, five blocks long with hub at Locust street, about half way, running north and south three blocks.

Trading Area: 25 miles north and south, 15 miles east and west.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Cigars and Tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14, with service; commercial auto. agencies, 5; automobile accessories, all garages, plus 2; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 5; druggists, 8; dry goods, 2, exclusive; department stores, 4;

electrical supplies, 4; florists, 2; fruits, 1; furniture, 4; garages (public), 7; grocers, 70; hardware, 7; jewelry, 5; meat markets, 15; men's furnishings, 9; men's clothing, 5; merchant tailors, 1; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

**CHAMPAIGN, ILL.**

1920 Population, 15,873.  
City and Suburban Estimate, 56,959.

Native Whites, 86.9%; Negroes, 7.8%; Foreign Born, 5.2%; Industrial Workers, 8.0%; English Reading, 99.0%; Families, 4,077.

Schools: Public Grade, 16; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 6,010.

Churches: Baptist, 3; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 3; State, 3; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$13,000,000.

Theatres: Legitimate, 3; Moving Pictures, 7; Vaudeville, 1; Burlesque, 2; Miscellaneous (Auditoriums, etc.), U. of I. Auditorium, U. of I. Stadium. Total number of seats, 8,000. (U. of I. Stadium seats 55,000.)

Location: 128 miles south of Chicago, Illinois, on main line of Illinois Central R. R. Served by Illinois Central, B. R., Wabash R. R., Big Four, and Illinois Traction System. Absolutely the heart of the great corn belt of Illinois—Champaign County alone producing \$28,000,000 worth of crops last year.

Principal Industries: Printing, dairy products, electric light bulbs, electrical fixtures, machinery, tools, radio equipment, railroad equipment, rubber goods.

Manufacturing Establishments: 123. Leading firms, Caldwell Elec. Corp., Burr Co., Cushman Tool Co., Circle A Products Corp., Cliffords-Jacobs Co., Locomotive Crane Co., Pioneer Creamery Co., Crescent Rubber Co.

Total value of yearly output of factories estimated at \$6,637,000.

Special Information: Champaign and Urbana corporation lines adjoin, forming practically one town, with Champaign proper the trading center of the community, although Urbana is the county seat. Water, sewer, lights power, street car lines, etc., used in common by both towns, the city governments being the only separate agencies.

University of Illinois, with 9,000 students and 1,100 faculty, located in Champaign-Urbana. More than \$50,000 a day is spent in the community directly and indirectly by the university. Champaign County is one of the richest agricultural counties in the entire United States.

Residential Features: Mostly one-family homes. Practically everyone owns his own home, which are way above the average, in

fact Champaign-Urbana have a reputation as cities of beautiful homes. Most of the people are well-to-do. Average home is worth \$10,000. Many represent an investment of from \$25,000 to \$75,000.

Retail Shopping Section: Main street, eight blocks; Neil street, seven blocks; Church street, one block; Taylor street, three blocks; Walnut street, five blocks; Green street, two blocks; Wright street, two blocks; Market street, three blocks; Race street, two blocks; University avenue, four blocks; Park street, one block; Hill street, one block; Randolph street, two blocks; Washington street, one block; Hickory street, two blocks.

Trading Area: Thirty-five miles north to Buckley on Illinois Central R. R.; 30 miles south to Arcola on Illinois Central R. R.; 22 miles east to Filthau on Big Four R. R.; 23 miles west to Farmer City on Big Four R. R.; 18 miles southwest to Homer and Sidney on Wabash R. R.; 20 miles west to Monticello on Illinois Traction System Electric R. R. Logical trade area extends approximately within 23 miles' radius. Trading influence extends about 35 miles radius except east, which goes only 22 miles to Fillian.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits and Vegetables, 3; Miscellaneous Lines—Cigars and Tobaccos, 1; Confectionery, 3; Auto Accessory, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 9; automobile accessories, 20; automobile tire agencies, 20; bakers, 10; cigar stores and stands (including hotels), 120; confectioners (including hotel stands), 30; delicatessens, 3; dressmakers, 37; druggists, 18; dry goods, 5; department stores, 3; electrical supplies, 10; florists, 8; fruits, 4; furniture, 13; furriers, 3; garages (public), 29; grocers, 110; hardware, 8; jewelry, 11; meat markets, 23; men's furnishings, 19; men's clothing, 19; merchant tailors, 14; milliners, 13; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 68; shoes, 19; sporting goods, 8; stationers, 9; women's apparel, 14.

**CHARLESTON, ILL.**

1920 Population, 6,615.  
City and Suburban Estimate, 15,900.

Native Whites, 98%; Negroes, .01%; Foreign Born, .01%; Industrial Workers, 5%; English Reading, 99 1/2%; Families, 3,500.

Schools: Public Grade, 5; High, 2; Junior High, 2.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Holiness, 1; Free Methodist, 1.

Banks: National, 2; Total Resources, \$3,796,000.

Theatres: Moving Pictures, 2; Total Number of seats, 850.

Continued on page 42

**The Buying Power of the Central Illinois Corn Farmer is 24% Greater Than in 1913**

\* Relative Purchasing Power at September, 1924 Farm Prices. 1913=100.  
Of a Unit of:

In terms of	Cotton	Corn	Wheat	Hay	Potatoes
All commodities	120	124	98	77	84
Cloths, etc	96	100	79	62	68
Fuel, etc.	116	110	87	68	75
Metals, etc.	140	145	114	90	99
Bldg. Materials	105	108	85	67	74
House-furnishing goods	105	108	85	67	74

\*Dept. of Agriculture Figures.

No other section in the United States can boast of a year-to-year corn crop comparable to that of McLean county, the largest and richest agricultural county in Illinois, and the exact center of Pantagraph influence.

With this year's crop bringing in a total revenue one-third greater than in 1923, this territory now furnishes a greater market for everything used in the home and on the farm than at any time since the deflation period.

Department store advertising may be taken as a barometer of local conditions, and a gain of 24.9% for the past ten months in this classification is indicative of the greater possibilities for trade.

**90c Corn Is a Magic Word In The Corn Belt — It Has Brought Relief From Debt, a Flood of Needed Improvements and a New Prosperity to Both City and Farming Communities.**

**The Daily Pantagraph**

Published Every Morning (Except Sunday) at Bloomington, Illinois (The Hub of the Corn Belt).

Representatives—Knill Burke, Brokaw Bldg., New York City; J. H. Griffin, Room 810, 17 N. LaSalle St., Chicago; P. A. Folsom, Chemical Bldg., St. Louis, Mo. Member A. B. C., A. N. P. A., Associated Press.

**The Pantagraph Brings Better Results—**

BECAUSE over 90% of its 18,000 circulation is concentrated in the immediate trading territory—a "balanced" market, almost equally divided in city and country population.

BECAUSE for 78 years it has been Central Illinois' "Home" paper, with 97% of its entire circulation delivered direct into the home, and renewals averaging 94%.

BECAUSE the Pantagraph enjoys, in the twin cities of Bloomington and Normal, a daily circulation twice that of its nearest competitor, covering 88% of the homes.

BECAUSE it goes into 77% of the homes of McLean County, the largest in Illinois. (Over 12,000 daily.)

BECAUSE there are now 300 miles of concrete highway lying within the Bloomington trading territory, giving a tremendous impetus to daily buying on the part of rural residents.

BECAUSE the Pantagraph "pulling power" is proved by the choice of its readers, who use in its columns four times as many Classified Ads as are printed by its local competitor.

ILLINOIS (Cont'd)

Charleston (cont)

Location: Big Four (main line) and Nickel Plate (Clover Leaf main line). Nickel Plate shops here.

Principal Industries: Railroad shops and large Brown Shoe Co. plant.

Manufacturing Establishments: 2. Leading firm, Brown Shoe Co.

Special Information: City located in center of Illinois broom corn belt with prosperous corn and wheat country also.

Residential Features: Mostly one-family homes with but few apartments. Private homes predominate. Very attractive and desirable.

Retail Shopping Section: Largely public square but spreads about block in each direction.

Trading Area: From west 10 miles, from south 12 to 15 miles, from east from 12 to 15 miles, and from north from 15 to 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 15; confectioneries (including hotel stands), 6; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 6; grocers, 18; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; piano (and miscellaneous music instruments), 5; radio supplies, 1; restaurants (including hotels), 7; shoes, 5; stationers, 1; women's apparel, 6.

CHICAGO, ILL.

City Class as: Chicago claims to be the third city in population in the world and is the second in the United States. It is the world's foremost railroad terminus, the nucleus of the great railroad and water transportation systems of the country.

Population table with columns for Year and Population. Includes 1910 Census (2,185,283), 1920 Census (3,521,753), and various demographic breakdowns.

The figures for birth and parentage in Chicago show a very large foreign born percentage, and an almost equally large population of native born, but having foreign born parents or mixed.

Comparison of Chicago's Population table with columns for Year and Population. Includes Male, Female, White, and Foreign born categories.

Nativity of Foreign Born table with columns for Country and Population. Lists countries like Armenia, Austria, Belgium, Canada, etc.

Persons Over 15 Years of Age by Age, Sex and Birth (1920) table with columns for Age Group, Sex, and Population.

The Metropolitan District of Chicago, according to the 1920 Census, has been increased and includes Cook County, Lake County, DuPage County, Kane County, Will County, Illinois, and Lake County, Indiana.

Suburban Residents table with columns for County and Population. Lists Cook County, DuPage County, Kane County, Will County, and Lake County.

Large table listing various cities and towns in Cook, DuPage, Kane, Will, and Lake counties with their respective populations.

Schools table with columns for School Type and Enrollment. Includes Elementary, High schools, and Catholic schools.

Catholic Schools table with columns for School Type and Enrollment. Lists Grammar, High school, and Academies for boys and girls.

Musio Schools table with columns for School Name and Enrollment. Lists Chicago Musical College, American Conservatory of Music, etc.

Colleges and Universities table with columns for Institution and Enrollment. Lists University of Chicago, Northwestern University, DePaul University, etc.

Northwestern University is located in Evanston, just outside of Chicago, but its schools of Commerce, Law and Dentistry are in Chicago. In the City of Chicago there are 25 girls' preparatory schools.

The prominent theological schools of Chicago are: Chicago Theological Seminary, Garrett Biblical Institute, University of Chicago Divinity School, Western Theological Seminary, Quincy Memorial Seminary and McCormick Seminary.

Churches table with columns for Denomination and Number of Churches. Lists Advent Christian, Baptist, Methodist, etc.

Financial Institutions table with columns for Institution Name and Assets. Lists Savings and State Banks, Deposits, etc.

Chicago is the banking center of the prosperous Mississippi Valley. It abounds in financial institutions of strength and character. At the beginning of 1924 there were 51 national banks and 171 state banks, with combined cash resources of \$2,627,877,000.

Theatres table with columns for Theatre Name and Seats. Lists Motion Picture, Vaudeville, and Productions.

Chicago is situated in the northwest corner of the State of Illinois, on the extreme southwest shore of Lake Michigan and extending along the shore for 26 miles.

It is the terminus of 37 railroads including 23 great railroad systems. The trunk lines terminating in Chicago are: Chicago & Northwestern, Chicago & Alton, Chicago, Burlington & Quincy, Chicago, Milwaukee & St. Paul, Pennsylvania, Baltimore & Ohio, Chicago Great Western, Pere Marquette, Soo Line (M. St. P. & S. Ste. M.), Chicago, Rock Island & Pacific, New York Central, Nickel Plate (N. Y. C. & St. L.), Chesapeake & Ohio, Chicago & Eastern Illinois, Chicago and Western, Indiana (Suburban), Erie, Grand Trunk, Monon (C. I. & L.), Santa Fe (A. T. S. F.), Wabash, Big Four (C. C. & St. L.), Illinois Central, Michigan Central.

Chicago is by far the greatest railroad center in the whole world; 40% of the railway mileage of the United States terminates there. No train passes through Chicago. It either begins its journey or finishes there.

There are about 10,000 miles of railroad tracks within the city limits and an investment of \$1,000,000,000 in railroad property. Chicago has the most comprehensive system for handling freight within its own railroad area; 1,400 miles of belt railway lines intersecting every railroad entering Chicago give unusual switching facilities by linking up the trunk railroads into a compact system.

Chicago has more than 120 railroad yards for the receipt, transfer and despatch of freight shipment with 184 freight receiving yards distributed throughout the city. A number of Chicago freight yards cover 100 acres and more of land each, and one a tract of 240 acres.

There is a supply of about 45,000 cars within the Chicago district each day. The freight traffic in and out of Chicago daily consists of about 27,000 cars.

Over 2,500 through package cars leave Chicago daily to about 2,000 points in forty-eight states, and one transfer service to 60,000 other points.

Chicago also has an unrivaled system for handling freight within the Metropolitan district. Belt lines intersect all railroads entering the city. The greatest switching yards have been built. Sixty miles of tunnel, under the central business section used exclusively for freight, connect docks, depots, warehouses, wholesalers and department stores and industries with the various railroad terminals and warehouses.

Chicago has four great systems of elevated railways, aggregating about 200 miles of tracks. These systems interchange business so that for one fare, passengers may go from one section of the city to the other merely by changing cars at the transfer stations. The Metropolitan "L" serves the west side of the city; Chicago and Oak Park System extends from the Loop westward, serving not only the West Side of Chicago, but some important suburban towns including Oak Park and Forest Park. The South Side "L" is what the name implies. The "Northwestern" "L" runs north from the Loop through Evanston to Wilmette and northwest to Ravenswood. The elevated railroads have 205 stations and 1,664 cars.

There are six railway passenger stations located in or near the heart of the city: Central Station, which is terminus for the Big Four, Illinois Central and Michigan Central; Chicago & Northwestern Station, terminus for all divisions of the C. & N. W. Ry.; Dearborn Station, for Santa Fe, Chesapeake & Ohio, Chicago & Eastern Illinois, Erie, Grand Trunk, Wabash, and Chicago & Western Indiana. The Grand Central Station, for Baltimore & Ohio, Chicago Great Western, Soo Line, Pere Marquette; the LaSalle Street Station, for Chicago, Rock Island & Pacific, New York Central Lines, New York, Chicago & St. Louis; Union Station, for Chicago & Alton, Chicago, Burlington & Quincy, Chicago, Milwaukee & St. Paul and Pennsylvania Lines.

There are five electric interurban roads serving Chicago. These lines extend far out into the suburbs and surrounding territory and connect with many other electric railway systems that feed Chicago. There is also a motor bus company and an interurban motor despatch which is a freight service over the various electric lines. There are five electric surface lines that start in or near the city limits and extend into suburban territory.

The Chicago Motor Coach Co. has in operation in Chicago about 500 of the latest type double-deck motor buses, serving nearly all sections of the city. This new service is rapidly expanding and at present about twenty-five new buses per month are being added.

Other facilities are: Nine motor truck lines serving a radius of 50 miles in daily operation. Chicago has been established as the headquarters of the Air Mail Service of the U. S. and is the center of plans for development of commercial air travel.

Chicago Freight Tunnel: Beneath the streets of Chicago's business district are 55 miles of freight tunnels, electrically operated, connecting factories, warehouses, wholesale and retail stores with central district freight stations. Tunnel service eliminates trucking and saves time and money for shippers.

This system furnishes universal freight forwarding through four stations conveniently located at different points in the central district, for concerns not having direct tunnel connections.

Thirteen hundred passenger trains carrying 250,000 passengers arrive and depart every day. Of the passengers, about 180,000 are commuters and 70,000 are travelers.

The following steamship lines (freight and passenger) maintain routes from Chicago: Chicago, Duluth & Georgian Bay; Goodrich Steamship Lines; Carham & Morton Line; Michigan Transit Co., and Chicago & South Haven Steamship Co. There are about 50 other lines that run into Chicago, practically all of which are bulk freighters carrying coal, iron, lumber, steel, grain and automobiles.

Freight Transportation in Chicago District: Approximately 500 road freight trains bring to and take from Chicago district 30,000 freight cars each day. Of this amount there are about 15,000 inbound and 15,000 outbound. Of the total, 30,000 only about one-third are empty. 26.5 per cent of all the freight cars brought into Chicago are through cars. Therefore 73.5 per cent of the cars are loaded with goods for distribution in Chicago.

Chicago has as many freight cars going in and out daily as New York and St. Louis combined. The Chicago District loads about 4 1/2 percent and unloads about 1 1/2 percent of the country's total freight car loadings. In other words about 10.5 percent of all the freight cars loaded in the United States are loaded or unloaded in the Chicago District.

There are 30,000,000 tons of merchandise in and out of Chicago each year. The ratio of business moving out of Chicago to business moving west out of Chicago is 1.50 to 1. More than 4,000 industries are served by private side tracks.

The Chicago roads own 50.4 percent of the total number of freight cars owned by class one railroads; 40 percent of the locomotives and 47 percent of the total passenger cars. About 100,000 people living in Chicago are engaged in railroad service.

The clearing yards have a capacity of 10,580 cars. The Proviso yards a capacity of 4,705 cars at the present time and the plans for the new yards arrange for the accommodation of 22,000 cars. The Illinois Central yards will have

# What a space buyer ought to know—

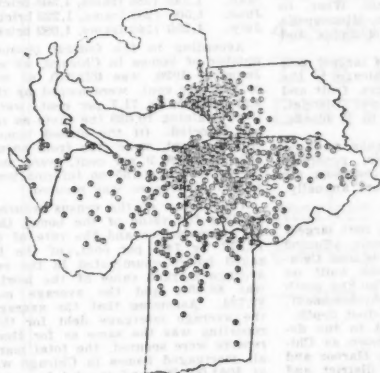
## —about *The Chicago Tribune* and its market

### 1. The City



- (a) In Chicago and its immediate suburbs there are more people than in any one of the thirty-six states shown in black on the map opposite.
- (b) In this tremendous market *The Chicago Tribune* (with 40% more local circulation than the next paper) reaches practically 100% of the English reading families.

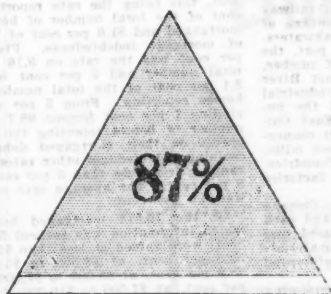
### 2. The Territory



- (a) The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) with one-eleventh of the area of the United States, has one-sixth of the population, who possess one-fifth of the national wealth.
- (b) In each of 1063 towns and cities of these five states (outside of Chicago) *The Chicago Tribune* reaches from one-fifth to four-fifths of the families. Of these towns 471 are shown by dots on the map opposite.

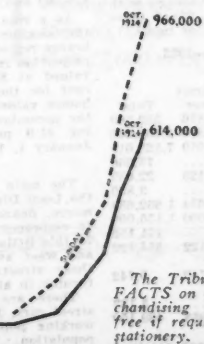
### 3. Dealer Influence

- (a) In Chicago 80% to 85% of the retailers read *The Tribune*. Outside the city, in a zone 400 miles in diameter, from 60% to 85% of the retailers read *The Tribune*.
- (b) Not only do they read it but from 63% to 87% of them state that *Chicago Tribune* advertising is a selling influence and moves goods from their shelves.



### 4. Cost

- (a) *Chicago Tribune* advertising space is economical because circulation increases make each contract a great bargain before it expires. The chart at the left shows the rate at which the paper has grown.
- (b) Compared with other media *Chicago Tribune* space is positively cheap. Based on circulation and rates of October, 1924, National advertisers can buy space in *The Tribune* on week days for \$1.46 per milline and on Sundays for \$1.30 per milline. How much space are you buying at rates as low as these, Mr. Space Buyer?



The *Tribune's* BOOK OF FACTS on markets and merchandising will be mailed free if requested on business stationery.

**The Chicago Tribune**  
The World's Greatest Newspaper

ILLINOIS (Cont'd)

Chicago (cont'd) a capacity of 12,000 cars standing with a working capacity of 8,000 cars daily.

Principal Industries.

Table with 2 columns: Metropolitan District and Municipal. Rows include Establishments, Persons engaged, Proprietor and firm members, Salaried employees, Wage earners, Capital, Salaries, Wages, Cost of materials, Value of product, and Value added by mfg.

The Chicago Industrial District, which ranked second in manufacturing in 1914, embraced 409,087 acres, of which 120,210 acres represent the area of Chicago and 288,877 the outside territory.

Chicago is the pre-eminent city of diversified industry. It produces a wide variety of manufactured products because it possesses conditions favorable to nearly every type of industry.

The principal industries of Chicago for which statistics can be presented separately, arranged in the order of value of product in 1919.

Table with 2 columns: Industry and 1914 Output. Rows include Slaughtering and meat packing, Foundry and machine shop products, Printing and publishing, Clothing, men's, including shirts, Electrical machinery, apparatus and supplies, Bread and bakery products, Cars, steam, railroad, Automobiles, including bodies and parts, Clothing, women's, Confectionery and ice cream, Paint and varnish, Furniture, Lumber and timber products, Copper, tin and sheet iron products, Soap, Musical instruments, Boots and shoes, Boxes—paper and other, Leather goods, Fur goods.

Grand total, including all industries not listed above, \$1,483,498,000

Table with 2 columns: Industry and 1919 Output. Rows include Slaughtering and meat packing, Foundry and machine shop products, Printing and publishing, Clothing, men's, including shirts, Electrical machinery, apparatus and supplies, Bread and bakery products, Cars, steam, railroad, Automobiles, including bodies and parts, Clothing, women's, Confectionery and ice cream, Paint and varnish, Furniture, Lumber and timber products, Copper, tin and sheet iron products, Soap, Musical instruments, Boots and shoes, Boxes—paper and other, Leather goods, Fur goods.

Grand total, including all industries not listed above, \$3,657,424,000

Table with 4 columns: Industry, 1914-19, Increase, Per Cent Increase. Rows include Slaughtering and meat packing, Foundry and machine shop products, Printing and publishing, Clothing, men's, including shirts, Electrical machinery, apparatus and supplies, Bread and bakery products, Cars, steam, railroad, Automobiles, including bodies and parts, Clothing, women's, Confectionery and ice cream, Paint and varnish, Furniture, Lumber and timber products, Copper, tin and sheet iron products, Soap, Musical instruments, Boots and shoes, Boxes—paper and other, Leather goods, Fur goods.

Grand total, including all industries not listed above, \$2,009,052,000 139.

The importance of the slaughtering and meat-packing industry is apparent when it is noticed that its value of products formed 24.9 per cent of the total for the industry in the United States.

Chicago is a great industrial center because it combines in the most advantageous manner the greatest number of the various facilities, conveniences and conditions required for the successful manufacturing and merchandising in a great variety of lines.

Chicago is not only the most important manufacturing city in Illinois, but ranks second only to New York annually.

Meat Packing.

The slaughtering and meat packing industry ranks first among the industries of the U. S. in point of cost of materials and value of product. Chicago is the greatest distributing center for meats and meat products in the world.

An official valuation of the live stock sold at the Chicago stockyards is \$514,845,245 (1923). During the year 19,073,116 head of live stock were handled, including 3,157,100 cattle, 769,751 calves, 11,031,367 hogs, 4,067,833 sheep and 26,065 horses. The actual number of carcasses received was 313,228.

Chicago Leads as Canned Goods Mart.

Manufacture and distribution of "tinned" foods from Chicago are sent to all parts of the world and reach huge annual figures. It has been said that Chicago feeds the world. The annual output is large. There are 96 packers, large and small, in meat and meat products, 25 producers of foods, 26 packers and canners of pickles, 13 manufacturers and canners of preserves, 11 producers of condensed evaporated milk, one canner of eggs, 35 manufacturers of cans, one manufacturer of can keys, two manufacturers of canning machinery, and five manufacturers of can making machinery in the district of Chicago.

The Chicago furniture market is the most important wholesale display market in the entire furniture industry.

The Chicago furniture market is the most important wholesale display market in the entire furniture industry. The completion of the new Furniture Mart Building on Lake Shore Drive in the heart of Chicago's wonderful water front empire makes a permanent home and palace of display for the country's 32,000 furniture retailers. Chicago, with 350 furniture manufacturing establishments, employs over 15,000 workers, and in the year 1920 produced \$73,000,000 worth of furniture, exclusive of pianos, phonographs, stoves and other house furnishing goods.

Musical Instruments.

Chicago produces 100,000 pianos annually. This represents more than one-third of the entire production of the U. S., and employs from 6,500 to 7,000 people. This city has an immense establishment devoted to making player-pianos—35,000 a year. Chicago holds a leading position in the manufacture of band instruments and has assumed prominence in phonograph making and considerable output of all kinds of orchestra instruments.

Cloaks and Suits.

Chicago ranks among the largest centers for the manufacture of men's and ladies' garments. This industry gives employment to more than 52,000 people. This number shows approximately 70 per cent female and 30 per cent male. Of these 30 per cent are Jews, 20 per cent Bohemian, 20 per cent American, 15 per cent Polish, 10 per cent Italian and 5 per cent miscellaneous. In value, men's clothing manufactured in Chicago is one-fifth of that produced in the United States.

Telephone Apparatus.

Enormous quantities of telephone apparatus (switchboards, telephone instruments, etc.) are made in Chicago. Over 60 per cent of the world's supply is manufactured in this city. The annual production of telephone apparatus all over the world is valued at \$110,000,000, of which \$68,000,000 is produced in Chicago.

Candy.

With sales that average fully \$50,000,000 annually, Chicago is well in the lead as the center for distribution of candy throughout the Central West.

The production of this amount of candy necessitates a large number of well equipped factories, and with these Chicago is amply supplied. A conservative estimate places the investment in candy plants in Chicago at more than \$25,000,000. This figure refers merely to the factories and not to the capitalization of the companies, some of which have other interests.

The Chicago factories use about 300,000 pounds of almonds annually and about 200 to 300 carloads of beans. The consumption of sugar by local candy plants is in the vicinity of 5,000 carloads a year, or about 200,000 tons. Great amounts of chocolate are used, but the amount consumed cannot be estimated according to experts, because many of the big plants grind their own supply of chocolate beans.

Special Information.

Chicago transportation surface lines cover more than 1,100 miles of single track, serving 172 lines with 575 transfer points. Daily traffic—2,000,000 cash and 1,500,000 transfer passengers.

Twenty-five hundred through package freight cars leave Chicago daily to 2,000 shipping points. From these shipping points, other shipping points are reached by making one change.

Chicago's passenger service is unequalled anywhere. There are 1376 passenger trains and

275,030 passengers arriving and departing from Chicago railway stations daily. Of these 229,339 are ambarran and 45,691 are through passengers.

Chicago has 14 large city parks and 197 small parks and 73 municipal playgrounds in various sections of the city. This system of parks with 83 miles of boulevards offer health and recreation to all people in all seasons of the year. Chicago's lake front affords unlimited opportunity for play. Bathing beaches line the shore and beautiful boulevards parallel part of the lake front.

The Parcels Post business at the Chicago Post Office exceeds that of any other five cities in the United States.

The Chicago Post Office in 1923 handled 3,138,035,027 pieces of mail. 3,609,594 money orders were issued in 1923 to the extent of \$38,285,838.05. 38,699,389 money orders were cashed in 1920 to the extent of \$244,661,850.64.

Total receipts of the Chicago Post Office were \$51,506,651.83, or about 27 per cent of the total business done by all offices in the country. Chicago does 60 per cent of the mail order business of the United States. The greater part is done by the two biggest mail order houses in the world. A million and a half people shop in Chicago in a busy week by this method.

The Electric Light Company of Chicago has over 700,000 consumers.

Chicago has more telephones per capita than any other large city, and it is the greatest telephone using community in the world. There are 601,515 telephones in use, one for each 4.21 persons. Average number of calls per day, 2,750,000.

Area square miles.....200.4 Total population.....2,701,705 Estimate earning power, 1924.....\$1,200,000,000 Chicago's growth in population and value of manufactured products:

Table with 3 columns: Year, Population, Value of Manufactured Products. Rows include 1900, 1910, 1920, and 1924.

\*Chicago Association of Commerce.

Chicago is the greatest commercial center in the United States, because of the preponderance of package freight shipments, statistics showing that the package freight business of Chicago is 10% over that of the general average of the percentage of the total tonnage for this class of business.

It is estimated that within a night's ride of Chicago there is a population of more than 50,000 people. The territory within this radius reaches from Omaha in the West, to Pittsburgh in the East, and from Minneapolis and St. Paul on the North, to Memphis and Nashville on the South.

Situated in the very heart of the largest producing section in the universe, Chicago is the great central market for butter, eggs, fruit and vegetables. The South Water Street District, where trade is concentrated in 10 to 12 blocks, is known of all over the world.

The produce trade of Chicago ranks amongst Chicago's largest business interests, generally estimated as doing a business of between six and seven hundred millions of dollars annually.

Port of Chicago.

Chicago owes its advantages as a port largely to the natural protection for vessels afforded by the mouths of the Chicago River and Calumet River. Breakwaters have been built on the east and for some distance out on the north and south by the United States Government, thus forming an outer harbor of 21-foot depth. The rapid growth of Chicago led to the development of her port facilities known as Chicago River, Calumet River, Indiana Harbor and Gary, all within the metropolitan district and to be considered Greater Chicago ports. Chicago now has 101 miles of water frontage for the handling of its water borne commerce, of which 52 miles are equipped with dock and railway facilities. Its outer harbor has a frontage of 24 miles, protected by Government breakwaters.

The chief business of Chicago's first port, the Chicago River, is the transportation of lumber, coal and package freight. The Calumet River has now become Chicago's greatest industrial harbor. From this harbor are served the numerous industries of South Chicago, East Chicago, Indiana Harbor and Gary by rail connection. Around this port are grouped steel mills, furnaces, smelters, forging plants, foundries, grain warehouses and numerous other factories and plants.

The total tonnage of the Greater Chicago Ports exceed 18,000,000 tons annually, and each month brings fresh demands for increased provision for the handling of more raw materials and the greater shipment of manufactured products.

Chicago at this moment is a port registering 4,000 to 5,000 arrivals and an equal number of vessels that carry annually each way over 12,500,000 tons of freight.

There are 64 grain elevators in Chicago with a total capacity of 54,235,000 bu., 29 of these having a capacity of 1,000,000 bu. or more.

Lake Commerce of Chicago—1923.

Table with 4 columns: Commodity, Chicago River, Calumet River, Total. Rows include Coal, soft, Coal, hard, Iron ore, Salt, Lumber, Sugar, Limestone, Rye, Wheat, Iron, manufactured, News print paper, Unclassified.

\* This is exclusive of 3,936,763 tons received at Gary and 1,598,911 tons received at Indiana Harbor.

SHIPMENTS.

Table with 4 columns: Commodity, Chicago River, Calumet River, Total. Rows include Wheat, Corn, Oats, Rye, Flour, Mill stuff, Iron, manufactured, Binder twine, Unclassified.

3,660,000 barrels of gasoline and 818,000 barrels of oil were shipped from Indiana Harbor, Ind.

ENTRANCES.

Chicago River, 3,203 vessels, registered net tonnage, 3,612,817 Calumet River, 1,351 vessels, registered net tonnage, 5,411,272

Total, 4,554 vessels, registered net tonnage, 9,054,089

CLEARANCE

Chicago River, 3,060 vessels, registered net tonnage, 3,513,017 Calumet River, 1,445 vessels, registered net tonnage, 5,619,804

Total, 4,535 vessels, registered net tonnage, 9,132,821

Residential Features.

The residents of the City of Chicago occupy principally one and two-family houses built of brick. Chicago is known as a "City of Brick."

At the end of December, 1923, there were 160,272 one-family houses; 101,500 two-flat buildings; 41,630 apartment houses with 269,303 individual living apartments and 63,397 living apartments over stores. From the above figures it is estimated that 762,600 live in one-family houses, 1,050,000 live in two-flat buildings, and 1,112,400 live in apartments.

The amount of Building Permits for 1924, from January 1, 1924, to July 31, 1924, for various classes of structures: Stores and factories, 871; offices, 37; residences, 5,273; halls and churches, 28; theatres, 4; apartments, 2,783.

Table with 3 columns: Total Permits, Total Cost. Rows include Jan., Feb., March, April, May, June, July.

According to the federal census bureau the number of homes in Chicago, as enumerated in January, 1920, was 625,910 of which 485,966, or 78.6 per cent, were owned by the occupants, and 447,405, or 71.7 per cent, were rented; for the remaining 10,639 the facts as to tenure were not reported. Of the owned homes 58,382, or 35.2 per cent, were free from encumbrance and 102,719, or 61.9 per cent, were mortgaged; for the remaining 4,765 no information as to mortgage indebtedness was secured.

The bureau of the census secured reports regarding the value of the home, the amount of the encumbrance and the rate of interest from 76,573, or 74.5 per cent, of the 102,719 mortgaged homes enumerated in the census. The average market value of the mortgaged homes was \$6,460, and the average mortgage was \$2,734. Assuming that the average value and the average mortgage debt for the homes not reporting was the same as for those for which reports were secured, the total market value of all mortgaged homes in Chicago was estimated at \$684,000,000 and the total mortgage debt at \$281,000,000.

The prevailing rate of interest was 6 per cent, this being the rate reported for 83.9 per cent of the total number of homes reported as mortgaged and 81.6 per cent of the total amount of mortgage indebtedness. Five and one-half per cent was the rate on 9.16 per cent of the total number and 5 per cent was the rate on 3.1 per cent of the total number of mortgaged homes reporting. From 5 per cent to and including 7 per cent formed 98.7 per cent of the number of homes reporting the rate of encumbrance on their mortgaged debt. For the remaining indebtedness other rates were reported, ranging from less than 5 per cent to more than 8 per cent. The average rate on all mortgages was 5.9 per cent.

Of the 76,573 mortgaged homes concerning which information was secured 5,069, or 6.7 per cent, were valued at less than \$2,500; 30,127, or 39.3 per cent, at \$2,500 to \$5,000; 22,100, or 28.9 per cent, at \$5,000 to \$7,500; 9,444, or 12.3 per cent, at \$7,500 to \$10,000; 5,721, or 7.5 per cent, at \$10,000 to \$15,000; and 4,082, or 5.3 per cent, at \$15,000 and over. Of the latter number 1,308, or 1.7 per cent, were valued at \$25,000 and over.

As a rule the greater the value of the home the smaller the proportion which the encumbrance represents of the total market value, this proportion ranging from 38.8 per cent for homes valued at \$15,000 to \$20,000 each to 50.2 per cent for those valued at less than \$2,500. On homes rated at amounts of more than \$25,000 the encumbrance amounted to \$22,466,190, forming 41.9 per cent of the market value on January 1, 1920.

Retail Section.

The main business section which is known as the Loop District, is a seething cauldron of commerce, finance, traffic congestion and humanity. It embraces only a quarter of a square mile. In this little patch are 19 streets, running east and west and north and south. On fifteen of these streets are street car tracks and cars turning in all directions at every intersection.

There are daily within this district 10,000 street cars, 152,000 vehicles of all sorts, 325,000 working population and over 1,000,000 floating population. This wildly pulsating heart is held in place in the coil of the river which bounds it



# You Can't Cover Chicago By Guesswork

**I**N THE Chicago market proper, where evening papers are supreme in their ability to sell merchandise, the daily average net-paid **TOTAL CIRCULATION** of all four Chicago evening newspapers for the six-month period ending September 30, 1924, was 1,016,035.

Of this total, the Chicago Evening American sold 458,189 papers every day, or more than 45% of **THE ENTIRE EVENING NEWSPAPER DISTRIBUTION**.

If any advertiser thinks he can cover the Chicago market without using this 45% of the city's entire evening newspaper circulation, he is **GUESSING** —and **GUESSING WRONG**.

## **CHICAGO EVENING AMERICAN** *a good newspaper*

Sworn statements of circulation for the six-month period ending Sept. 30, 1924 show that the Chicago Evening American has more circulation within the city of Chicago than any other daily newspaper; that it leads the second evening newspaper (the Daily News), by more than 65,000 in total circulation and by more than 27,000 in city and suburban circulation.

**ILLINOIS (Cont'd)**

**Chicago (con't)**

on two sides, the railroads on the third and the lake on the fourth.

Chicago has outgrown this small and congested district known the country over as the "Loop," and with about 70 active communities with outlying banks, where total deposits exceed \$350,000,000 and whose capital surplus and undivided profits run over \$35,000,000, it is no wonder that the business of Chicago is being distributed throughout the entire city.

In six blocks on State street, the main downtown retail trade, the retail clothing, dry goods and department store business is said to be equal to that of any similar area in the world. This includes the paper of pins as well as the million individual sales are made within these few blocks every day.

The new Boulevard Link Bridge which has recently been opened connecting Michigan avenue on the south with Lake Shore Drive on the north has given downtown Chicago its greatest opportunity for the spreading of general business, particularly offices, retail stores, and especially shops. The business trend is out of the Loop and northward on Michigan Boulevard.

The following are the principal shopping centers or neighborhood retail sections. In most cases with these herewith mentioned the shopping is not necessarily confined to the immediate section or even streets. Some of the larger neighborhood centers are really the centers of towns within Chicago, the sales area will extend from two or three blocks on one or both streets to ten and twelve in some of the larger retail distributing centers.

- 63rd and Halsted streets.
- 63rd street and Cottage Grove avenue.
- 92nd street and Commercial avenue.
- Wilson avenue, Broadway and Sheridan road.
- Chicago avenue and Clark street.
- Milwaukee and Ashland avenues.
- Roosevelt road and Halsted street.
- 35th street and Lake Park avenue.
- 67th street and Stony Island avenue.
- 75th street and Stony Island avenue.
- 55th street and State street.
- 109th street and Michigan avenue.
- 47th street and Ashland avenue.
- Roosevelt road and Ashland avenue.
- Madison avenue and Halsted street.
- Madison and Kedzie avenues.
- Roosevelt road and Crawford avenue.
- Roosevelt road and Kedzie avenue.
- 31st street and Indiana avenue.
- 39th street and Cottage Grove avenue.
- 43rd, 47th streets and Cottage Grove avenue.
- 35th street and Indiana avenue.
- Madison and Roby.
- Milwaukee and Fullerton.
- 39th and State streets.
- Montrose and Milwaukee.

**Trading Area.**

In attempting to secure accurate information in regard to the trading area of Chicago it was necessary for our representatives to become familiar with transportation facilities, character of inhabitants, size of cities and towns, distributing facilities of large Chicago stores and many other details before arriving at a conclusion of what is the retail trading area divided into a daily trading zone, weekly zone and monthly zone.

The areas have been carefully checked by impartial sales managers, merchandising managers, advertising managers, shipping clerks and others whose knowledge of Chicago territory was of value. The areas were rearranged from time to time as special information and further study of shipping facilities and buying habits of people were noted.

The three areas represent first the daily zone where the bulk of daily business is secured; second, the weekly zone. In this territory buyers are accustomed to travel to the city for business and pleasure at least once a week. Third the limits of territory from where Chicago draws trade at least once a month. Within this zone are many fair sized cities and towns which can easily supply the daily wants of its citizens but close enough to Chicago for those buyers to travel about once a month and usually large sales are made.

The daily zone extends to Waukegan on the north and swings westward in a semi-circle around Chicago to Gary and on the east including Oak Park, Highland Park, Northville, Chicago Heights, Hammond, S. Chicago, Wheaton, and Dyer.

The weekly zone area extends northward to Racine, Wisconsin, then swinging around in an irregular semi-circle to Michigan City, Indiana. This zone depends a great deal on transportation facilities. The larger cities within this zone are Elgin, Joliet, Aurora, Geneva, Syracuse, DeKalb, Mokena, Valparaiso, Ind., and Kenosha, Wisconsin. Within this zone the larger stores maintain free delivery to the larger cities.

The monthly zone area on the north extends only a little further than the weekly zone as far as S. Milwaukee, from there the boundary line swings almost directly west to Dubuque, Iowa, including Rockford, Janesville, Evansville, Galena, Freeport and Beloit, all to the northwest.

The furthest point west of Chicago is the monthly trading zone Cedar Rapids, Iowa; from this point the boundary line begins to swing south and then east, and in this direction are included Davenport and Clinton, Iowa; Rock Island, Moline, Cambridge and Galesburg, Ill. Directly northward is Peoria, Bloomington and Pontiac. The point furthest south in this zone is Champaign and Urbana. This trading zone then swings northeast through Lafayette, Logansport, Goshen, all in Indiana, through Three Rivers, Michigan, and again swings northwest to the east bank of Lake Michigan. The large cities in this direction are South Bend, South Haven, St. Joseph and Benton Harbor.

**Wholesalers.**

Grocers .....	153	Hardware .....	23
Meats .....	89	Jewelers .....	198
Fruits .....	125	Men's furnishings.	19
Dry goods .....	159	Millinery .....	17
Druggist .....	65	Stationery .....	7
Confectionery .....	250	Hats and caps .....	15
Clothing .....	164	Bakers .....	15
Tobacco .....	60	Boots and shoes .....	220

Chicago is the distributing center of the United States. Its wholesale trade in 1920 was estimated at \$6,000,000,000. It is the world's live stock, grain and lumber market. It leads in the distribution of dry goods, general merchandise, foodstuffs, machinery, jewelry, pianos, wearing apparel, automobiles, furniture and household requisites.

Chicago has one of the great jewelry jobbing houses of the United States, and the city's business in jewelry runs from \$75,000,000 to \$100,000,000 annually. The business is growing at a tremendous rate and it already holds an important place among Chicago's business activities.

There are more than 80 manufacturers of jewelry and kindred lines that have headquarters in Chicago, and there are fully 70 more that maintain offices and salesrooms with headquarters elsewhere. More than 170 jobbers of jewelry and kindred lines have headquarters in Chicago. There are more than 100 manufacturers and jobbers of china, umbrellas, lamps and brass goods in Chicago.

From a small beginning the jewelry trade of Chicago has developed so rapidly that it now ranks seventh on Chicago's business list.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 97; commercial auto. agencies, 66; automobile accessories, 914; automobile tire agencies, 918; bakers, 1,585; cigar stores and stands (including hotels), 4,375; confectioners (including hotel stands), 2,903; delicatessen, 1,411; dress-makers, 2,172; druggists, 2,145; dry goods, 632; department stores, 75; electrical supplies, 510; florists, 465; fruits, 593; furniture, 601; furriers, 505; garages (public), 1,141; grocers, 13,124; hardware, 612; jewelry, 1,198; men's markets, 2,060; men's furnishings, 489; men's clothing, 506; merchant tailors, 1,644; milliners, 752; opticians, 110; photographers, 382; pianos (and miscellaneous musical instruments), 208; radio supplies, 1,013; restaurants (including hotels), 3,712; shoes, 661; sporting goods, 365; stationers, 422; women's apparel, 501.

See pages 43 and 45

**CLINTON, ILL.**

1920 Population, census 5,898 (Incorrect—Postoffice survey now accurately taken is 8,200, with contiguous territory 10,000).

Native Whites, 92%; Negroes, 5%; Foreign Born, 3%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, \$4,000,000. Most people here put savings in building and loan stock; one company has \$3,000,000 capital, three others \$1,000,000 each.

Theatres: Moving Pictures, 2; Vaudeville, 1. Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Division headquarters I. C., also has Illinois Traction.

Principal Industries: I. C. R. R. shops; poultry shipping house; garment factory.

Manufacturing Establishments: 1. Leading firms, Clinton garment factory.

Residential Features: Almost entirely private homes. Housing shortage. High rents. No tenement district other than 2 squares where 400 negroes live. House building rapid. Four city additions opened last year.

Retail Shopping Section: Public square, four blocks east Main St., five blocks east Washington St., three blocks north Quincy St., 3 blocks Monroe St., 2 blocks Adams St.

Trading Area: Radius of ten miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 8; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 6; grocers, 27; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

**DANVILLE, ILL.**

1920 Population, 33,000 (U. S., 1920); 46,270 (directory estimate with suburbs), 1923. City and Suburban Estimate, 48,000.

Native Whites, 76 1/2%; Negroes, 5 1/2%; Foreign Born, 18%; English Reading, 98%; Families, 9,600.

Schools: Public Grade, 14; High, 2; Parochial, 3; Number of Pupils, 7,950.

Churches: Baptist, 12; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 24.

Banks: National, 5; Total Resources, \$12,541,049.76; Savings Bank Deposits Total, \$3,181,000; 6 building associations, deposits, \$18,000,000.

Theatres: Legitimate, 2; Moving Picture, 6; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,132.

Location: Wabash, C. & E. I., C. C. & St. L., C. M. & St. Paul, Illinois Traction, Dixie Highway, ocean to ocean highway, the hub of a system of paved roads, at the junction North,

**9,000 Papers**  
in a City of  
**9,000 Homes**

One of the Few Newspapers in the Country Having a "Commercially 100%" City Circulation Coverage

IN Danville, Illinois, the latest directory census gives a population of 45,000—five people to a family—9,000 families. The city circulation of the Commercial-News, the city's evening newspaper, is slightly more than 9,000—one newspaper for every family in the city.

The Commercial-News has just published a city survey, showing the street numbers, names of occupants and what newspaper is bought at each address. This survey will be mailed for the asking. It shows in plain figures that if an advertiser wants city circulation, he can reach practically every home in Danville with the Commercial-News.

Following is a sample of the average street, taken from this survey:

**North Griffin St.—400-500 Block**

Number of Homes .....	25
Commercial-News Subscribers .....	24
Press Subscribers .....	6
Duplicates .....	5

NAME	Address	C-N	P	N P
Wm. Seidler .....	401	*		
Mrs. Florence Supple .....	402	*	*	
Chester Winshipp .....	403	*		
L. Waits .....	404	*		
Tom McDonald .....	405	*	*	
Geo. Lesch .....	406	*		
Geo. Bowling .....	407	*		
Joe Tool .....	408	*		
Sam Kunkleman .....	410	*		
J. W. Wagman .....	417	*	*	
John Evert .....	418	*		
Herman Harding .....	419	*		
A. E. Huffman .....	420	*		
Dr. Ibbotson .....	421	*	*	
Emma Hottenstein .....	501	*		
Charles A. Westfall .....	502	*		
Frank Lowry .....	503	*		
Jess Abott .....	506	*		
Martin Walters .....	507	*		
M. S. Cairns .....	508	*		
Frank Gouty .....	511	*	*	
H. G. Maiden .....	512	*		
Geo Sikes .....	514	*		
Franklin Morton .....	515	*	*	
W. A. McCrown .....	516	*		

Keys—"C-N," Commercial News.  
"P," Morning Press.  
"N P," No Paper.

The Annual Living Expense Budget of the Danville Trading Territory is Over

**Fifty-six Million Dollars**

The Commercial-News goes into 22,000 of the 31,000 homes in this wealthy territory—carrying the message of its advertisers to over two-thirds of the buying power. This territory is all within a 30-mile radius of Danville. One of the finest hard road systems in the country is in this territory, bringing all its wealth within an hour's ride of this city.

DANVILLE, ILLINOIS

**COMMERCIAL-NEWS**

The Only A B C Paper in Danville  
CIRCULATION NEARLY

**22,000**

In Practically Every Home in the City—In Two Out of Every Three Homes in the Trading Territory

**ILLINOIS (Cont'd)**

Middle and Salt Fork Rivers. Bus service to all principal points within fifty miles.

**Principal Industries:** Brick, zinc smelter, coal mining, foundry work, railroad shops.

**Manufacturing Establishments:** Leading firms, Western Brick Co., Hegeler Zinc Co., Allth-Pouty Co., Danville Malleable Iron Co.

**Special Information:** A city of home owners, in the heart of the coal belt, with most unusual steam and electric railroad service, has fine service and hard roads to every part of the county. The Danville market, in which trading area \$56,233,365 is spent annually (U. S. Labor Bureau statistics), indicates it is a good trading territory.

**Residential Features:** Mostly small apartment houses and modern homes. Because of the fact that Danville is the oldest business association town in the middle west, most of the residents own their own homes.

**Retail Shopping Section:** Vermilion, Main, Hazel, Jackson and Walnut streets, 3 blocks in former, 5 in Main street; 2, Hazel street; 1, Jackson street; 1, Walnut street.

**Trading Area:** 50 to 75, due not so much to the railroads, but the concrete paved roads. Danville is at the junction of the Dixie and Ocean to Ocean Highways; every main road in the county is paved. There are nine bus lines, operating a union station. There is a hard road to every postoffice in the county.

**Wholesale Houses:** Groceries, 5; Meats, 3; Fruits, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 15; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 20; druggists, 23; dry goods, 6; department stores, 4; electrical supplies, 16; furriers, 6; furniture, 15; furriers, 1; garages (public), 32; grocers, 162; hardware, 4; jewelry, 6; meat markets, 26; men's furnishings, 4; men's clothing, 15; merchant tailors, 7; milliners, 6; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 38; shoes, 8; sporting goods, 3; women's apparel, 14.

**DECATUR, ILL.**

1920 Population, 43,818 (1924 Population—reliable estimates—50,198).

**City and Suburban Estimate,** 176,190 (A B C estimate).

**Native Whites,** 91.4%; **Negroes,** 2.7%; **Foreign Born,** 5.9%; **Industrial Workers,** 19.4%; **English Reading,** 98.1%; **Families,** 10,874.

**Schools:** Public Grade, 14; High, 1; Junior High, 2; Parochial, 6; Number of Pupils, 12,470 (Linn, Middleburg University, 1,154 students, not included in above).

**Churches:** Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 20.

**Banks:** National, 3; State, 2; Total Resources, \$18,275,170.58; Savings Bank Deposits Total, \$4,418,085.32 (included in total above).

**Theatres:** Legitimate, 1 (gives movies part time); Moving Pictures, 5; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1 (Note—High School and University Auditorium are also available). Total number of seats, 6,500.

**Location:** Near geographical center of Illinois on Wabash, I. C., Penna., C. I. & W. Rys., and Illinois Traction System (electric). Fifty-five counties can be reached without change of train.

**Principal Industries:** Corn products, beans, water, gas and light fixtures, railroad and interurban shops, coal mining, iron working, garment making, store fixtures, metal novelties, soda fountains, agricultural machinery.

**Manufacturing Establishments:** 105. Leading firms, A. E. Staley Mfg. Co., Wabash Shops, Union, Leader & Malleable Iron Works, Williams Sealing Corp., Combination Fountain Co., Mueller Fountain & Fixture Co., E. Z. Opener Bng Co., Walrus Mfg. Co., Wagner Castings Co., Decatur Coffin Co., Osgood-Heimer Mfg. Co., Decatur Garment Co., Home Mfg. Co., Farley Mfg. Co., Decatur Brick Co., Decatur Brass Works, Illinois Traction System Shop, The Mueller Co.

**Residential Features:** Estimated that 97.4% of the population is living in one-family houses. Very few workmen live in apartments or flats. Zoning plan insures ideal development of residential districts.

**Retail Shopping Section:** Two parallel streets, Water and Main, for 5 blocks, and the connecting cross streets. Five neighborhood centers with grocery, meat, hardware shops, etc.

**Special Information:** The Pennsylvania Railroad recently sold Decatur. Known as "The Central City of the Central State," Decatur, Illinois, lies at the crossing of two transcontinental trains, Pike's Peak Ocean to Ocean east and west, and the Meridian Trail north and south. It is located on a lake 14 miles long, which was made possible by the combined civic efforts of the citizens of the community who financed a \$2,000,000 dam and water impounding system. Decatur is one of the most genuinely American cities in the Union. It ranks highest in native Americans of any city of similar size. Its 49,000 population is 90 per cent native white and 95 per cent of its families live in private dwellings. It has the lowest infant mortality rate in the United States. It has very little extreme wealth, no poverty and no tenement district. Decatur has a scientific plan for development to a city five times its present size. It is recognized as a large distributing center and is served by sixteen railroad lines.

**Trading Area:** Extends north 21 miles, northwest 33 miles, west 16 miles, southwest 23 miles, south 32 miles, southeast 34 miles, east 36 miles, northeast 23 miles. Decatur department and furniture stores territory extends east 52 miles and south 62 miles.

**Wholesale Houses:** Groceries, 5; Meats, 3; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines—Confectionery, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 27; commercial automobile agencies, 7; automobile accessories, 6; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 30; dressmakers, 35; druggists, 17; dry goods, 10; department stores, 3; electrical supplies, 10; furriers, 8; furniture, 13; furriers, 1; garages (public), 20; grocers, 290; hardware, 9; jewelry, 9; meat markets, 25; men's furnishings, 3; men's clothing, 23; merchant tailors, 24; milliners, 11; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 74; shoes, 22; sporting goods, 5; stationers, 7; women's apparel, 20.

**DeKALB, ILL.**

**City and Suburban Estimate,** 9,000.

**Native Whites,** 98%; **Negroes,** 2%; **Foreign Born,** 30%; **Industrial Workers,** 75%; **English Reading,** 95%; **Families,** 2,400.

**Schools:** Public Grade, 4; High, 2; Parochial, 1; Number of Pupils, 3,050.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 1; State, 2; Total Resources, \$3,615,400; Savings Bank Deposits Total, \$3,288,525.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

**Location:** 53 miles west of Chicago, on the Lincoln Highway. On main line of C. & N. Ry. Also branch of the Chicago Great Western. Also C. M. & St. P. Outer Belt line.

**Principal Industries:** Wire Mfg. Co., Die & Specialty Works. Milk and dairy wagons, foundry, women's wear, Vassar underwear, Apollo pianos, insulated wire, business bodies for automobiles.

**Manufacturing Establishments:** Leading firms, American Steel & Wire Co., Apollo Piano Co., Standard Foundry, DeKalb Wagon Co., Nehring Insulated Wire Co., Kohler Die & Specialty Co., Vassar Underwear Co., Rudolph Co.

**Special Information:** Northern Illinois State Teachers' College located here. Also have a tourists' camp site which is pleasant and convenient.

**Residential Features:** Mostly homes, a few flats and apartments.

**Retail Shopping Section:** Extends for about eight blocks on Lincoln Highway.

**Trading Area:** Covers a radius of about 20 miles in all directions.

**Wholesale Houses:** Fruits, 1; Miscellaneous Lines—Wrapping Paper, Sacks, etc.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; druggists, 6; dry goods, 8; department stores, 9; electrical supplies, 2; furriers, 1; furniture, 3; garages (public), 5; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 5; women's apparel, 9.

**DIXON, ILL.**

1920 Population, 8,510.

**City and Suburban Estimate:** City, 12,500; County, 28,000.

**Families,** 2,200.

**Schools:** Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,986.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 1; Total Resources, \$1,700,000; Savings Bank Deposits Total, \$1,900,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

**Location:** On main line of the Chicago and Northwestern Ry. and on I. C. Ry. the C. & N. W. Ry. is east and west, and the L. C. north and south. Connection with all other transcontinental railroads going through Illinois. Also served by Hennepin Canal and Rock River. Also on two transcontinental motor highways—the Lincoln Highway and the Atlantic, Yellowstone and Pacific.

**Principal Industries:** Shoes, farm implements, wire screen cloth, cement, dairy products, electric power, wagons and truck bodies, caskets.

**Manufacturing Establishments:** 15. Leading firms, J. I. Case Plow Co., Brown Shoe Co., Reynolds Wire Screen Co., Boyden Condensed Milk Co., Sandusky Portland Cement Co., Illinois Northern Utilities Co., Gossart Corset Co.

**Special Information:** Power center for northern Illinois with huge steam generating and hydro electric plants of Illinois Northern Utilities Co., furnishing power for north half of state. Dixon is hub of six state paved roads, through tourists' routes. State Hospital for Epileptics, largest in the world, located here.

**Residential Features:** City of private homes. No tenement district. No exclusive residence district. Fine, comfortable residences in all parts of the city.

**Retail Shopping Section:** Six blocks on First street, 3 blocks on Galena avenue, 2 blocks on Hennepin avenue, 2 blocks on Peoria avenue, 2 blocks on Depot avenue. Many little community stores and small businesses on the outskirts of the city.

**Trading Area:** 35 miles from south, southwest, southeast, east and north. 15 miles from west. New state highways, now being paved, are extending Dixon's trading territory immensely. Dixon is hub of six concrete highways radiating in all directions throughout the state.

**Wholesale Houses:** Groceries, 3; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial automobile agencies, 3; automobile accessories, 30; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 35; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 4; furriers, 2; fruits, 10; furniture, 5; garages (public), 14; grocers, 40; hardware, 4; jewelry, 2; meat markets, 14; men's furnishings, 9; men's clothing, 7; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 10; shoes, 3; sporting goods, 4; stationers, 2; women's apparel, 11.

**EAST ST. LOUIS, ILL.**

1920 Population, 66,767.

**City and Suburban Estimate,** 80,000.

**Native Whites,** 78 7/10%; **Negroes,** 11 1/10%; **Foreign Born,** 10 2/10%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 15,768.

**Schools:** 44; Number of Pupils, 11,880.

**Churches:** 25.

**Banks:** 5; Total Resources, \$32,040,000.

**Theatres:** 13; Total number of seats, 10,400.

**Location:** Across river from St. Louis, Mo.

**Principal Industries:** Meat packing, foundry and machine shops, railroad repair shops.

**Residential Features:** One and two family houses; a few tenement districts.

**Retail Shopping Section:** About 15 blocks in center and three or four scattered neighborhood sections.

**Trading Area:** About 12 miles north, south and east.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 24; commercial auto. agencies, 4; automobile accessories, 14; automobile tire agencies, 14; bakers, 24; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 56; delicatessen, 8; dressmakers, 92; druggists, 25; dry goods, 17; department stores, 6; electrical supplies, 4; furriers, 10; fruits, 38; furniture, 16; furriers, 2; garages (public), 30; grocers, 205; hardware, 11; jewelry, 21; meat markets, 48; men's furnishings, 12; men's clothing, 31; merchant tailors, 12; milliners, 15; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 52; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

**EDWARDSVILLE, ILL.**

1920 Population, 6,157.

**City and Suburban Estimate,** 8,052.

**Native Whites,** 75%; **Negroes,** 6 1/2%; **Foreign Born,** 4 1/2%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 205.

**Schools:** Public Grade, 3; High, 2; Parochial, 2; Number of Pupils, 150.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

**Banks:** National, 1; State, 2; Total Resources, \$7,625,797.46; Savings Bank Deposits Total, \$4,445,368.28.

**Theatres:** Moving Pictures, 1. Total number of seats, 750.

**Location:** 22 miles northeast of St. Louis on Trail No. 4, State Highway. Served by Nickel Plate, Illinois Traction System, Wabash Railroads, with bus service to nearby towns.

**Principal Industries:** Heating, plumbing and machine supplies, men's clothing, coal mining and milling.

**Manufacturing Establishments:** 16. Leading firms, U. S. Radiator Corp., N. O. Nelson Mfg. Co., Donk Bros., Coal Co., Blake Milling Co.

**Residential Features:** Mostly one-family houses with few or no workmen's tenements. An exceptionally fine residential town in general. Homes in the town will average in value above \$5,000.

**Retail Shopping Section:** Extends from public square, which forms heart of business section, 2 to 3 blocks in all directions. Also fine neighborhood stores in the various residential districts.

**Trading Area:** This city is the center of the trade area of Madison County, whose population is 110,000. Is connected with the surrounded communities by two hard surfaced national trails and other hard surfaced branch roads.

**Wholesale Houses:** Fruits, 1; Miscellaneous Lines, 1 (confectionery).

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial automobile agencies, 5; automobile accessories, 11; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; furriers, 1; fruits, 2; furniture, 4; garages (public), 12; grocers, 10; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings,

8; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

**ELDORADO, ILL.**

1920 Population, 5,004.

**City and Suburban Estimate,** 8,000.

**Native Whites,** 90%; **Foreign Born,** 10%; **Industrial Workers,** 75%; **English Reading,** 90%; **Families,** 2,000.

**Schools:** Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,390.

**Churches:** Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 1; State, 2; Total Resources, \$1,800,000.

**Theatres:** Moving Pictures, 2. Total number of seats, 1,200.

**Location:** In Saline County, on Big Four, L. & N. and I. C. Railroads, 20 miles from Ohio River at Shawneetown. On State Route No. 1 and 142. Excellent shipping facilities. Traction line to Currier's Mills, a distance of 20 miles.

**Principal Industries:** Coal mining and farming.

**Manufacturing Establishments:** Saline Dairy and Bottling Co., Ice and ice cream and soft drinks, Wink Bottling Co., O'Gara Coal Co., J. K. Denny Coal Co., Southern Coal Co., Saline Co. Coal Co.

**Special Information:** Minn payroll 5 to 8 millions per year. Situated in the center of an excellent farming community, where all kinds of grain, hay and farm products are raised. Cattle and live stock raised and shipped from here. Good location for distribution of all products in southern Illinois on account of railroad facilities.

**Residential Features:** A number of fine residential locations, with 4 to 6 room residences. Large percentage owned.

**Retail Shopping Section:** Extends 3 blocks from square. About 75 to 100 small retail stores.

**Trading Area:** About 50 miles in diameter, practically all farm land.

**Wholesale Houses:** Groceries, 3; Fruits, 1; Hardware, 1; Miscellaneous Lines, Oil and Gas 3, Confectionery 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 1; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; furriers, 1; furniture, 2; garages (public), 5; grocers, 35; hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; women's apparel, 2.

**ELGIN, ILL.**

1920 Population, 27,500.

**City and Suburban Estimate,** 40,000.

**Native Whites,** 90%; **Negroes,** 4%; **Foreign Born,** 15%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** approx. 6,450.

**Schools:** Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 4,893.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3; Evangelical, 4; Lutheran, and 4 others.

**Banks:** National, 4; State, 1; Total Resources, \$10,000,000. Home savings.

**Theatres:** Moving Pictures, 5; Vandeville, 2; Miscellaneous (Auditoriums, High School, Y. M. C. A.), 2. Total number of seats, approximately 6,000.

**Location:** Elgin is located on the Fox River, 39 miles northwest of Chicago, in Kane County, on the Chicago, Milwaukee & St. Paul Ry., and the Freeport branch of the Northwestern Ry. The Chicago Outer Belt Line (The E. J. & E. Ry.) touches the border of the city. The Chicago & Elgin Third Rail line comes into Elgin.

**Principal Industries:** Elgin National Watch Factory, the largest in the world, employing 4,100 skilled employees; the Illinois Watch Case Co., employing 1,300; the Cutter & Crossette Shirt Factory; Seiz-Schwab Shoe Factory; Woodruff & Edwards Foundry; Reichermer Bros. Wood Working Factory; Soap Works; Elgin Stove and Oven Works; the Keinzin Bros. Planing Mill, the Elgin Butter Tub Co., the Western Thread Co., the David C. Cook Publishing Co., the Brethren Publishing House, casket hardware companies, hutter companies, and several machine shops and other small factories.

**Manufacturing Establishments:** About 30. Leading firms, Elgin National Watch Works, Illinois Watch Case Co., Cutter & Crossette Shirt Factory, Woodruff & Edwards, Seiz-Schwab Shoe Co.

**Special Information:** Elgin is a city composed of skilled workmen, the majority of whom own their own homes. It is considered one of the most desirable cities in which to live. The Grant Highway runs directly through the center of the city as well as the Fox River Trail, both concrete highways, that are in continuous use by the traveling motorists. "Wing" Park on the west and "Lordin" Park on the east are two of nature's beauty spots that are known for miles around to the pleasure-seeking motorist and his family. Elgin as a city is one of the beauty spots of Illinois.

**Residential Features:** Mostly one and two-family homes. 83% of people own the home they occupy. There is no "poor district" in Elgin with record to either class of dwelling or

Continued on page 48

## ILLINOIS (Cont'd)

## Elgin (cont')

social or financial standing of residents. Elgin is essentially a home city.

**Retail Shopping Section:** Extends from Fountain Square (which forms heart of business section and terminal for suburban trolley lines) for four blocks on Grove Ave. south. North on Douglas Ave. four blocks, also on Spring and North Grove Ave. for four blocks. East on Chicago St. three blocks and west on Chicago St. three blocks. West side of river has approximately four blocks of retail shopping section. There are smaller neighborhood sections with the usual grocery, confectionery, meat, etc., shops. Approximately 10 blocks of retail shopping district in down town section on short streets intersecting the main thoroughfare.

**Trading Area:** Elgin is a trading center, serving a district boasting a population of over 75,000. This is the prosperous farming, dairying and manufacturing counties of Kane and McHenry, western portions of DuPage and Cook, southern portion of Boone and northern portion of DeKalb. The department stores are the largest and carry the widest assortment of merchandise obtainable anywhere.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 3; Miscellaneous lines, tobacco, confectioners, ice cream, bakers.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotel stands), 100; confectioners (including hotel stands), 25; delicatessen, 10; dressmakers, 10; druggists, 15; dry goods, 1; department stores, 20; electrical supplies, 12; florists, 10; fruits, 20; furniture, 6; furriers, 3; grocers, 65; hardware, 10; jewelry, 8; meat markets, 15; men's furnishings, 10; merchant tailors, 10; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 29; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 5.

See page 39

## EVANSTON, ILL.

1920 Population, 37,234; 1924 estimate (post-office), 50,000.

City and Suburban Estimate, 100,000.

Native Whites, 70%; Negroes, 7%; Foreign Born, 23%; Industrial Workers, 5%; English Reading, 98%; Families, 1920, 8,500; 1924 estimate, 12,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 7,500.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 1; State, 4; Total Resources, \$19,000,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 13,000.

**Location:** On shore of Lake Michigan, adjoining Chicago on the north; 12 miles from the Loop—Chicago & Northwestern Railroad, four tracks, 80 trains daily; Chicago Elevated Ry. on six-minute schedule; Chicago, North Shore & Milwaukee R. R. paved boulevards and highways in all directions.

**Principal Industries:** Iron and steel pipes, etc.; women's clothing, toys.

**Manufacturing Establishments:** 100. Leading firms, Mark Mfg. Co., subsidiary of Youngstown Sheet & Tube Co., Toy Tinkers, Flossy Dental Mfg.

Total value of yearly output of factories estimated at \$10,000,000.

**Special Information:** Home of Northwestern University, Garrett Biblical Institute and three other seminaries and one national kindergarten college. Rapidly growing city. \$12,000,000 in building permits for 1923. Seven fine residential hotels. Third city in U. S. in proportion of residents paying income tax. Assessed valuation in 1923, \$24,151,431. 7,267 registered autos. One of the very best residential suburbs in the country. Is the home of many of Chicago's leading business and professional men.

**Residential Features:** Is called the city of homes. Private residences and high-class apartments predominate. First city in state to have zoning ordinance. Ridge, Forest, Michigan Aves. and Sheridan Road are finest residential streets in middle west. No tenement district. Laborers live in own homes or two flat buildings.

**Retail Shopping Section:** Davis St., 500—1,100; Sherman Ave., 1,300—1,800; Church St., 600—1,100; Ovington Ave., 1,600—1,800; Chicago Ave., 500—1,700; Maple Ave., 1,500—1,700; Benson Ave., 1,600; Main St., 500—1,100; Central St., 1,700—2,000, and many other outlying districts.

**Trading Area:** Along the lake shore from 2 or 3 miles south of the Chicago city limits, through the various suburban towns to Lake Forest, a district of 15 to 20 miles and from 6 to 10 miles west from the lake.

**Wholesale Houses:** Groceries, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 40; automobile tire agencies, 12; bakers, 18; cigar stores and stands (including hotels), 90 (city licenses for cigarettes); confectioners (including hotel stands), 32; delicatessen, 14; dressmakers, 10; druggists, 26; dry goods, 14; department stores, 8; electrical supplies, 17; florists, 15; fruits, 17; furniture, 3; furriers, 8; garages (public), 19; grocers and markets, 100; hardware, 8; jewelry, 7; men's clothing, 12; merchant tailors, 22; milliners, 13;

opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 47; shoes, 10; sporting goods, 4; stationers, 6; women's apparel, 18.

## FREEPORT, ILL.

1920 Population, 19,660.

City and Suburban Estimate, 40,000.

Native Whites, 87 1/10%; Negroes, 1 7/10%; Foreign Born, 10 6/10%; Industrial Workers, 25%; English Reading, 90%; Families, 5,146.

Schools: 12; Number of Pupils, 4,372.

Churches: 12.

Banks: 6; Total Resources, \$10,600,000.

Theatres: 4; Total number of seats, 1,350.

Residential Features: One and two family houses.

**Retail Shopping Section:** About 8 blocks.

**Trading Area:** About 25 mile radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 42; druggists, 10; dry goods, 9; department stores, 3; electrical supplies, 7; florists, 2; fruits, 9; furniture, 4; furriers, 2; garages (public), 20; grocers, 69; hardware, 5; jewelry, 3; meat markets, 22; men's furnishings, 7; men's clothing, 6; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 11; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

## GALESBURG, ILL.

1920 Population, 22,785.

City and Suburban Estimate, 30,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 99%; Families, 7,500.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 6,800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 4; State, 1; Total Resources, \$14,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,200.

**Location:** 163 miles southwest of Chicago on Burlington and Santa Fe Railroads. The Burlington runs out of Galesburg to Chicago, Peoria, Quincy, Burlington, Rock Island and Havana. Two Interurban lines. One bus line to Monmouth and Burlington and Galva.

**Principal Industries:** Burlington Railroad shops employ 3,000 men. Purlington Paving Brick Works, the largest in the world. Frost Mfg. Co., manufacturing stationary engines. Coultter Disc Co., manufacturing coulters for plows. Gross Bros., overalls. McCollum Bros., candy. Armour and Swift branch houses.

**Manufacturing Establishments:** 22. Leading firms, Above.

**Special Information:** The Burlington Railroad has recently built a large reservation in Galesburg for its own water supply, costing over \$1,000,000.

**Residential Features:** Galesburg is called a city of homes because so many people own their homes. An outstanding feature of the city is its beautiful shade trees in the streets.

**Retail Shopping Section:** Extends from the public square, which forms the heart of business section, east and west on Main street 6 blocks east and 4 blocks west with Simmona street and Ferris street, running parallel with Main street for several blocks, and also on cross streets connecting these streets.

**Trading Area:** Extends in all directions from 35 to 40 miles.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 2; Miscellaneous Lines, Hartong Paper Co.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; automobile accessories, 6; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 48; druggists, 12; dry goods, 7; department stores, 2; electrical supplies, 10; florists, 2; fruits, 2; furniture, 7; furriers, 3; garages (public), 18; grocers, 90; hardware, 8; jewelry, 7; meat markets, 20; men's clothing, 14; merchant tailors, 4; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 22; shoes, 12; sporting goods, 1; stationers, 5; women's apparel, 7.

## HOOPESTON, ILL.

1920 Population, 5,491 (1920 census).

City and Suburban Estimate, 6,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; English Reading, 97%; Families, approx. 1,500.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2 (Church of God and Holiness).

Banks: National, 2; Total Resources, \$2,150,000. Savings Bank Deposits Total, \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,900.

**Location:** In northeastern part of Vermilion County, five miles west of Indiana state line and one mile south of Iroquois County line in Illinois, served by Chicago & Eastern Illinois running north and south, and Nickel Plate (L. E. & W.) running east and west. Bus line serves south to Danville, 25 miles, and north to Watseka, 24 miles.

**Principal Industries:** Canning sweet corn, tin can factory, making canning machinery, manufacture of castings for various automobile factories, etc., manufacture of chemical and food products, automobile shock absorbers.

**Manufacturing Establishments:** 7. Leading firms, American Can Co., Hoopston Canning Co., Illinois Canning Co., Vermilion Malleable Iron Works, Sprague-Sells Corp., Illiff-Bruff Chemical Co., P. H. Webber Co.

Total yearly value of factory output estimated at \$10,000,000.

**Special Information:** City has two largest sweet corn canning factories in world, own about 15,000 acres planted in sweet corn every year, and has branch of American Can Co., turning out over 1,000,000 per day, and one of the largest factories making canning machinery in the country.

**Residential Features:** Mostly two-story houses. Two small sections limited to working men have modest one-story homes. Some fine private homes, ranging in value from \$10,000 to \$40,000. Beautiful, clean city, with many churches and good schools and never had saloon in its history. Was original "dry" town of United States. Pays its Mayor a salary of \$60. per year and Aldermen \$25. per year. Has over \$40,000 surplus in treasury and loans money to citizens.

**Retail Shopping Section:** Extends from east line of Third Street to west line of First Avenue, a distance of blocks, and a block north and south in each direction from main business thoroughfare.

**Trading Area:** Radius of 30 miles north, east and west, and 10 miles south. Good train connections and hard roads in every direction, principally Bloomington way, running east and west and Dixie highway, running north and south.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; dressmakers, 8; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 21; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

See announcement column 4

## JACKSONVILLE, ILL.

1920 Population, 15,713.

City and Suburban Estimate, 20,000.

Native Whites, 87%; Negroes, 10%; Foreign Born, 3%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, three colleges, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous—Lutheran, 1.

Banks: National, 1; State, 3; Savings Bank Deposits Total, Clearings, \$25,751,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vandeville, 1; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 3,700.

**Location:** On C. & A., C. B. & Q., Wabash & C. P. & St. L. Rys. Miss. Valley Highway, Ocean to Ocean Highway. Good connections to Kansas City, Chicago and St. Louis. Through train service. Excellent bus service to Springfield, Ill.

**Principal Industries:** J. Capps & Sons, Ltd., Woolen Mills; Ell Bridge Co. (Ferris Wheels), Illinois Steel Bridge Co. (Highway Bridges), Rothschild-Spellberger Clothing Co. (Men's Clothing), Jacksonville Clothing Co. (Men's Clothing), McCarthy-Gebert Co. (Cigars), Ogar Cigar Co., Capp & Frank (Clothing and Dry Goods, Display Racks).

**Manufacturing Establishments:** Leading firms, J. Capps & Sons, Ltd., Woolen Mills; Ell Bridge Co. (Ferris Wheels), Illinois Steel Bridge Co. (Highway Bridges), Rothschild-Spellberger Clothing Co. (Men's Clothing), Jacksonville Clothing Co. (Men's Clothing), McCarthy-Gebert Co. (Cigars), Ogar Cigar Co., Capp & Frank (Clothing and Dry Goods, Display Racks). Principal industries are clothing, steel products and cigars.

**Special Information:** Jacksonville is known as a city of institutions. Located here are the Illinois College; Illinois Woman's College; Routh College; Illinois School for the Deaf; Illinois School for the Blind; The Central Hospital for the Insane; Norbury Sanatorium, and two Colleges of Music.

**Residential Features:** Mostly one and two-family houses. All private homes predominate. Considered the most beautiful city in the Middle West. Also famous for its efficient city administration in the past year. Jacksonville has been written up in many nationally known magazines such as the Saturday Evening Post, etc.

**Retail Shopping Section:** Extends from the Public Square in four directions for six blocks on East and West State streets, and on north and south Main streets, north and south Mainvalter streets, and north and south Sand street, east and west Court, and east and west Morgan streets.

**Trading Area:** Extends fifty miles north, south and west and 30 miles east.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 2; Miscellaneous Lines, 4; Ice Cream.

**Number of Retail Outlets for Nationally Ad-**

**vertised Products:** Passenger automobile agencies, 18; commercial automobile agencies, 15; automobile accessories, 4; automobile tire agencies, 2; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 5; druggists, 8; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 5; furriers, 1; garages (public), 15; grocers, 69; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 8; stationers, 4; women's apparel, 8.

## JOLIET, ILL.

1920 Population, 38,442.

City and Township, 64,217.

Native Whites, 76%; Negroes, 1.8%; Foreign Born, 22.1%; Industrial Workers, 23.3%; English Reading, 75%; Families, 13,980.

Schools: Public Grade, 24; High, 1; Junior College, 1; Parochial, 14; Number of Pupils, 13,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 12.

Banks: National, 3; Savings, 2; Total Resources, \$24,203,502; Savings Banks Deposits Total, \$8,356,737.

Theatres: Legitimate, 1; Moving Pictures, 2.

**Location:** On A. T. & E. F.; C. B. I. & P.; C. & A.; E. J. & E.; Michigan Central; Wabash; C. M. & St. P.; Interurbans—Chicago, Ottawa & Peoria; Chicago & Joliet. Five motor bus systems on highways leading to city.

**Principal Industries:** Am. Can., Am. McKenna Process Re-roll Ralls, Am. Steel & Wire Co., Bate Machine Co., Farm Implements, Sheet Metals, Pressed Steel Products, Bakers Machinery, Cottow Waste, Freight Cars, Coal Products, Stone, Matches, Wall Paper, Art Calendars and Adv. Novelties, Cooperage, Boilers, Millwork, Foundries, Bridges, Billets, Aluminum Castings, Macaroni, Boys' Clothing, Overalls, Stoves, Oil Refining, etc.

**Manufacturing Establishments:** 160. Leading firms, Illinois Steel Co., Elgin, Joliet & Eastern Belt Line, American Steel & Wire Co., Gerlach-Barklow Art Calendars and Printing Products, Standard Paint and Rubberoid, Calumet Baking Powder Co., General Refractories, National Carbon Co., Jaa. G. Heggie & Sons, American Can Co. Six wallpaper factories.

Total value of yearly output of factories estimated at \$85,000,000.

**Residential Features:** A City Zoning System is being worked out by the Real Estate Board and City Commissioners. Two big sections represent the main residential districts—one on the West Side between McDonough St. south and Plainfield Rd. north, from Broadway west to Reid street. Many new subdivisions being settled up; a majority own their homes.

**Retail Shopping Section:** The Loop District; N. Chicago street, 3 blocks; Ottawa street, 3 blocks; Scott street, 3 blocks. Downtown: Collins street, 3 blocks, mostly foreigners; Cass street, 9 blocks mostly in loop; Jefferson street, 12 blocks touching loop on south; South Chicago street, 10 blocks (foreign and colored predominate). Washington street and E. Jefferson street, auto section—small retail stores and Gerlach-Barklow Calendar Co. a big employing factory. Bluff street (oldtown) small stores in six blocks.

**Wholesale Houses:** Groceries, 7; Meats, 13; Fruits, 4; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 24; automobile accessories, 12; automobile tire agencies, 48; bakers, 21; cigar stores and stands (including hotel stands), 38; delicatessen, 4; dressmakers, 3; druggists, 24; dry goods, 11; department stores, 9; electrical supplies, 11; florists, 8; furniture, 15; furriers, 1; grocers, 166; hardware, 9; jewelry, 14; meat markets, 28; men's furnishings, 8; men's clothing, 16; merchant tailors, 15; milliners, 7; opticians, 2; oculists, 4; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 20; restaurants (including hotels), 51; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 5.

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## Hoopston, Ill.

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## Chronicle Herald

a strong daily paper. Additional information regarding the paper or the town gladly furnished. Our national representative is

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**ILLINOIS (Cont'd)**

**KANKAKEE, ILL.**

1920 Population, 16,753.  
City and Suburban Estimate, 20,000.  
Native Whites, 85 7/10%; Negroes, 1 6/10%; Foreign Born, 12 7/10%; Industrial Workers, 22%; English Reading, 90%; Families, 4,176.  
Schools: 21; Number of Pupils, 4,520.  
Churches: 8.  
Banks: 4; Total Resources, \$12,150,000.  
Theatres: 6; Total number of seats, 3,450.  
Residential Features: Mostly one and two family homes.

**Retail Shopping Section:** Extends 10 blocks in heart of city.

**Trading Area:** About 15 mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 17; delicatessen, 2; dressmakers, 35; druggists, 11; dry goods, 7; department stores, 6; electrical supplies, 4; florists, 5; fruits, 6; furniture, 4; furriers, 1; garages (public), 14; grocers, 65; hardware, 6; jewelry, 6; meat markets, 14; men's furnishings, 6; men's clothing, 8; merchant tailors, 9; milliners, 11; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 7.

**KEWANEE, ILL.**

1920 Population, 18,000.  
City and Suburban Estimate, 75,000.  
Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 23%; English Reading, 90%; Families, 4,000.  
Schools: Public Grade, 7; High, 2; Parochial, 3; Number of Pupils, 400.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4.  
Banks: National, 1; State, 3; Total Resources, \$6,160,000; Savings Banks Deposits Total, \$775,000.  
Theatres: Legitimate, 1; Moving Pictures, 3; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,200.  
Location: On Burlington Railroad, midway between Chicago and Quincy on the main line, and also Kewanee and Glava Interurban Railway connecting at Galva with Rock Island Railroad between Rock Island and Peoria. Direct hard road connection with Chicago, Rock Island, Peoria, Galesburg, Burlington and Monmouth.

**Principal Industries:** Valve and fitting plants of Walworth Manufacturing Co. Kewanee Boiler Co., boilers, Pumps, gloves, mittens.  
**Manufacturing Establishments:** Walworth Mfg. Co., Kewanee Boiler Co., Boss Mfg. Co., Peters Pump Co., Kewanee Mfg. Co., Illinois Cream and Dairy Co., Anderson Construction Co., Kewanee Private Utilities Co., water and sewage systems.  
**Special Information:** Wonderful park system, made possible by generosity of E. E. Baker. City under Commission government. Kewanee is one of the outstanding manufacturing cities in the middle west.  
**Residential Features:** Mostly one and two family houses, private homes almost exclusively. Scarcely a dozen apartment houses. One of the finest residence cities of its size in the middle west. Homes average \$3,000.  
**Retail Shopping Section:** Extends 2 blocks each direction with tributaries on cross streets connecting with the business section, with usual outlying groceries, meat markets, etc.  
**Trading Area:** Extends about 25 miles in each direction. The rural districts in the heart of the Illinois corn belt.  
**Wholesale Houses:** Groceries, 3; Fruits, 3; Miscellaneous Lines, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 20; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 5; florists, 3; fruits, 10; furniture, 4; garages (public), 6; grocers, 40; hardware, 4; jewelry, 4; meat markets, 30; men's furnishings, 3; men's clothing, 4; merchant tailors, 8; milliners, 4; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 4.

**LA SALLE, ILL.**

1920 Population, 13,050.  
City and Suburban Estimate, 20,000.  
Native Whites, 77.4%; Foreign Born, 22.6%; Industrial Workers, 28%; English Reading, 91%; Families, 2,782.  
Schools: 10; Number of Pupils, 3,113.  
Churches: 13.  
Banks: 3; Total Resources, \$5,900,000.  
Theatres: 4; Total number of seats, 2,800.  
**Residential Features:** Mostly one and two family homes.

**Retail Shopping Section:** Extends six blocks on main thoroughfare.  
**Trading Area:** Radius 10 miles.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 6; dressmakers, 16; druggists, 5; dry goods, 6; electrical supplies, 4; florists, 2; fruits, 7; furniture, 3; garages (public), 12; grocers, 30; hardware, 4; jewelry, 3; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 8.

**LAWRENCEVILLE, ILL.**

1920 Population, 5,060.  
City and Suburban Estimate, 8,000.  
Native Whites, 97.5%; Negroes, 1.7%; Foreign Born, .8%; Industrial Workers, 40%; English Reading, 100%; Families, 1,200.  
Schools: Public Grade, 4; High, 1; Number of Pupils, 1,931.  
Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 1; State, 2; Total Resources, \$3,300,000; Savings Banks Deposits Total, \$200,000.  
Theatres: Moving Pictures, 3. Total number of seats, 1,200.  
Location: In Southeastern Illinois. Served by the St. Louis Division of the Baltimore & Ohio and by the Cairo Division of the Big Four. Bus service to surrounding towns.  
**Principal Industries:** Petroleum production and refining. Men's work clothing, cooperage, oil tanks, oil equipment, telephone equipment and supplies.  
**Manufacturing Establishments:** 14. Leading firms, Indian Refining Co., Pioneer Asphalt Co., Lawrenceville Cooperage Co., Ely-Walker Dry Goods Co., Lawrenceville Machine Co., Skidmore Tank Works, Suttle Equipment Co.  
Total value of yearly output of factories estimated at \$25,000,000.  
**Special Information:** Located in the heart of the Illinois oil fields. Connected with pipe lines extending over practically all of the Mid-Continent oil fields. Almost exactly in the center of population and the center of the consumption of the United States.  
**Residential Features:** Practically all one-family houses. Most of residents are home owners. Houses mainly modern, of cottage and bungalow type, attractive and well kept.  
**Retail Shopping Section:** Mainly around public square and on streets leading directly away from same.  
**Trading Area:** Ten to fifteen miles in each direction. Trade area rapidly extending due to the fact that this is a junction of two paved state highways which have been recently completed.  
**Wholesale Houses:** Miscellaneous Lines, Flour, Coal, Refined Oils.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 3; dry goods, 5; electrical supplies, 3; florists, 3; garages (public), 4; grocers, 20; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 5.

**Retail Shopping Section:** Extends around Court House Square and one block north and two blocks south of Square. Total business section extends over 11 blocks downtown. Have grain elevator, small stores, etc., in residence section.  
**Trading Area:** Extends about 15 miles each of four directions.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 1; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 2; dry goods, 2; department stores, 1; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 3; grocers, 5; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 1; opticians, 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 15; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 11; grocers, 43; hardware, 5; jewelry, 3; meat markets, 9; men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

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**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
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**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

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Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36; hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

**MACOMB, ILL.**

1920 Population, 8,000.  
City and Suburban Estimate, 12,000.  
Native Whites, 85%; Negroes, 1% Foreign Born, 1%; Industrial Workers, 25% English Reading, 90%.  
Schools: Public Grade, 12; High, 5; Junior High, 1; Parochial, 1.  
Churches: Baptist, 4; Christian Science, 2; Episcopal, 2; Methodist, 8; Presbyterian, 8; Roman Catholic, 3.  
Banks: National, 6; State, 9.  
Theatres: Legitimate, 3; Moving Pictures, 8.  
Location: Burlington R. R. Center of McDonough County. The largest city within a radius of 40 miles in every direction. Hard roads building four ways from city.  
**Principal Industries:** Clay and Steel.  
**Manufacturing Establishments:** 10. Leading firms, American Steel Products Co., Illinois Electric Porcelain Co., Macomb Sewer Pipe Works, Buckeye Pottery Co., Western Stone-ware Co., Macomb Mfg. Co.  
**Special Information:** Population is American and the diversified nature of the manufacturers keep some of them going the year round, the depression not coming at the same time owing to the difference of their nature. Agriculture is extensive owing to the excellent quality of the soil. The Western Illinois Teachers College runs two summer terms in addition to the regular yearly terms and has a Normal school in connection.  
**Residential Features:** City is noted for the many families who own their own homes; there are no continuous rows of residences built alike by companies. Building boom is on owing to the great demand for homes. Some residences have four families quartered in them.  
**Retail Shopping Section:** Business district is on the public square and six streets that lead into it. There are a number of small grocery stores located at different points in the resident district and one or two eating places.  
**Trading Area:** Extends for twenty miles in all directions, and further for larger articles owing to the location of the city from other large places.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 1.

**LITCHFIELD, ILL.**

1920 Population, 6215. (1923) 7050.  
City and Suburban Estimate, (1923) 7,500  
Families, estimated 1,575.  
Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,530.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Christian, 1.  
Banks: National, 2; State, 1; Total Resources, \$3,700,000. Savings Bank Deposits Total \$2,308,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,900.  
Location: 52 miles northeast of St. Louis, Mo. 48 miles southwest of Springfield, Ill. On Big Four, I. C., Wabash, Litchfield & Madison, C. B. & Q. Rys., and Illinois Traction System (electric).  
**Principal Industries:** Shoes, radiators, mine hoisting equipment and steel products, and tin products.  
**Manufacturing Establishments:** 14. Leading firms, American Radiator Co., Brown Shoe Co., Litchfield Foundry and Machine Co. and Banman Mfg. Co.  
**Special Information:** New Elks' Club, \$125,000; new \$65,000 Masonic home; new \$125,000 high school building, new \$300,000 waterworks; largest hospital in state outside of Chicago.  
**Residential Features:** Mostly one family homes. Homes at present time are greatly in demand.  
**Retail Shopping Section:** Five blocks on State street, two on Edwards street, three on Ryder street, two on Kirkham street, and three on Union avenue.  
**Trading Area:** Litchfield is the center of a trading area with a radius of 15 miles and a population of 90,000.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Flour, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 15; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 11; grocers, 43; hardware, 5; jewelry, 3; meat markets, 9; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

**ILLINOIS (Cont'd)**

**Marion (cont')**

American. There is large foreign population in two other cities in county but very few in Marion.

**Retail Shopping Section:** Extends from public square which is heart of business district and terminal for auto bus lines from four directions, for 8 blocks on North Market street, and 1 to 4 blocks each way on parallel streets in each direction.

**Trading Area:** Extends 12 miles north, west and east and 25 miles south.

**Wholesale Houses:** Groceries, 5; Fruits, 1; Hardware, 1; Auto Tires, 1; Miscellaneous Lines, Mine supplies, 2; Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 3; automobile accessories, 30; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 3; florists, 3; fruits, 20; furniture, 4; furriers, 2; garages (public), 10; grocers, 83; hardware, 5; jewelry, 2; meat markets, 22; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3.

**MARSEILLES, ILL.**

1920 Population, 3,395; 1924, 3815.

City and Suburban Estimate, 4,100.

**Native Whites, 80%; Foreign Born, 8%; Industrial Workers, 60%; English Reading, 95%; Families, 825.**

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Universalist, Trinity Lutheran, Immanuel Lutheran.

**Banks:** National, 1; Total Resources, \$1,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 1. Total number of seats, 800.

**Location:** C. R. I. & P. Ry.—Illinois Traction System I. & M. Canal: On route of Lakes to Gulf Deep Waterway, 70 miles from Chicago. Ivy Way concrete road.

**Principal Industries:** Paper Carbon Factories, roofing, hydro-electric power, coal mine.

**Manufacturing Establishments:** 5. Leading firms, National Biscuit Co., Certainteed Product Corp., Ill. Power & Light Corp., Marseilles Land & Water Power Co.

Total value of yearly output of factories estimated at: Not known, but annual factory payroll is \$1,500,000.

**Special Information:** Marseilles is located on the direct route of the Lakes to Gulf Deep Waterway, 70 miles Southwest of Chicago. Factories run full time year round, with rich farming land surrounding the city.

**Residential Features:** Mostly one family residences, with majority owning their own homes.

**Retail Shopping Section:** Main business section four blocks in length with eight side streets.

**Trading Area:** Average trading area, 10 miles in each direction. Fine trolley service.

**Number of Retail Outlets for Nationally Advertised Products:** passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 30; dressmakers, 1; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 1; garages (public), 6; grocers, 35; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 1; opticians, 1; photographers, 1; piano (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 1.

**MATTOON, ILL.**

1920 Population, 13,552.

City and Suburban Estimate, 60,000.

**Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 99% plus; Families, 3,200.**

**Schools:** Public Grade, 8; Parochial, 1; Number of Pupils, 3,000.

**Churches:** Baptist, 1; Christian Science, 2; Congregational, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 1; State, 2; Total Resources, \$5,000,000.00; Savings Bank Deposits Total, \$2,500,000.00.

**Theatres:** Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Assn. of Commerce Bldg.; Total Number of Seats, 3,000.

**Location:** I. C. R. R., also Big Four—Division point for both bus line service to neighboring towns. Trolley line.

**Principal Industries:** Engine manufacturing plant, meter ox foundry, shoe manufacturing plant, ice cream and dairy plant, 2 railroad shops.

**Manufacturing Establishments:** 6. Leading firms: Chuse Engine Co., Chuse Engine Works, Brown Shoe Co., Clark Meter Box Co., Ken Hose Supporter Foundry, Mattoon Ice Cream and

Dairy Co., Iron's Stone Foundry, Gazette Printing Co.

**Special Information:** Mattoon has 3 trunk line R. R., I. C. Chicago Division, I. C. Ind. Division, Big Four. In the heart of the Ill. broad corn district. Mattoon has 2 state bond issue trunk line roads: Route 25, "Egyptian Trail," extending from Chicago to Cairo; Route 16, Big Four Trail, extending from Indianapolis to St. Louis.

**Residential Features:** Mostly private homes. Average value of homes is \$6,500 to \$8,500. Wide shaded streets and well kept boulevards and many beautiful shade trees.

**Retail Shopping Section:** Extends from 1400 to 1900 Broadway and 19th to 21st and Western. Groceries, meat and milk stations are located in all sections of town, together with the usual filling stations.

**Trading Area:** Mattoon has a contributing population of 60,000. A trading radius of 30 miles with no competitive cities nearer than forty miles.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; automobile accessories, 6; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 3; fruits, 8; furniture, 4; garages (public), 9; grocers, 100; hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 7; sporting goods, 10; stationers, 3; women's apparel, 5.

**MOLINE, ILL.**

1920 Population, 30,734 (1921 population 33,100, including East Moline).

City and Suburban Estimate, 48,000.

**Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 60%; English Reading, 98%; Families, 13,240.**

**Schools:** Public Grade, 20; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, 7,123.

**Churches:** Baptist, 3; Christian Science, 1; Congregational, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 14.

**Banks:** State, 6; Total Resources, \$19,179,400.94; Savings Bank Deposits Total, \$17,977,308.64.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,300.

**Location:** On South Shore of Mississippi River and near mouth of Rock River, adjoining Rock Island Arsenal. Served by main line C. R. & P., branch Burlington, C. M. & St. P. R. R. S. Steamboats, New Orleans and St. Paul. Bus line to Northern and Eastern Iowa, also in Illinois to points East connecting with line to Chicago.

**Principal Industries:** Plows and iron, automobiles, automobile bodies, machinery, agricultural implements, railroad shops, government arsenal, laundry machinery.

**Manufacturing Establishments:** 55. Leading firms: John Deere Plow Works, Moline Plow Co., John Deere Wagon Works, Velle Motor Corp., Borg & Beck Co., Williams, White & Co., National Licorice Co., C. R. I. & P. Ry. Shops, Republic Iron & Steel Works, Moline Auto Body Corp., Moline Furniture Works, Troy Laundry Machinery Company.

**Special Information:** Estimated increase 25%. Moline located 179 miles west of Chicago, having three good railroads, furnishing merchandise to this community quickly. There are four cities grouped together, Moline, East Moline, Rock Island and Davenport, Iowa forming a Quad City of 190,000 people. Moline is recognized as the implement center of the world, noted for its Government Locks that secure low freight rates on the Mississippi River, noted for its new community owned million dollar 15-story first class hotel, having 200 rooms and 70 apartments.

**Residential Features:** Mostly one and two-story houses. Privately owned homes predominate, foreign and small negro settlements in out of the way section of city. Many beautiful costly homes on the hillsides. This city is mainly made up of homes in the latter section total in value some three million dollars.

**Retail Shopping Section:** The main business section extends from 12th St., East to 19th St. on Fifth Ave. and 15th St. from Fourth Ave. to 7th Ave., also some business houses on 12th, 13th, 14th, 16th, 17th Sts from 4th to 7th Aves., thus giving 16 city blocks to main business section. There are ten outlying smaller retail sections.

**Trading Area:** Retail extends 40 miles east and 40 miles south and north, equipped with good hard roads and bus lines. Area west is Rock Island and Davenport, from which we get considerable trade.

**Wholesale Houses:** Miscellaneous Lines: W. S. District in Davenport, Iowa, 4 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 13; bakers, 7; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 20; delicatessen, 4; dressmakers, 30; druggists, 14; dry goods, 10; department stores, 4; electrical supplies, 5; florists, 5; fruits, 6; furniture, 6; garages (public), 14; grocers, 151; hardware, 11; jewelry, 6; meat markets, 36; men's furnishings, 11; men's clothing, 14; merchant tailors, 13; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 26; shoes, 18; sporting goods, 4; stationers, 2; women's apparel, 5.

See announcement on this page

**MONMOUTH, ILL.**

1920 Population, 9,554.

City and Suburban Estimate, including trade territory, 55,600.

**Native Whites, 90%; Negroes, 10%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 3; State, 1; Total Resources, \$7,713,292.54; Savings Banks Deposits Total, \$2,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

**Location:** On main line of C. B. & Q. R. R. from Chicago to Burlington, M. & St. L. R. R., branch line of C. B. & Q. R. R. Rock Island to St. Louis, 2 miles from Santa Fe R. R., Interurban from Monmouth to Tri-Cities. Monmouth is on state highway trail, cement from Monmouth to Burlington and Chicago. Road under construction south to Southern Illinois and north to Tri-Cities.

**Principal Industries:** Potteries, plows, silos, mittens, large retail center for extensive farming community. Few retired farmers.

**Manufacturing Establishments:** 15. Leading firms, Brown, Lynch Scott Co., Potter Plow Co., Western Stoneware Co., Monmouth Silo Co., Monmouth Gate Co., Boss Mfg. Co.

**Special Information:** Monmouth is located in heart of corn belt of America. World's best pure-bred live stock raised in this territory. A wealthy farming community. An educational center—Monmouth College (Wallace Hall) and Conservatory of Music. One of state's best high schools.

**Residential Features:** About 2,000 homes and perhaps same number of families. Very few—not over six—apartment houses. Monmouth homes are not elaborate but they are neatly built and well kept. There are a number of mansions owned by the wealthier people. Most all homes have pretty lawns and beautiful trees.

**Retail Shopping Section:** Extra large—as large in many respects as that of a town of 25,000. The large trade territory dependent on Monmouth necessitates it. Monmouth retail merchants offer as much or more than cities much larger.

**Trading Area:** 20 miles west to Mississippi River, 30 miles north, 30 miles south, 10 miles east.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 2; Miscellaneous Lines, 12.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel

stands), 8; dressmakers, 20; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 2; fruits, 3; furniture, 2; garages (public), 10; grocers, 23; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 15; restaurants (including hotels), 8; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 5.

**MORRIS, ILL.**

1920 Population, 4,505.

**Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 85%; Families, 1,500.**

**Schools:** Public Grade, 4; High, 1; Parochial, 1.

**Churches:** Baptist, 1; Christian Science, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Federated 1, Lutheran 1, Free Methodist 1.

**Banks:** National, 3; State, 1. **Theatres:** Moving Pictures, 2. Total number of seats, 1,500.

**Location:** 62 miles S. W. of Chicago on C. R. I. & P. R. R. and State Aid Route No. 7. County seat of Grandy County, Illinois & Mich. Canal; Illinois Traction Electric and Fox and Illinois Union Electric.

**Principal Industries:** Paper boxes, light grey iron castings, cigar trade specialties, tanning hides, Morris Paper Mills, Ill. Foundry, Coleman Hardware Co., Northwestern Corp., Morris Cutlery Co., Woolfel Leather Co., carbonated beverages.

**Manufacturing Establishments:** 12. Leading firms: Morris Paper Mills, Ill. Foundry, Coleman Hardware Corp., Woolfel Leather Co., Northwestern Corp., Morris Bottling Works.

**Special Information:** Location of the city in the heart of the finest farming district in State of Illinois, makes it a large grain shipping center with branch elevators scattered in the surrounding community on the electric line with connection to the Rock Island lines.

**Residential Features:** Mostly one-family homes and two apartment buildings, although there are also small 4-flat buildings. Some of the finest residences.

**Retail Shopping Section:** Liberty (9 blocks), Washington (3 blocks), Jefferson (1 block). This takes in the territory from Courthouse Square at Washington St. and Liberty North on Liberty to the C. R. I. & P. R. crossing and two side streets. There are several outlying "neighborhood" stores that deal in groceries and meats as well as soft drinks.

**Trading Area:** Extends 20 miles south, 10 miles East, 15 miles North and 10 miles West. Considerable business is also secured from smaller villages that are from 10 to 15 miles in each direction from Morris.

**Wholesale Houses:** Miscellaneous Lines: 1 wholesale candy firm.

Greatest Newspaper in Western Illinois

**MOLINE DAILY DISPATCH**  
Moline -- Illinois -- East Moline

Moline and East Moline with a population of about 42,000, located on the beautiful Mississippi River, is a centre of industrial activity. Chief among the industries are manufacturing of all agricultural implements (this is the home of the John Deere line); automobiles; automobile bodies, milling machinery; castings; elevators; laundry machinery; wagons; Buddie mechanical toys; office, school and store building furniture; C. R. I. & P. Railway repair shops—and a diversity of smaller industries.

**Some Facts of Interest**

- 73 industrial plants
- Capital invested in industry, \$158,000,000
- Value of annual output, \$64,811,000
- Number of workers, 7,900
- Annual wages paid workers, \$13,470,000
- Freight shipments, annually, in and out, 40,000 cars
- 8,135 homes—6,100 home owners
- 9 banks with total resources of \$26,000,000
- 3 trunk line railroads—Mississippi River Transportation

The Moline Daily Dispatch is delivered every afternoon to practically every family in this field.

Eastern Representative: M. C. Watson, New York City  
Western Representative: Allen Klapp Co., Chicago

**ILLINOIS (Cont'd)**

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 7; automobile accessories, 15; automobile tire agencies, 20; bakers, 3; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 23; dressmakers, 7; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 11; furniture, 3; garages (public), 15; grocers, 10; hardware, 3; jewelry, 4; meat markets, 7; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; women's apparel, 5.

**MOUNT CARROLL, ILL.**

1920 Population, 1,989.  
City and Suburban Estimate, 3,000.  
Native Whites, 95%; Foreign Born, 5%; English Reading, 100%; Families, 500.  
Schools: Public Grade, 1; High, 1; Number of Pupils, 595. Francis Shimer School affiliated with University of Chicago, a girls' school, 300 pupils.  
Churches: Baptist, 1; Methodist, 1; Miscellaneous, 4; U. B. L. Lutheran, 1; Church of God, 1; Dunkard Brethren, 1.  
Banks: State, 2; Total Resources, \$2,400,000. Savings Bank Deposits Total, \$700,000.  
Theatres: Moving Pictures, 1. Total number of seats, 228.  
Location: 128 miles west of Chicago, main line C. & St. P. to Omaha.  
Principal Industries: Farming and stock raising.  
Manufacturing Establishments: 4. Leading firms: G. W. Ivy & Sons, T. A. Wachtel & Son, Mt. Carroll Bottling Works, Mt. Carroll Overall Factory.  
Special Information: Finest scenery in the state. Smith's Cave Park, City Park, Caroline Park, Home Park, paved streets, court house, Carnegie Library.  
Residential Features: Nearly all one-family houses, several flats and apartment houses. Frame, brick and concrete pebble.  
Retail Shopping Section: Covers four blocks west and north of Court House Park; fine stores, excellent stocks of goods.  
Trading Area: Extends all over into the county and into Jo Daviess county, people come from 20 miles and more on account of good roads.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 5; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 6; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 2; garages (public), 7; grocers, 3; hardware, 2; jewelry, 1; meat markets, 1; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 3.

**MOUNT VERNON, ILL.**

1920 Population, 12,000.  
City and Suburban Estimate, 60,000.  
Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 95%; Families, 3,400.  
Schools: Public Grade, 6; High, 1; Number of Pupils, 3,000.  
Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 23.  
Banks: National, 2; State, 1; Total Resources, \$4,000,000; Savings Banks Deposits Total, \$300,000.  
Theatres: Legitimate, 3; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.  
Location: 75 miles east of St. Louis, on A.P. Highway. On L. & N., Southern, C. & E. L., and W. C. & W. R. Ra.; also Nason Interurban.  
Principal Industries: Steel car manufacturing company, shoe factory, knitting mills, stove foundry, canning factory, flour mills, candy factories.  
Total value of yearly output of factories estimated at \$50,000,000.  
Special Information: Located on five railroads, three of which are trunk lines.  
Residential Features: Mostly one and two-family homes. Private homes predominate. Residences being built daily.  
Retail Shopping Section: Extends from Public Square, which forms heart of business districts. Business streets run parallel from two or three blocks with usual small groceries, confectioneries and other shops in outlying sections of city.  
Trading Area: Twenty-five miles around city.  
Wholesale Houses: Groceries, 3.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 13; automobile accessories, 6; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 20; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; grocers, 60; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 5; men's clothing, 3; merchant tailors, 3; milliners, 7; op-

tioners, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 3; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 5.

**MURPHYSBORO, ILL.**

1920 Population, 10,703.  
City and Suburban Estimate, 50,000.  
Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 100%; Families, 2,200.  
Schools: Public Grade, 5; High, 1; Parochial, 1. Number of Pupils, 2,800.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.  
Banks: National, 2; State, 2; Total Resources, \$3,561,972.62.  
Theatres: Moving Pictures, 2. Total number of seats, 2,000.  
Location: Mobile & Ohio (St. Louis Div.), Illinois Central, Missouri Pacific Ry., Interurban service to Carbondale, connecting with main line of I. C.  
Principal Industries: Coal mines, shoe factory, shale paving bricks, ice plants, flour mills, iron works, ice and packing plant, Silica rednery.  
Manufacturing Establishments: 5. Leading firms: Murphysboro Paving Brick Co., Brown Shoe Co., Egyptian Iron Works, Reliance and Southern Illinois Milling Co., Anchor Ice and Packing Co., Iso-Bantz Silica Mfg. Co.  
Special Information: Trading center for 25 mile radius of farmers and coal miners. County seat. Original Bid Muddy coal field.  
Residential Features: One-family houses predominate, 80% owned.  
Retail Shopping Section: Extends around the public square, 7 blocks west on Walnut St., 2 blocks east, 2 blocks north.  
Trading Area: 25 miles north, west, south and east. Largest city, 35 miles.  
Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 1; Dry Goods, 1; Miscellaneous Lines: Candy 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 1; auto. tire agencies, 11; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 7; dressmakers, 6; druggists, 7; dry goods, 11; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 9; grocers, 40; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

**OLNEY, ILL.**

1920 Population, 4,620. 1924, 6,238.  
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 100%; Families, 1,400.  
Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,200.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 1; State, 1; Total Resources, \$1,850,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.  
Location: Evansville and Chicago Div. of I. C. and B. & O.  
Principal Industries: Branch of International Shoe Co., employing 500; branch of Sexton Mfg. Co., employing 140 (garment and underwear); glove factory, artificial ice, wholesale ice cream, 3 large bakeries.  
Manufacturing Establishments: 6. Leading firms: International Shoe Co., Sexton Mfg. Co., Ehner Ice & Cold Storage Co.  
Special Information: The Olney Sanitarium, established 25 years, with modern methods and staff, 120 rooms and wards.  
Residential Features: Five miles of sheet asphalt paving in business and principal residence sections. On Midland Trail, St. Louis to Vincennes.  
Retail Shopping Section: Main St. and White Ave.  
Trading Area: East 14 miles, south 15, west 18, north 12.  
Wholesale Houses: Miscellaneous Lines, jewelry, thrasher and mill supplies.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 6; grocers, 15; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; shoes, 10; sporting goods, 2; women's apparel, 2.

**OTTAWA, ILL.**

1920 Population, 10,816 (1924 school census, 12,960).  
City and Suburban Estimate, no suburbs—see trading area.  
Native Whites, 86.8%; Negroes, .06%; Foreign Born, 22%; Industrial Workers, 14%; English Reading, 97.2%; Families, 2,699.  
Schools: Public Grade, 5; High, 1; College, 1; Business College, 1; Parochial, 5; Number of Pupils, 1,504.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.  
Banks: National, 2; State, 3; Total Resources, \$9,653,885. Savings Bank Deposits Total, \$4,013,566.  
Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 9,132.  
Location: At junction Illinois and Fox Rivers, 82 miles from Chicago, S. W. Served by C. B. & Q. and C. R. L. & P. Ry., close connection with Santa Fe and Ill. Central Ry., Interurban line (Chicago to St. Louis), passenger and express only; on line through motor bus service, Chicago to St. Louis; on State hard road routes Nos. 7 and 23, connection with other principal through state hard roads; a principal port on the proposed Gt. Lakes to Mississippi River ship canal now building; 6 miles from larger locks than on Panama Canal.  
Principal Industries: Sand (silica, building, moulding, polishing, paint, body); glass (plate glass, windshields, etc.), farm machinery, pianos, fireproof line for building, fire-brick, refractories, terra cotta tile, packing plant, sash, door and millwork, magna stone for flooring and building stucco, radium watch and clock dials, garters and waists, wagons, garage door and other hardware specialties, largest cucumber plant in world.  
Manufacturing Establishments: 45. Leading firms: National Plate Glass Co. (Fisher Body Co. owners), National Fireproofing Co., American Magnastone Corp., King & Hamilton Co., Chicago Retort & Fibre Co., Herrick Clay Works, J. E. Porter Co., U. S. Silica Sand Co., Ottawa Silica Co., Standard Silica Sand Co., Crescent Silica Sand Co., E. P. Johnson Piano Factory, Feltier Glass Mfg. Co., Radium Dial Works, W. H. Knowles Foundry & Machine Co. Note.—No allowance made here for plate glass plant now under construction by General Motors Co. When completed, 8 months from now, will employ 2,500 men—estimated output value, \$12,000,000 to \$15,000,000.  
Total value yearly output factories estimated at \$10,904,394.  
Special Information: Largest silica sand deposits in world (practically unlimited supply and uses). New \$12,000,000 addition to National Plate Glass Co., now building. Has Public Library, parks and playgrounds, clubs, Inc. Country Golf Club, Boat Club, Elks Home, professional baseball team, County Fair plant, Rotary and Kiwanis Clubs, Armory and three units of National Guards, Boy Scouts (7 troops), Campfire Girls, rural pig, calf and work clubs for children, County Farm and Home Bureau, Live city, with Chamber of Commerce and Merchants' Associations.

**PANA, ILL.**

1920 Population, 9,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 100%; Foreign Born, 20%; English Reading, 80%.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 1; State, 1; Total Resources, \$4,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.  
Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.  
Manufacturing Establishments: 8. Leading firms: Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

**PAXTON, ILL.**

1920 Population, 3,039.  
City and Suburban Estimate, 5,000.  
Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.  
Schools: Public Grade, 2; High, 1; Number of Pupils, 800.  
Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, Swedish Mission, Lutheran.  
Banks: National, 1; State, 2; Total Resources, \$1,990,390.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.  
Location: Illinois Central R. R., main line Chicago-New Orleans.  
Principal Industries: Furniture factory, corn canner, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.  
Manufacturing Establishments: Leading firms, E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.  
Special Information: Telephone plant valued at \$75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Daily newspaper, large ice cream mfg. plant, ice mfg. plant, wholesale.  
Residential Features: 95% of the people own their own homes, practically every street in the residential district is paved. From the business district the city extends six blocks to each direction.  
Retail Shopping Section: Market St., Peila St., State St.  
Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.  
Wholesale Houses: Miscellaneous Lines, hrooms, kidney beans, garments.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

**PEKIN, ILL.**

1920 Population, 12,086. 1924, over 15,000.  
City and Suburban Estimate, 15,537.  
Native Whites, 93%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 99%; Families, 3,465.  
Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,430.  
Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 3; Total Resources, \$8,058,068.40. No Savings Banks.  
Theatres: Moving Pictures, 4. Total number of seats, 2,700.  
Location: Pekin & Peoria Union Ry.; Big Four; Chicago, Peoria & St. Louis and I. C. Ry., Eagle Packet Line on Illinois River. Excellent distributing point for the Middle West, or West, East, North and South, indicated by location here of several enormous industries for the size of Pekin.  
Principal Industries: Corn Products Refining Co., Liberty Yeast Corp., American Distillery (alcohol), Hammer Saddlery Works, Pekin Wagon Co., Quaker Oats Co. (strawboard factory). Next year will erect enormous big cereal mill.  
Manufacturing Establishments: 6.  
Special Information: Is one of the few cities formerly closely allied with the liquor industries which has not suffered by prohibition. Ideal location for factory purposes, due to rail facilities and prospects of enlarged river transportation on the Illinois River under deep waterways projects. Steady growth in population, which, in spite of construction of over 700 new homes in three years, causes a scarcity of houses and forcing about 1,500 workers to live in Peoria and nearby small towns.  
Residential Features: Great majority of residents own their own homes. Only three apart-

**PANA, ILL.**

1920 Population, 9,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 100%; Foreign Born, 20%; English Reading, 80%.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 1; State, 1; Total Resources, \$4,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.  
Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.  
Manufacturing Establishments: 8. Leading firms: Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

**PANA, ILL.**

1920 Population, 9,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 100%; Foreign Born, 20%; English Reading, 80%.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 1; State, 1; Total Resources, \$4,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.  
Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.  
Manufacturing Establishments: 8. Leading firms: Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

**PANA, ILL.**

1920 Population, 9,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 100%; Foreign Born, 20%; English Reading, 80%.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 1; State, 1; Total Resources, \$4,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.  
Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.  
Manufacturing Establishments: 8. Leading firms: Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

Special Information: Pans is on 4 railroads, five hard roads. Plenty of water, plenty of coal. Big coal industry, excellent shipping facilities, direct communication with the world. Rotary Country Club, Elks, in fact, anything desired is here.

Trading Area: 20 miles each direction.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 6; grocers, 28; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; stationers, 1; women's apparel, 3.

**PAXTON, ILL.**

1920 Population, 3,039.  
City and Suburban Estimate, 5,000.  
Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.  
Schools: Public Grade, 2; High, 1; Number of Pupils, 800.  
Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, Swedish Mission, Lutheran.  
Banks: National, 1; State, 2; Total Resources, \$1,990,390.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.  
Location: Illinois Central R. R., main line Chicago-New Orleans.  
Principal Industries: Furniture factory, corn canner, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.  
Manufacturing Establishments: Leading firms, E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.  
Special Information: Telephone plant valued at \$75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Daily newspaper, large ice cream mfg. plant, ice mfg. plant, wholesale.  
Residential Features: 95% of the people own their own homes, practically every street in the residential district is paved. From the business district the city extends six blocks to each direction.  
Retail Shopping Section: Market St., Peila St., State St.  
Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.  
Wholesale Houses: Miscellaneous Lines, hrooms, kidney beans, garments.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

**PAXTON, ILL.**

1920 Population, 3,039.  
City and Suburban Estimate, 5,000.  
Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.  
Schools: Public Grade, 2; High, 1; Number of Pupils, 800.  
Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, Swedish Mission, Lutheran.  
Banks: National, 1; State, 2; Total Resources, \$1,990,390.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.  
Location: Illinois Central R. R., main line Chicago-New Orleans.  
Principal Industries: Furniture factory, corn canner, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.  
Manufacturing Establishments: Leading firms, E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.  
Special Information: Telephone plant valued at \$75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Daily newspaper, large ice cream mfg. plant, ice mfg. plant, wholesale.  
Residential Features: 95% of the people own their own homes, practically every street in the residential district is paved. From the business district the city extends six blocks to each direction.  
Retail Shopping Section: Market St., Peila St., State St.  
Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.  
Wholesale Houses: Miscellaneous Lines, hrooms, kidney beans, garments.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

**PAXTON, ILL.**

1920 Population, 3,039.  
City and Suburban Estimate, 5,000.  
Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.  
Schools: Public Grade, 2; High, 1; Number of Pupils, 800.  
Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, Swedish Mission, Lutheran.  
Banks: National, 1; State, 2; Total Resources, \$1,990,390.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.  
Location: Illinois Central R. R., main line Chicago-New Orleans.  
Principal Industries: Furniture factory, corn canner, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.  
Manufacturing Establishments: Leading firms, E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.  
Special Information: Telephone plant valued at \$75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Daily newspaper, large ice cream mfg. plant, ice mfg. plant, wholesale.  
Residential Features: 95% of the people own their own homes, practically every street in the residential district is paved. From the business district the city extends six blocks to each direction.  
Retail Shopping Section: Market St., Peila St., State St.  
Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.  
Wholesale Houses: Miscellaneous Lines, hrooms, kidney beans, garments.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

**PAXTON, ILL.**

1920 Population, 3,039.  
City and Suburban Estimate, 5,000.  
Native Whites, 80%; Negroes, .05%; Foreign Born, 20%; Industrial Workers, few; English Reading, 95%; Families, 800.  
Schools: Public Grade, 2; High, 1; Number of Pupils, 800.  
Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, Swedish Mission, Lutheran.  
Banks: National, 1; State, 2; Total Resources, \$1,990,390.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum. Total number of seats, 2,600.  
Location: Illinois Central R. R., main line Chicago-New Orleans.  
Principal Industries: Furniture factory, corn canner, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.  
Manufacturing Establishments: Leading firms, E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.  
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Trading Area: 20 miles north, 10 east, 15 west, 12 miles south. Trolley service to the south for 30 miles.  
Wholesale Houses: Miscellaneous Lines, hrooms, kidney beans, garments.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

**PEKIN, ILL.**

1920 Population, 12,086. 1924, over 15,000.  
City and Suburban Estimate, 15,537.  
Native Whites, 93%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 99%; Families, 3,465.  
Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,430.  
Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 3; Total Resources, \$8,058,068.40. No Savings Banks.  
Theatres: Moving Pictures, 4. Total number of seats, 2,700.  
Location: Pekin & Peoria Union Ry.; Big Four; Chicago, Peoria & St. Louis and I. C. Ry., Eagle Packet Line on Illinois River. Excellent distributing point for the Middle West, or West, East, North and South, indicated by location here of several enormous industries for the size of Pekin.  
Principal Industries: Corn Products Refining Co., Liberty Yeast Corp., American Distillery (alcohol), Hammer Saddlery Works, Pekin Wagon Co., Quaker Oats Co. (strawboard factory). Next year will erect enormous big cereal mill.  
Manufacturing Establishments: 6.  
Special Information: Is one of the few cities formerly closely allied with the liquor industries which has not suffered by prohibition. Ideal location for factory purposes, due to rail facilities and prospects of enlarged river transportation on the Illinois River under deep waterways projects. Steady growth in population, which, in spite of construction of over 700 new homes in three years, causes a scarcity of houses and forcing about 1,500 workers to live in Peoria and nearby small towns.  
Residential Features: Great majority of residents own their own homes. Only three apart-

**PEKIN, ILL.**

1920 Population, 12,086. 1924, over 15,000.  
City and Suburban Estimate, 15,537.  
Native Whites, 93%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 99%; Families, 3,465.  
Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,430.  
Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 3; Total Resources, \$8,058,068.40. No Savings Banks.  
Theatres: Moving Pictures, 4. Total number of seats, 2,700.  
Location: Pekin & Peoria Union Ry.; Big Four; Chicago, Peoria & St. Louis and I. C. Ry., Eagle Packet Line on Illinois River. Excellent distributing point for the Middle West, or West, East, North and South, indicated by location here of several enormous industries for the size of Pekin.  
Principal Industries: Corn Products Refining Co., Liberty Yeast Corp., American Distillery (alcohol), Hammer Saddlery Works, Pekin Wagon Co., Quaker Oats Co. (strawboard factory). Next year will erect enormous big cereal mill.  
Manufacturing Establishments: 6.  
Special Information: Is one of the few cities formerly closely allied with the liquor industries which has not suffered by prohibition. Ideal location for factory purposes, due to rail facilities and prospects of enlarged river transportation on the Illinois River under deep waterways projects. Steady growth in population, which, in spite of construction of over 700 new homes in three years, causes a scarcity of houses and forcing about 1,500 workers to live in Peoria and nearby small towns.  
Residential Features: Great majority of residents own their own homes. Only three apart-

**ILLINOIS (Cont'd)**

**Peikin (con't)**

ments in entire city. Even the several sections occupied by the poorer paid workers are well kept. City is almost entirely paved and well kept. Blocks not now paved are to be paved during next year. Two new "additions" were planned this year. One more will be in the spring. Is on completed hard road and will be on two others in next year.

**Retail Shopping Section:** Shopping district extends two blocks from center of city in all directions with one main trade artery—Court street, occupied by business houses for a stretch of 8 to 9 blocks. Three outlying districts. Peikin is the center and county seat of a trading area embracing a population of over 40,000. Dirt roads are practically all oiled and well maintained. Best in this section of the State.

**Trading Area:** Embraces all of Tazewell County, except minor areas, but includes much of Peoria County and Fulton County on the north and northwest. Good bus service to the northwest over a wide area and excellent passenger rail service adds to business here.

**Wholesale Houses:** Fruits, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 23; delicatessen, 8; dressmakers, 12; druggists, 4; dry goods, 3; electrical supplies, 5; florists, 6; fruits, 2; furniture, 4; garages (public), 9; grocers, 28; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 2.

**PEORIA, ILL.**

1923 Population, 84,848.

City and Suburban Estimate, 185,000.

**Native Whites, 71%; Negroes, 13%; Foreign Born, 16%; Industrial Workers, 30%; English Reading, 95%; Families, 10,597.**

**Schools:** Public Grade, 30; High, 3; Parochial, 8; Number of Pupils, Grade 9,365, Junior 1,846, \$47,658,972.91; Total clearings for 1923, \$229,065,011.14.

**Churches:** Baptist, 8; Christian Science, 8; Congregational, 4; Episcopal, 3; Hebrew, 2; Methodist, 14; Presbyterian, 10; Roman Catholic, 12; Miscellaneous, 28, Lutheran 10, Christian 5, total 99.

**Banks:** National, 4; State, 5; Total Resources, \$47,658,972.91. Total clearings for 1923, \$229,065,011.14.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2 (stock). Total number of seats, 16,800.

**Location:** Approximately half-way between Chicago and St. Louis and Indianapolis and the Mississippi River, on the west bank of the Illinois River on Peoria Lake. 111 miles east of Mississippi and 111 miles west of Indiana state line. 13 steam, 2 electric roads.

**Principal Industries:** Agricultural implements, tractors, washing machines, furnaces, steel wire fencing, cordage and chemicals and drugs, corn products, paper, knit goods, gloves and aprons, canned food stores, furnaces, industrial alcohol, mattresses, butter and dairy products, moving picture films.

**Manufacturing Establishments:** 125. Leading firms, Keystone Steel & Wire Co., Aototter Bros., Holt Mfg. Co., Allane Woodward, etc. Total value of yearly output of factories estimated at \$200,000,000.

**Residential Features:** Peoria is a city of fine homes and, according to its population, it excels any other community in this respect. Percentage of home owners larger than any city of equal size. Majority of homes in the city are owned.

**Retail Shopping Section:** From Court House, which forms the heart of the business section, for 7 blocks on S. Adams St., 4 blocks south on Jefferson St., and west on Main St. about 9 blocks. Also have a business section starting at 2,000 block on South Adams St., which extends for about 5 blocks south.

**Trading Area:** Radius of 40 square miles. **Wholesale Houses:** Drugs, 2; Groceries, 8; Meats, 10; Fruits, 15; Hardware, 5; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 30; commercial auto. agencies, 63; automobile accessories, 50; automobile tire agencies, 20; bakers, 26; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 61; delicatessen, 4; dressmakers, 7; druggists, 61; dry goods, 7; department stores, 8; electrical supplies, 25; florists, 16; fruits, 21; furniture, 18; furriers, 9; garages (public), 63; grocers, 317; hardware, 25; jewelry, 17; meat markets, 58; men's furnishings, 11; men's clothing, 10; merchant tailors, 20; milliners, 12; opticians, 14; photographers, 13; pianos (and miscellaneous musical instruments), 17; radio supplies, 4; restaurants (including hotels), 175; shoes, 20; sporting goods, 2; stationers, 4; women's apparel, 26.

See columns 3 and 4 and page 53

**PONTIAC, ILL.**

1920 Population, 6,664.

City and Suburban Estimate, 7,560.

**Native Whites, 96%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 10%; English Reading, 100%; Families, 1,850.**

**Schools:** Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 3; Total Resources, \$3,856,108.88; Savings Bank Deposits Total, \$1,148,777.88.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 7,500.

**Location:** 92 miles southeast of Chicago on the C. & N. branch of the I. C. and Wabash St. On Illinois Boulevard connecting Chicago and St. Louis. Electric railway runs north 20 miles to Dwight. Bus service on hard road south to Bloomington, Ill.

**Principal Industries:** Shoes, feed grinding machinery, coal, candy manufacturing, butter, automobile accessories manufacturing.

**Manufacturing Establishments:** 8. Leading firms, Pontiac Shoe Mfg. Co., A. M. Legg Shoe Co., Allen Candy Co., Shaw-Walton Mfg. Co., Spartan Mfg. Co., Livingston Creamery Co.

Total value of yearly output of factories estimated at \$1,500,000.

**Residential Features:** Mostly one-family houses.

**Retail Shopping Section:** Around public square and extending two blocks from square on all streets. 22 miles of paved streets. Public square devoted to Court House and county officials. Merchants all prosperous.

**Trading Area:** Extends 10 miles north, east, south and west, with intermittent trade coming from entire county, a radius of 20 miles, due to good roads, trolley and bus lines.

**Wholesale Houses:** Groceries, 1; Fruits, 2; Miscellaneous Lines, Tobacco, flour, candy, 1 each.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 21; automobile tire agencies, 23; bakers, 3; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 13; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; fruits, 21; furniture, 4; furriers, 2; garages (public), 14; grocers, 18; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 10; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 8; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 9.

**QUINCY, ILL.**

1920 Population, 35,978.

City and Suburban Estimate, 60,000.

**Native Whites, 89 9/10%; Negroes, 3 4/10%; Foreign Born, 6 7/10%; Industrial Workers, 15%; English Reading, 92%; Families, 9,378.**

**Schools:** 13; Number of Pupils, 8,613.

**Churches:** 18.

**Banks:** 8; Total Resources, \$30,000,000.

**Theatres:** 14; Total number of seats, 9,800.

**Residential Features:** Mostly one and two family houses.

**Retail Shopping Section:** About 12 block on 3 sides of public square.

**Trading Area:** About 25 mile radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 33; automobile tire agencies, 26; bakers, 26; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 54; druggists, 19; dry goods, 19; department stores, 5; electrical supplies, 17; florists, 4; fruits, 18; furniture, 18; furriers, 3; garages (public), 15; grocers, 157; hardware, 12; jewelry, 13; meat markets, 52; men's furnishings, 15; men's clothing, 15; merchant tailors, 15; milliners, 17; opticians, 15; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 41; shoes, 27; sporting goods, 7; stationers, 5; women's apparel, 15.

**ROBINSON, ILL.**

1920 Population, 3,385.

City and Suburban Estimate, 8,500.

**Native Whites, 85%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 12%; English Reading, 100%; Families, 1,200.**

**Schools:** Public Grade, 2; High, 1; Number of Pupils, 1,200.

**Churches:** Baptist 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 1; State, 3; Total Resources, \$4,150,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,200.

**Location:** Edingham-Indianapolis Division of Illinois Central R. R. and Cairo Division of Big Four.

**Principal Industries:** Lincoln Oil Refining Co., Swermann Co., Bradford Supply Co., Norris Bros.

**Manufacturing Establishments, 4.** Leading firm, Swermann Pottery Co., large shippers of vitreous chinaware. Value annual output: \$2,000,000.

**Residential Features:** Mostly one family houses, beautiful shade trees and pavements throughout the city. Robinson has the reputation of having as fine homes as any small city in the state. Average valuation of houses \$3,000.

**Retail Shopping Section:** Extends two blocks  
Continued on page 54

**—in PEORIA intelligent space buyers use the STAR**

Some space buyers do so because past experience has proven to them that the STAR is the dominant paper in downstate Illinois—the paper with the greatest circulation—the paper of proven results. Others do so because they have noticed that this paper carries the greater proportion of local advertising, a good criterion by which to judge any newspaper.

That their judgment is vindicated we offer these figures—the results of tests made by a certain large local retailer (name on request and testimonial letter on file), on different dates, under widely different circumstances:

A one-day offer on a certain staple article, brought direct replies (keyed coupons) in this proportion:

Star .....	294
Journal .....	154

Results that show STAR pulling power is almost TWICE that of its nearest competitor. Incidentally, this offer was made by a merchant who sells for cash only.

Another offer, by the same merchant, on DOLLAR DAY, when competition of all kinds is strongest, was made to prove the percentage of effective or buying circulation, and resulted as follows:

Paper	Cir- culation	% Coupons per paper	% Coupons to circulation
Star .....	29,197	50.04	1.897
Journal .....	25,019	38.21	1.690
Transcript .....	10,915	10.03	48.24
Sonne .....	5,000	1.72	1.002
			.38

Proving the Star to be superior in results as regards total sales, pulling more than its two closest competitors combined, and also superior in results per centum circulation.

**Do WE Carry YOUR ADVERTISING? IF NOT — WHY NOT?**

Peoria is the second city in Illinois, situated halfway between Chicago and St. Louis. Peoria has 179,030 people in its trading area who spend \$75,000,000.00 annually. Peoria shows a buying power of \$732 per capita, in this radius, as compared to \$172 in Chicago. 31% of Peoria's homes have an annual income of \$1800, as compared with a national average of 13%. Peoria is the center of the corn product industry and near the center of gross farm income, in the heart of a vast bituminous coal field, and is the heart of the pure bred hog industry—the home of the National Swine Show. The STAR is Peoria's favored paper—serving the nation's favored territory. You should be represented in its columns—are you?

**Authentic Circulation Counts**  
The STAR is a member of the A. B. C.



**The needs of 180,000 people**  
 are supplied thru the retail outlets of  
**the Peoria market!**  
 (2nd City in Illinois)

## PEORIA HUB OF GREAT MARKET

One of the reasons Peoria has held a place among the leading markets of America is that she is the center point of a trade area seldom acquired by a city of her size. Ten years ago Peoria placed her trade radius at 25 miles. Today it extends at least twice and probably three times that far in all directions.

The trade territory in which Peoria justly claims to be the shipping center expended close to \$80,000,000 during the past year.

### What Peoria Spends.

A resume of some of the more important articles sold in the Peoria market during the past year:

Automobiles .....	\$6,478,000
Automobile Accessories .....	1,422,000
Auto Tires and Tubes .....	2,476,000
Baking Products .....	5,296,000
Builders' Supplies .....	11,144,000
Canned Goods .....	2,492,000
Men's and Boys' Clothing .....	4,821,000
Women's Cloaks and Suits .....	4,730,000
Drugs and Toilet Goods .....	3,640,000
Coffee, Teas, Spices .....	2,632,000
Household Furnishings .....	2,160,000
Groceries and Provisions .....	86,230,000
Hosiery and Knit Goods .....	2,742,000
Lumber, building only .....	4,892,000
Silks and Fancy Goods .....	2,960,000
Shoes, leather and rubber .....	5,528,000

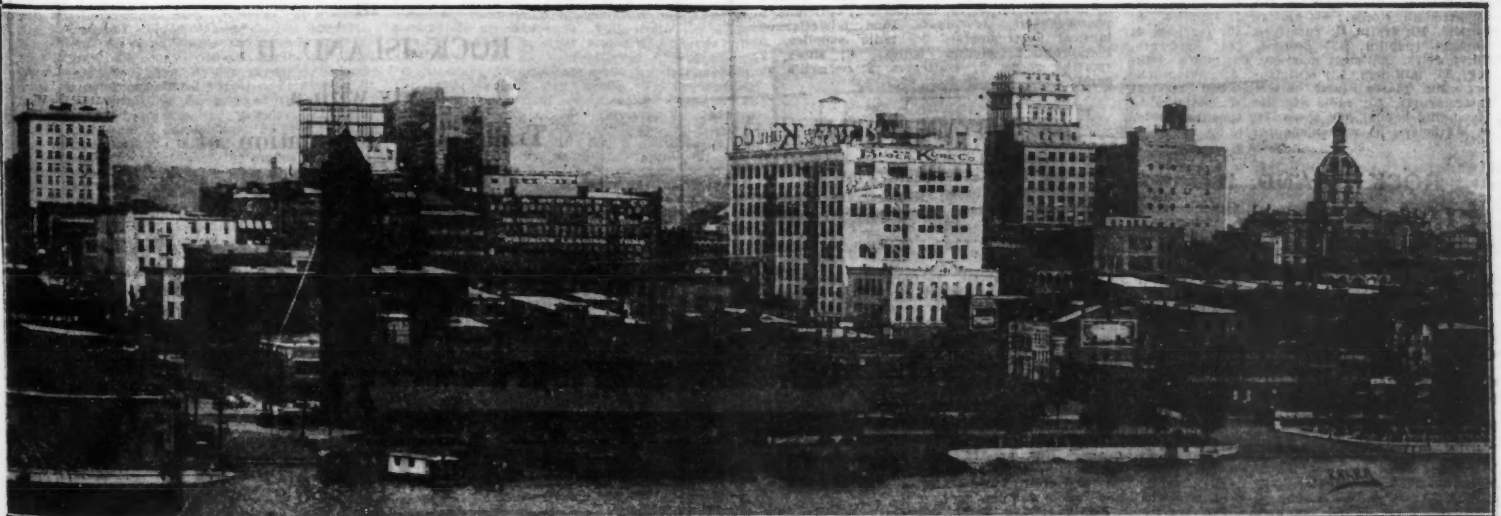
To this should be added the valuation of manufactured products distributed to the world in 1923 from Peoria's industries:

Value of raw product .....	\$25,000,000
Added to by manufacture .....	27,000,000

## 900 Articles Made in Peoria

A recent survey shows that the value of the output of Peoria's factories is \$200,000,000. The following list of products manufactured in Peoria give an idea of the diversified industries now located here:

Chemicals, drugs, washing machines, feeds, roofing felts, bank and office furniture, paper flour sacks, mill work, hammers, horse-shoes, overalls, food products, gloves, mittens, brass castings, asphalt, sash doors, interior trim, pickles, building stone, cereals, ladles and children's aprons, solvents products, boilers, industrial alcohol, ice cream, confectionery, castings, stoves, furnaces, cement products, sweeping compound, oxygen, hydrogen, vegetable oils, electric signals, safety locks, flour, paints, varnishes, gas, coke, packers stock remedy, bakery products, baking powder, fish packing, paper novelties, watersoftener, beverages, syrups, dolls, toys, butter, dairy products, sausage, hog oilers, pottery products, tile brick, tools, barley malt foods, Apex inner rings, gears, gear parts, automobile bumpers, oil burners, portable garages, costumes, furnace pipe, fertilizer machines, art glass, Broadcast End-gate Seeders, pancake flour, baskets, boxes, fruit packages, preserves, jellies, jams, feeds, lumber, sheet metal specialties, biscuits, crackers, monuments, box board, concrete tamper denatured alcohol, Gray Iron castings, truck bodies, auto springs, blasting powders, live stock remedies, mustard, cigars, auto bodies, wagons, grain handling machinery, pumps, auto specialties, patterns, cigar boxes, tractors, concrete blocks, battery steamers, crates, barrels, tents, awnings, artificial limbs, wire products, wire, gas machinery, brass goods, custom shirts, bale ties, knit goods, architectural iron, metal barrels, tanks, cement stove silos, garden tools, extracts, splces, mattresses, pillows, common brick, face brick, paving brick, brooms, caskets, coal drills, binder twine, rope, jewelry, box springs, Iron castings, marble products, stone products, metal stamping, fixtures.



In this Great Market "4 out of 5" Homes Read the  
**PEORIA JOURNAL-TRANSCRIPT**

PEORIA, ILLINOIS.

CHAS. H. EDDY CO. NAT'L. REPRESENTATIVES

**ILLINOIS (Cont'd)**

**Robinson (cont')**

each way from the public square, both sides of street. The good roads leading into Robinson have called for and produced a remarkable shopping district in the city.

**Trading Area:** Extends 35 miles in every direction.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 4; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; furriers, 2; garages (public), 10; grocers, 10; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 5; women's apparel, 5.

**ROCKFORD, ILL.**

1920 Population, 65,651.

City and Suburban Estimate, 90,000.

**Native Whites, 72%; Negroes, less than 1%; Foreign Born, 26%; Industrial Workers, 30%; Families, 19,397.**

**Schools:** Public Grade, 20; High, 1; Junior High, 1; Parochial, 4 grade, 1 high; Number of Pupils, 11,328.

**Churches:** Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 24.

**Banks:** National, 7; Trust Company, 2; Total Resources, \$26,873,264; Savings Bank Deposits Total, \$13,432,000.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Total number of seats, 5,900.

**Location:** Northeastern part of State on Rock River. Served by C. B. & Q., C. & N. M., C. M. & St. P., Illinois Central. Terminus of Rockford Electric Interurban line running to Freeport, Janesville, and Chicago. Blackhawk motor service to small towns near Rockford.

**Principal Industries:** Agricultural implements, furniture, knit goods, machine tools and foundry and machine shop products.

**Manufacturing Establishments:** 312. Leading firms, Emerson-Brantingham Co., Benson Knitting Co., Hess & Hopkins, Thayer Actor Co., Greenlee Bros. & Co., Geo. D. Ioper Corp. Total value of yearly output of factories estimated at \$74,918,933 (1920).

**Retail Shopping Section:** Four distinct shopping districts. Fourteenth avenue, Seventh street, East State street, West State street, South Main street, each being business streets for about six blocks.

**Trading Area:** Radius of thirty to forty miles.

**Wholesale Houses:** Groceries, 6; Meats, 7; Fruits, 6; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories and repairs, 32; automobile tire agencies, 6; bakers, 27; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 43; delicatessen, 5; dressmakers, 5; druggists, 30; dry goods, 19; department stores, 7; electrical supplies, 8; florists, 10; fruits, 6; furniture, 16; furriers, 4; garages (public), 43; grocers, 184; hardware, 13; jewelry, 20; meat markets, 60; men's clothing, 35; milliners, 13; opticians, 8; photographers, 10; pianos (and miscellaneous musical instruments), 10; radio supplies, 7; restaurants (including hotels), 60; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 6.

**ROCK ISLAND, ILL.**

1920 Population, 35,177.

City and Suburban Estimate: 150,000 (including Davenport, Ia., and Moline, Ill.)

**Schools:** Public Grade, 16; High, 1; Junior High, Augustana College; Parochial, 3; Number of Pupils, 7,230.

**Churches:** Baptist, 3; Christian Science, 1; Congregational, Christian, 3; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 6.

**Banks:** National, 1; State, 5; Total Resources, \$19,396,328.33. Savings Bank Deposits Total \$16,404,542.60.

**Theatres:** Legitimate and Movie, 1; Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,602.

**Location:** On east bank of the Mississippi River and west bank of the Rock River, adjacent to Hennipen Canal. C. R. I. & P., C. M. & St. P., C. B. & W., Davenport, Rock Island & Southern, Rock Island Southern. Bus service for radius of 20 miles into Western Illinois.

**Principal Industries:** Agricultural implements, tractors, bridge and iron, sash and door, rubber footwear, U. A. Army supplies and equipment.

**Manufacturing Establishments:** 28. Leading firms, Rock Island Arsenal, U. S. Govt. Plants, E. I. Sash and Door Works, R. I. Bridge & Iron Works, R. I. Plow Co., Servus Rubber Co., Daniel Boone Wooten Mills, R. I. Stove Co.

**Special Information:** Largest government arsenal in the world located here. Principal locality in the U. S. for manufacture of agricultural implements. Situated between Moline, Ill. and Davenport, Iowa, it is the logical distributing point for the Tri-Cities.

**Residential Features:** Mostly one and two family houses. Private homes predominate. Three modern apartment buildings.

**Retail Shopping Section:** Extends from the river front south four blocks on 16th, 17th, 18th, 19th and 20th streets. The principal stores being on Second and Third avenues. There are three small outlying neighborhood sections with the usual grocery, confectionery, meat and small shops.

**Trading Area:** Extends about forty miles east, south and west. Intermittent business is secured from people living at a greater distance because of fine concrete roads and train service.

**Wholesale Houses:** Grocers, 3; meats, 1; Fruits, 5; Hardware, 1; Miscellaneous Lines, Drug, 1; Lumber, 4; Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 9; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 9; druggists, 18; dry goods, 2; department stores, 4; electrical supplies, 9; florists, 5; fruits, 7; furniture, 4; furriers, 1; garages (public), 19; grocers, 82; hardware, 3; jewelry, 4; meat markets, 28; men's furnishings, 12; men's clothing, 12; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 17; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 8.

See announcement columns 3 and 4

**SAVANNA, ILL.**

1920 Population, 5,241.

City and Suburban Estimate, 9,500.

**Native Whites, 95%; Negroes 2%; Foreign Born, 3%; English Reading, 99%; Families, 1,100.**

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Church, 1; Church of Jesus Christ, 1.

**Banks:** National, 1; State, 1; Total Resources, \$2,300,000.

**Theatres:** Moving Pictures, 2; Total number of seats, 1,000.

**Location:** Chicago, Milwaukee & St. Paul R. R., Chicago, Burlington & Quincy R. R., Streckfuit Steamboat Line.

**Principal Industries:** Railroads, Terminal of both Railroads, Milwaukee Shops.

**Residential Features:** Mostly private homes, fine residential district. Large number of working people own their homes.

**Retail Shopping Section:** Main street, 9 blocks long. Fine stores, small neighboring. Grocery stores and meat markets.

**Trading Area:** Extends 20 miles north, 19 miles south, 20 miles east and 15 miles west. In Iowa with ferry crossing the river west and good train service.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 3; dry goods, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 12; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

**SHELBYVILLE, ILL.**

1920 Population, 3,563.

City and Suburban Estimate, 4,100.

**Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 100%; Families, 810.**

**Schools:** Public Grade, 2; High, 1; Number of Pupils, 1,120.

**Churches:** Baptist, 1; Christian Science, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 2; Total Resources, \$1,895,250; Savings Bank Deposits Total, \$247,000.

**Theatres:** Moving Pictures, 3; Total number of seats, 1,120.

**Location:** On Big Four, 98 miles from St. Louis, and C. & E. I., 198 miles from Chicago.

**Principal Industries:** Local shallow coal mines. Hay presses, rail benders, hair pins, baby chics, shipping poultry and eggs, haying hay and grain, business college, garment factory and broom factory.

**Manufacturing Establishments:** 5. Leading firms, Ann Arbor Machine Co., Mammoth Hatcher, Sta-Rite Hair Pin Factory, The Tailman Co., Ely-Walker D. G. Co.

Total value of yearly output of factories estimated at \$423,000.

**Special Information:** Strictly a native born white population. In a fine agricultural country and agriculture is the principal interest.

**Residential Features:** Many cottages and one story houses, well improved and mostly owned. The population is well housed and residents real estate firmly held and well improved.

**Retail Shopping Section:** Main street 2 blocks; Morgan street 2 blocks; Washington

street 1 block, downtown; 23 stores scattered over residence section.

**Trading Area:** Fifteen miles east, 18 west, 22 north, 23 south.

**Wholesale Houses:** Groceries, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; automobile accessories, 9; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 3; dry goods, 4; electrical supplies, 3; florists, 2; furniture, 2; garages (public), 4; grocers, 39; hardware, 3; jewelry, 2; meat markets, 7; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 4; stationers, 2.

**SPRINGFIELD, ILL.**

1920 Population, 59,183.

City and Suburban Estimate, 75,000.

**Native Whites, 79%; Negroes, 6.5%; Foreign Born, 14.5%; Industrial Workers, 18.9%; English Reading, 96.2%; Families, 14,255.**

**Schools:** Public Grade, 23; High, 1; Junior High, 1; Parochial, 9; Number of Pupils, 14,821.

**Churches:** Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 2; Methodist, 4; Presbyterian, 5; Roman Catholic, 6; Miscellaneous 8.

**Banks:** National, 2; State, 5; Total Resources, \$39,907,138.29; Savings Bank Deposits Total, 30,611,346.

**Theatres:** Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 9,000.

**Location:** Within sixty miles of the center population of United States. Eighteen miles from the geographical center of the State of Illinois. Center of the corn belt and coal fields of the State. Seven hard roads running in all directions make it the hub of Central Illinois trade territory. Served by C. & A., I. C. B. & O., C. P. & St. L., Wabash, and C. I. and W. Hourly electric service north, south and west.

**Principal Industries:** Agricultural, meters, watches, hollers, road machinery, auto garage equipment, gloves, bricks and tiles, boxes, tent and awnings, coal miner's supplies, coal mining, zinc, shoes, agricultural implements, electrical supplies, tires.

**Manufacturing Establishments:** 90. Leading firms, Illinois Watch Company, Sangamo Electric, Springfield Boller Co., Weaver Mfg.

Co., Racine-Sattley Hummer Engine Works, Baker Mfg. Co., Sears-Nichols-Canning Company, Shanklin Manufacturing Company. Total value of yearly output of factories estimated at \$12,000,000.

**Residential Features:** Mostly made up of one family houses. Private homes predominate. Sixty per cent families home owners. Fine residential districts are in south and southwest sections of town. Southeast is good workman's section—northeast foreign element—northwest is workmen's section mostly of German descent.

**Retail Shopping Section:** About three blocks wide and four blocks long. Extends from Fourth to Seventh street between Jefferson and Capitol avenue. North and southeast residential districts each have a small neighborhood business corner of three or four retailer merchants.

**Trading Area:** Trading area averages forty-seven miles around Springfield. This area is thoroughly merchandised because of the fine hard roads, seven in all, leading into the city from all directions; also hourly traction service. The following twelve counties of Central Illinois are served by Springfield: Sangamon, Macoupin, Menard, Christian, Morgan, Cass Montgomery, Logan, Green, Mason Scott, and Jersey.

**Wholesale Houses:** Groceries, 8; Meats, 3; Fruits, 7; Miscellaneous Lines, 1 Barber Supply, 4 Candy Wholesalers.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 27; commercial auto. agencies, 14; automobile accessories, 32; automobile tire agencies, 28; bakers, 21; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 87; delicatessen, 2; dressmakers, 29; druggists, 37; dry goods, 10; department stores, 6; electric supplies, 18; florists, 13; fruits, 19; furniture 21; furriers, 11; garages (public), 61; grocers, 326; hardware, 15; jewelry, 16; meat markets, 54; men's furnishings, 14; men's clothing, 14; merchant tailors, 26; milliners, 27; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 82; shoes, 32; sporting goods, 6; stationers, 9; women's apparel, 32.

**STERLING (and Rock Falls), ILL.**

1920 Population, 11,109.

City and Suburban Estimate, 45,000.

**Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 99%; Families, 3,400.**

**Schools:** Public Grade, 5; High, 3; Junior

**THE ROCK ISLAND ARGUS**

is the only Daily Newspaper

—in—

ROCK ISLAND, ILL.

a city with a

Trade Area Population of

**160,000**

Annually Earning

**\$60,000,000**

—and—

Annually Spending

for Shopping

**\$40,000,000**

Within the coming year, The Argus will move into its new \$300,000 home. When completed, it will be one of the finest and most complete newspaper plants in the middle west.

# Space Buyers' Guide to Markets of ILLINOIS and INDIANA

## ILLINOIS (Cont'd)

High, 3; Parochial, 2; Number of Pupils, 2,945.  
**Churches:** Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.  
**Banks:** National, 3; State, 2; Total Resources, \$6,917,833.23; Savings Bank Deposits Total, \$2,974,642.  
**Theatres:** Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,665.  
**Location:** 110 miles west of Chicago on main line Chicago & Northwestern Railroad, Chicago to Omaha; north terminal C. & N. W. Branch Line to Peoria and Southern Illinois; junction point of Shabbona and Rock Island branches of C. B. & Q. Railroad; Sterling, Dixon & Eastern Electric Railroad, connecting with Illinois Central at Dixon, 14 miles east; Illinois & Mississippi canal (Hennepin); on Lincoln Highway, paved across state.

**Principal Industries:** Center of one of the richest agricultural and dairying sections of the Middle West; three large milk condensaries within a radius of 15 miles; builders, hardware, farm machinery, motor funeral equipment, barbed wire, woven wire fence, bolts, nuts, rivets, gas engines, machinery, levels, etc.

**Manufacturing Establishments:** 50. Leading firms, National Mfg. Co., Lawrence Bros., Franta Mfg. Co., International Harvester Co., Kossuth, Burdall & Ward Co., Northwestern Barb Wire Co., Borden Co., Rock Falls Mfg. Co., Wahl Clipper Co., The Eureka Co., Wynn Products Co., Charter Gas Engine Co., Sterling Foundry Co., Ft. Dearborn Mfg. Co., Novelty Iron Works, Peerless Level & Tool Works.  
 Total value of yearly output of factories estimated at \$6,500,000.

**Special Information:** Two power dams and location 110 miles west of Chicago and convenient shipping distance to St. Louis and middle west make this a particularly advantageous manufacturing point; center of the richest dairying and agricultural section of Illinois.

**Residential Features:** Exceptionally fine public and parochial schools, splendid churches, civic clubs, fraternal clubs and organizations. Excellent living and health conditions; mostly one family houses; a few double houses; no apartment houses; great majority \$4,000 to \$8,000 houses; a number of \$10,000 to \$20,000 houses and a few costing more.

**Retail Shopping Section:** Extends along Third street 7 blocks; Locust street 3 blocks; First avenue 2 blocks; Second avenue 2 blocks; Third avenue, 1 block; Second street (Rock Falls) 3 blocks; First avenue (Rock Falls), 1 block; small business section in the east part of Sterling and the usual outlying groceries and meat markets.

**Trading Area:** An average radius of 20 miles; southeast to Harmon 8 miles; south to New Bedford 23 miles; southwest to Erie 25 miles (paved highway); west to Fulton 23 miles (paved highway); northwest to Chadwell 23 miles; northwest to Polo 22 miles.

**Wholesale Houses:** Groceries, 2; Fruits, 1; Hardware, 1; Miscellaneous Lines, Candy 1; Gasoline and Oil, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 28; commercial auto. agencies, 2; automobile accessories, 17; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 10; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 10; furniture, 5; garages (public), 16; grocers, 52; hardware, 6; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 10; shoes, 11; sporting goods, 1; stationers, 1; women's apparel, 9.

## STREATOR, ILL.

1920 Population, 14,000.  
 City and Suburban Estimate, 1,500.  
**Native Whites, 77%; Negroes, 2%; Foreign Born, 21%; Industrial Workers, 5%; English Reading, 55%; Families, 3,524.**  
**Schools:** Public Grade, 10; High, 1; Parochial, 2.  
**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Swedish Lutheran.  
**Banks:** National, 2; State, 1; Total Resources, \$1,070,000; Savings Bank Deposits Total, \$214,000.  
**Theatres:** Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 12,000.  
**Location:** Wabash, Santa Fe, Alton and N. Y. C.  
**Principal Industries:** Milk bottle factory, window glass, bottle factory, farpling, mining.  
**Special Information:** Big trading and railroad center, located on several state roads.  
**Residential Features:** Many duplex homes-apartments; beautiful residential district.  
**Retail Shopping Section:** Bloomington street to Sterling street.  
**Trading Area:** Twenty-five miles in each direction Saturdays.  
**Wholesale Houses:** Groceries, 1; Meats, 2;

Fruits, 3; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Dairies, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 2; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 4; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 15; delicatessen, 4; dressmakers, 10; druggists, 7; dry goods, 5; department stores, 5; fruits, 4; furniture, 5; garages (public) 10; grocers, 76; hardware, 4; jewelry, 3; meat markets, 18; men's furnishings, 5; men's clothing, 3; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; stationers, 1.

## URBANA, ILL.

1920 Population, 10,244. (Urbana Champaign, 29,137.)  
 City and Suburban Estimate, 25,000.  
**Native Whites, 93.7%; Negroes, 3%; Foreign Born, 3.3%; Industrial Workers, 10%; English Reading, 99%; Families, 2,785.**  
**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,470. University of Illinois, 9,600.  
**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
**Banks:** National, 1; State, 3; Total Resources, \$3,562,127.28; Savings Bank Deposits Total, \$475,224.14.  
**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,600.  
**Location:** Big Four Ry., Wabash Ry., Illinois Central Ry., Illinois Traction System, Kankakee & Urbana Traction Co. Three bus lines. Two state highways (paved).

**Principal Industries:** Railroad repair shops, foundry, mill work, creamery, elevators, radio sets, athletic goods. Urbana is in the center of one of the richest agricultural spots in the country.

**Manufacturing Establishments:** 12. Leading firms, Levitt Mfg. Co., Hunter Wood, S. E. Huff & Co., Urbana Creamery.  
 Total value of yearly output of factories estimated at \$500,000.

**Special Information:** Educational University of Illinois with 9,500 students on the campus. Urbana is primarily an educational center, with a high grade native born American citizenship, whose purchasing power is well above the normal, and whose tastes for the better things of life is well developed. Urbana is the county seat of the rich agricultural section of Illinois.

**Residential Features:** High class modern residences with no tenement district. Most homes owned by occupants. Improved park system of 67 acres; residence streets practically all paved. A high standard maintained in public schools.

**Retail Shopping Section:** Main street, Race street, Market street, Elm street, three blocks of each.

**Trading Area:** Urbana is the center of trade for the eastern half of Champaign county.

**Wholesale Houses:** Groceries, 1; Meats, 1; American-Harriman Automobiles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 53; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 6; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; furriers, 2; garages (public), 10; grocers, 33; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

## WAUKEGAN, ILL.

1920 Population, 19,000.  
 City and Suburban Estimate, 70,000.  
**Native Whites, 87%; Negroes, 2%; Foreign Born, 11%; Families, 6,000.**  
**Schools:** Public Grade, 11; High, 1; Junior High, 1; Parochial, 4.  
**Churches:** Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 5.  
**Banks:** National, 2; State, 1; Savings Bank, 1.  
**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.  
**Location:** C. & N. W., E. J. & E. Crosby Steamboat Line, Lake Michigan, Chicago, North Shore & Milwaukee R. R.  
**Principal Industries:** Asbestos covering, boilers, brass and iron castings, envelopes, poultry foods, roofing, sanitary flooring, tanning machinery, wire, hardware, locks.  
**Manufacturing Establishments:** 67. Leading firms, American Steel & Wire Co., Johns-Manville Co., General Boiler, Cyclone Fence, Reflex Bumper Co., Griess-Pfeiffer Tannery, Chicago Hardware Fdy. Co., Blatchford Calf Meal Co., Franklyn R. Muller Co.  
**Special Information:** Lake County with its chain of lakes in the Western part is the sum-

mer resort for this section. The cities between Waukegan and Chicago being residential towns and not interested in industry gave us the opportunity to attract the many factories that are now located here.

**Residential Features:** Small one-family homes predominate, no tenement houses or slum district. Residential district away from shopping and manufacturing district.

**Retail Shopping Section:** Main shopping district on Genesee street extending for twelve blocks. Four outlying county business districts with the usual neighborhood stores.

**Trading Area:** Extends to the west for possibly thirty miles. A system of concrete state paved roads giving easy access to this community.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 3; Miscellaneous Lines, Confectioners, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 17; automobile accessories, 21; automobile tire agencies, 6; bakers, 9; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 6; druggists, 14; dry goods, 6; department stores, 2; electrical supplies, 5; fruits, 9; furniture, 8; grocers, 55; hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 5; men's clothing, 7; merchant tailors, 12; milliners, 4; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 21; shoes, 8; stationers, 3; women's apparel, 5.

## WEST FRANKFORT, ILL.

1920 Population, 8,478; 1924, 18,000.  
 City and Suburban Estimate, 20,000.  
**Native Whites, 80%; Foreign Born, 20%; Families, 1,920.**  
**Schools:** Public Grade, 7; High, 1; Number of Pupils, 2,390.  
**Churches:** 13.  
**Banks:** 4. Total Resources, \$3,100,000.  
**Theatres:** Moving Pictures, 4. Total number of seats, 1,500.  
**Location:** On Chicago, Burlington & Quincy R. R., the Chicago & Eastern Illinois R. R., and Illinois Central in Southern Illinois in the heart of the world's richest coal field.

**Principal Industries:** Building material, ice plant, lumber yards, coal mining.

**Combined payroll aggregates more than \$1,000,000 monthly.**

**Residential Features:** One-family homes predominate.

**Trading Area:** Extends about 16 miles in each direction and has about 10 towns from 1,500 to 12,000 population, who trade in West Frankfort, making the trading population nearly 80,000.

**Wholesale Houses:** Groceries, 3; Meats, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; dressmakers, 8; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; garages (public), 9; grocers, 48; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 3; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 1.

## Standard Surveys of INDIANA

### ALEXANDRIA, IND.

1920 Population, 4,072.  
 City and Suburban Estimate, about 4,500.  
**Native Whites, 99.2%; Negroes, 1/2%; Foreign Born, 1%; English Reading, 99%.**  
**Schools:** Public Grade, 1,000; High, 190; Junior High, 75; Parochial, 200; Number of Pupils, 1,465.  
**Churches:** Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—1 Church of Gos., 1 Christian.  
**Banks:** National, 3; State, 3; Total Resources, \$2,000,000; Savings Bank Deposits Total, \$100,000.  
**Theatres:** Moving Pictures, 1. Total number of seats, 500.  
**Location:** Nickle Plate, formerly Lake Erie & Western R. R.; Big Four; Indiana Union Traction Co.  
**Principal Industries:** Print paper mill, 2 mineral wool plants, packing (tomato) plant, machine shop, cigar factory, glass factory, boiler factory, glove factory.  
**Manufacturing Establishments:** 8. Leading firms, Paper Mill, Lippincott Glass Factory.  
 Total value of yearly output of factories estimated at about \$4,600,000.  
**Special Information:** Factory town as well as agricultural community. Best farming land in State surrounds Alexandria.  
**Residential Features:** Most own their own homes. No slum district. Houses in better section worth from \$5,000 to \$10,000.  
**Retail Shopping Section:** Pretty well concen-

trated within four blocks square. Our business houses, like in most small towns, are on three streets, not over four blocks either way. Harrison, Washington and Church are the main business streets. We have a few small groceries in the outlying districts.

**Trading Area:** Extends about 10 miles east, west, north, south. Our city caters largely to the farm trade, although there are six good factories now running.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; grocers, 17; hardware, 2; jewelry, 1; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

## ANDERSON, IND.

1920 Population, 29,767.  
 City and Suburban Estimate, 35,000.  
**Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 28%; English Reading, 90%; Families, 6,800.**  
**Schools:** Public Grade, 10; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,650.  
**Churches:** Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 20.  
**Banks:** National, 1; State and Trust, 5; Total Resources, \$7,250,000; Savings Bank Deposits Total, \$6,000,000.  
**Theatres:** Legitimate, none; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,700.  
**Location:** In central part of Indiana. Served by The Big Four, Pennsylvania Central Indiana, Railway, and Indiana Union Traction Company. Excellent bus service in all directions from city.

**Principal Industries:** Automobile generators and starters, Klaxon auto horns, playground equipment, corrugated boxes and shipping cartons, nails, wire, files, auto wheels, wire wheels, gas engines, Lodge regalia, dress aprons, bottle blowing machines, sio's, tractors, pumps, children's Irish males, quartz, auto tires, automobile governors, Nad toys, and asphalt roofing.

**Manufacturing Establishments:** 110. Leading firms, Remy Electric Co., Sefton Mfg. Co., American Steel & Wire, Nicholson File Co., Hill Pump Co., Philadelphia Quartz Co., Hill Standard Co., American Playground Device, Beaver Board Mfg. Co., Hayes Wheel, Indian Silo & Tractor Co., Plevre Governor Co., and the Forse Mfg. Co.

**Special Information:** Location of the city with its excellent transportation facilities makes it an ideal manufacturing and retail district. It is located in the best wheat and corn belt in the United States. The largest manufacturers of automobile starters, wheels, and corrugated boxes are located in city.

**Residential Features:** Mostly one and two-family houses; two limited sections devoted to working men tenement. Over 60 per cent of the people own their own home. Manufacturing is restricted to two zones.

**Retail Shopping Section:** Extends from Public Square (which form part of business section) for 3 squares north and 7 squares south on Meridian and Main streets, which are parallel streets. There are 5 outlying retail business sections, with the usual line of retail stores.

**Trading Area:** Extends about 16 miles in all directions of the city.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 2; Miscellaneous Lines—Tobacco, 1; Confectionery, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 7; bakers, 9; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 8; druggists, 20; dry goods, 4; department stores, 4; electrical supplies, 10; florists, 3; fruits, 5; furniture, 12; garages (public), 14; grocers, 106; hardware, 7; jewelry, 5; meat markets, 7; men's furnishings, 1; men's clothing, 8; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 20; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 8.

## ATTICA, IND.

1920 Population, 3,392.  
 City and Suburban Estimate, 5,100.  
**Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 98%; Families, 924.**  
**Schools:** 3; Number of Pupils, 905.  
**Churches:** 8.  
**Banks:** 2; Total Resources, \$2,200,000.  
**Theatres:** 3; Total number of seats, 1,000.  
**Location:** On Wabash River fourteen miles northeast of Covington on Wabash, C. E. & T. R. R. and A. C. & S. R. R. R.  
**Principal Industries:** Wagons and carriages, cigars, sheet metal, car complex and metal points.  
**Residential Features:** All one family houses.  
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## INDIANA (Cont'd)

## Attica (con't)

Retail Shopping Section: Five blocks in heart of city.

Trading Area: About 12 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 4; dry goods, 2; electrical supplies, 1; florists, 2; fruits, 2; furniture, 1; garages (public), 7; grocers, 10; hardware, 8; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

## AUBURN, IND.

1920 Population, 4,650.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 98%; Families, 1,295.

Schools: 4; Number of Pupils, 950.

Churches: 5.

Banks: 3; Total Resources, \$3,900,000.

Theatres: 3; Total number of seats, 800.

Location: On B. & O. R. R. and branch of N. Y. Central R. R., also Fort Wayne & Northwestern Electric R. R.

Principal Industries: Automobiles, wagons, canning and metal works.

Manufacturing Establishments: Home of Auburn Automobile Co.

Residential Features: All one family houses.

Retail Shopping Section: A few blocks around Court House Square.

Trading Area: South, 7 miles; north, 10 miles; east, 8 miles; west, 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 5; grocers, 9; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; stationers, 1; women's apparel, 2.

## BEDFORD, IND.

1920 Population, 8,903 (now about 12,000).

City and Suburban Estimate, 15,000.

Native Whites, 89½%; Negroes, ½%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 98%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$4,600,000; Savings Bank Deposits Total, \$748,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School, 1,200. Total number of seats: Old Gym, 2,000; New Gym, 5,000.

Location: On Monon Ry. Chicago, Milwaukee and St. Paul, 80 miles north of Louisville, 175 south of Chicago, 125 west of Cincinnati, Ohio. Good freight shipments.

Principal Industries: Quarrying and milling of stone. Railroad shop for C. M., St. P. Foundry where machinery for stone mills and quarries is made.

Manufacturing Establishments: 22 stone mills. Leading firms, Shea & Donnelly Consolidated Stone Co., Ernst Kerber, Ingalls.

Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Within the past two years the people financed a \$250,000 hotel, built an \$80,000 gymnasium, gave \$5,000 to a playground association, and \$25,000 for Y. M. C. A. camp and \$5,000 to Salvation Army.

Residential Features: A few apartment houses, 3 to 5 families, but mostly single homes. 20 miles of brick and cement roads and streets leading to and through the city.

Retail Shopping Section: The Square and 15th, 16th (east and west), and 1 and 3 Sts. (north and south); 50 grocery stores scattered in all streets, 1 wholesale grocery, 2 exclusive ladies' furnishings, cleaners, 3 bakeries, 5 retail furniture, 4 hardware, 5 retail clothing, 7 drug stores.

Trading Area: About 20 miles.

Whole Houses: Groceries, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 7; dry goods, 3; fruits, 2; furniture, 5; garages (public), 7; grocers, 50; hardware, 4; jewelry, 3; men's furnishings, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

cellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 2.

## BICKNELL, IND.

1920 Population, 7,635.

City and Suburban Estimate, 28,000.

Native Whites, 85%; Negroes, none; Foreign Born, 15%; Industrial Workers, 22%; English Reading, 95%; Families, 6,035.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, \$1,087,170.40; Savings Bank Deposits Total, \$64,771.54.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Pennsylvania Line, Indianapolis and Vincennes division. Good bus service to other towns and track train service from Vincennes, a distance of 15 miles, and the closest point to the B. & O. and C. & E. I. railroads.

Principal Industries: Coal mining, fruit growing and farming.

Special Information: Bicknell is the center of the coal field in Indiana. There are thousands of acres of good coal here that will take 150 years (government engineer's estimate) to exhaust, allowing for an output of twice what it has been.

Residential Features: Practically all the homes in Bicknell are new homes. The 1910 population was 2,794. Practically all houses are owned by the families which occupy them.

Retail Shopping Section: Extends from First street on both sides of Main street. A few business houses in the first blocks, either direction, of First, Second and Third streets. In every section there is a neighborhood grocery.

Trading Area: Sandborn, north, 15 miles; Oakton, west, 14 miles; Bruceville, south, 8 miles. These are all good little towns and many people from those communities do their shopping in Bicknell.

Wholesale Houses: Groceries, 1; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 20; bakers, 4; confectioners (including hotel stands), 1; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; furniture, 5; garages (public), 5; grocers, 35; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; women's apparel, 3.

## BLOOMINGTON, IND.

1920 Population, 15,000.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 95%; English Reading, 93%; Families, 5,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Indiana University seat 4,000 students; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$7,181,411; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 11,000.

Location: On Monon and Illinois Central. Splendid bus service to Indianapolis.

Principal Industries: Furniture, manufacturing, stone milling and quarrying. Monon railroad shop, contracting, plate glass, glove and basket company, and stucco plant.

Manufacturing Establishments: Shower's Furniture. Leading firms, Nurrie Mirror and Plate Co., Basket Factory, Field Glove Company.

Special Information: Bloomington is widely known as being located in the limestone belt; for outsourcing the world's largest furniture factory, and for Indiana University, which is situated here.

Residential Features: Factory workers and families live mostly west of Monon Railroad, in city. High number of fine residential houses; University in east end of town.

Retail Shopping Section: The Public Square extends from Fourth street south to Seventh street north, from Morton street west to Washington street east. A total of about nine square blocks. The usual grocery stores and bakeries are to be seen spread over the city.

Trading Area: Extends over an area from approximately five miles around the business center.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 9; druggists, 12; electrical supplies, 6; florists, 1; fruits, 2; furniture, 5; garages (public), 9; grocers, 25; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 7.

## BLUFFTON, IND.

1920 Population, 5,391.

City and Suburban Estimate, 20,500.

Native Whites, all; Foreign Born, 200; Industrial Workers, 1,850; English Reading, 95%; Families, 5,264.

Churches: Baptist, 3; Congregational, 2; Methodist, 12; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 60.

Banks: State, 2; Total Resources, \$3,500,000; Savings Bank Deposits Total, \$350,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: On the Wabash River, 25 miles south of Ft. Wayne, on the T. St. L. & W., L. E. & W., and three electric lines. Two piano factories.

Principal Industries: Two piano factories, Red Cross Mfg. Co., Patton McCreey Co., Grimes Foundry, stone quarries, planing mill, etc.

Manufacturing Establishments: H. C. Bay Piano Co., making upright and grand pianos; Red Cross Mfg. Co., making pumps, windmills, fruit presses, and all sorts of castings; Patton McCreey, making beds; Grimes Foundry, making all kinds of castings and foundry work; planing mills, making all kinds of hardwood flooring, etc.; B. K. Settergren Co., grand pianos only; tile mill.

Special Information: Largest piano factory in the world. The city of Bluffton located on 2 railroads and 3 electric lines, with good shipping facilities in all directions, making it good outlet for all farm produce as well as manufactured goods. There are more tractors on the farms of Wells Co. than any adjoining county, all farmers riding in automobiles, and there is a general run of prosperity.

Residential Features: Mostly all one-family and two family houses. Beautiful residence section and nearly all homes owned.

Retail Shopping Section: Three blocks on Market street, 4 blocks on Main, and 1 block on Washington, 2 blocks on Johnson street, with one outlying business section in the west, and the usual neighborhood stores.

Trading Area: 15 miles west, 15 miles south, 12 miles east, 10 miles north, and perhaps further on the south and west on account of the trolley cars coming in every hour.

Wholesale Houses: Groceries, 1; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 17; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 6; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 7; stationers, 1; women's apparel, 5.

## BRAZIL, IND.

1920 Population, 9,293.

City and Suburban Estimate, 14,953.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 35%; English Reading, 92%; Families, 2,400.

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,360.

Churches: Baptist, 1; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 2; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,600.

Location: On National Old Trails Highway, 15 miles east of Terre Haute. P. R. R., Central Indiana R. R., C. I. & W. Ry., and T. H. I. & Eastern Traction Co. Bus service to all parts of county.

Principal Industries: Clay, iron, furniture, machine shops, and coal mines. One of the largest clay manufacturing centers of the U. S.

Manufacturing Establishments: 19. Leading firms, Brazil Clay Co., Clay Products Co., Brazil Hollow Brick & Tile Co., American Sewer Pipe Co., Chicago Sewer Pipe Co., Lyon Fire Proofing Co., Hydraulic Pressed Brick Co., Stout Furniture Factory.

Special Information: Good farming community.

Residential Features: Mostly one and two-family houses and a few apartment houses.

Retail Shopping Section: Extends all along National avenue, which is part of the Old Trails Highway through Brazil.

Trading Area: 15 miles east, 20 north, 30 south and 7 miles west.

Wholesale Houses: Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 8; department stores, 8; electrical supplies, 4; florists, 2; fruits, 12; furniture, 5; garages (public), 6; grocers, 48; hardware, 4; jewelry, 3; meat markets, 22; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 5; opticians, 1; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

## CLINTON, IND.

1920 Population, 10,968.

City and Suburban Estimate, 18,000.

Native Whites, 89%; Negroes, 1%; Foreign Born, 80%; Industrial Workers, 65%; English Reading, 90%; Families, 2,500 in city, 4,500 city and suburbs.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,750.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; Total Resources, \$2,500,000. Savings Bank Deposits Total, about \$500,000 now, normally about \$650,000 to \$700,000.

Theatres: Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,900.

Location: On west bank of Wabash River, 163 miles south of Chicago, 16 miles north of Terre Haute. Served by C. & E. I. Railroad and Terre Haute, Indianapolis & Eastern Traction Co. Motor bus service to all surrounding towns and cities.

Principal Industries: Coal mining, farming, overall factory, small cement plants, bottling works, powder plant, planing mills, elevators, ice plants, dress factory.

Manufacturing Establishments: 16. Leading firms, Lewin Overall Factory, U. S. Powder Co., Chesterfield Creamery & Bottling Works, Wilkinson Lumber Co., Planing Mills, Continental Dress Mfg. Co.

Special Information: Largest city between Terre Haute, Ind., and Danville, Ill., north and south; and between Brazil, Ind., and Paris, Ill., east and west (excluding Terre Haute); normally the home of more than 5,000 coal miners; with average annual payroll of \$600,000 per month; has largest individual owned swimming pool in United States. In normal times pronounced the best small city in the State.

Residential Features: Houses practically all one and two-family homes. No tenements, except very few in foreign section; large percentage of people are home owners. Several fine residential districts, which have homes averaging \$15,000 to \$25,000.

Retail Shopping Section: Two main retail sections: Main Street section and Ninth Street section. Main Street section has three blocks on Main Street, with two side streets from east side of Main. Ninth Street section has six blocks on Ninth Street. This section composed mostly of foreigners, with few American stores on it. Several outlying small sections, mostly all groceries and meat markets.

Trading Area: About fifteen miles north, east and west, and about ten miles south. Some trade secured as far as 25 miles in most all directions.

Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; dressmakers, 4; druggists, 5; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 1; furniture, 7; garages (public), 10; grocers, 21; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 7; shoes, 14; sporting goods, 2; stationers, 1; women's apparel, 9.

## COLUMBIA CITY, IND.

1920 Population, 3,499.

City and Suburban Estimate, 10,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 98%; Families, 1,000.

Schools: 4; Number of Pupils, 1,140.

Churches: 9.

Banks: 3; Total Resources, \$3,500,000.

Theatres: 3; Total number of seats, 900.

Location: 20 miles west of Fort Wayne on Penn. R. R. and Vandavia R. R.

Principal Industries: Lumber, woolen mill, foundry, overalls, table saw factory.

Residential Features: Mostly one family frame houses.

Retail Shopping Section: Around Square and half block each direction.

Trading Area: 10 miles south, 10 miles east, 15 miles north and 10 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 1; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 10; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

## COLUMBUS, IND.

1920 Population, 10,000.

City and Suburban Estimate, 12,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 95%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1;

INDIANA (Cont'd)

Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2, Lutheran. Banks: National, 1; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$1,000,000. Theatres: Legitimate, 1; Moving Pictures, 2; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1; City Hall, Gymnasium, High School. Total number of seats, 5,000. Location: Pennsylvania, N. Y. Central, Interstate Traction, excellent bus service to southern Indiana points. Principal Industries: Manufacturing and farming. Manufacturing Establishments, 20. Leading firms, W. W. Mooney & Son, tannery; Reeves Pulley Co., Reliance Mfg. Co., Orinoco Furniture Co., Lincoln Chair Co., California Handie & Tool Co., Hawcreek Leather Co., Jewelles Mfg. Co., Columbus Packing Co. Special Information: Located in center of finest farming land in the State of Indiana. Residential Features: A city of homes. Many paved streets and alleys. Finest shade trees in the State. Wm. G. Irwin's palatial home and sunken garden. Retail Shopping Section: Centralized on Franklin, Washington and Jackson Sts. Trading Area: 25 mile radius from Columbus. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, Candy and Tobacco. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; delicatessens, 2; dressmakers, 2; druggists, 7; dry goods, 5; department stores, 3; electrical supplies, 10; grocers, 52; hardware, 5; jewelry, 6; meat markets, 10; men's furnishings, 5; men's clothing, 6; milliners, 4; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 28; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

CONNERSVILLE, IND.

1920 Population, 9,991; 1923-24, 11,483. Negroes, 5%; Foreign Born, 1%. Schools: Public Grade, 3; High, 1; Junior High, 1. Elmhart School for Girls. Churches: Baptist, 2, 1 white, 1 colored; Christian Science, 1; Methodist, 3 white, 2 colored; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Seven Day Adventist, Nazarene. Banks: National, 1; State, 1; Savings Bank Deposits, Fayette Bank & Trust Co. Theatres: Legitimate, 1; Moving Pictures, 3. Location: C. I. & W., Big 4, Nickel Plate, 1, and C. Traction Line. Newcastle-Connersville Bus Line, Richmond-Connersville Bus Line, Brookville-Connersville Bus Line. Principal Industries: Automobiles, furniture, printing, auto tops, auto bodies, automobile lamps, blowers, vacuum cleaners. Residential Features: Mostly one and two-family houses. Sections of city devoted mostly to homes of factory men. Few apartment houses. Retail Shopping Section: Extends from 3rd street to 9th street on Central Avenue. Cross streets for two blocks, including 4th to 6th streets, inclusive. There are a number of groceries and three drug stores out in the residential district. Trading Area: Extends about 18 miles West, South, North and East. Interurban and bus services is the means of transportation aside from trains and private automobiles. Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessens, 1; dressmakers, 7; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 11; shoes, 4; women's apparel, 2.

CRAWFORDSVILLE, IND.

1920 Population, 10,139. City and Suburban Estimate, 11,500. Native Whites, 96.1%; Negroes, 2.6%; Foreign Born, 1.3%; Industrial Workers, 25%; English Reading, 98%; Families, 2,856. Schools: 5; Number of Pupils, 2,735. Churches: 11. Banks: 4; Total Resources, \$4,100,000. Theatres: 4. Total number of seats, 2,850. Location: On C. C. C. & St. L. R. R., Vandalla R. R., C. T. & L. R. R., and T. H. T. & E. Traction Lines. Principal Industries: Matches, wire nails, roofing, furniture, fencing, paving, bricks and caskets. Residential Features: A few apartments. Mostly one family houses.

Retail Shopping Section: About five blocks. Trading Area: About 18 mile radius. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 12; grocers, 49; hardware, 4; jewelry, 3; meat markets, 17; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; women's apparel, 4.

DECATUR, IND.

1920 Population, 4,762; estimated 5,500. City and Suburban Estimate, 20,000. Native Whites, 97%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 90 to 99%; Families, 1,200. Schools: Public Grade, 4; High, 1; Parochial, 1 Grade and 1 H. S.; Number of Pupils, 1,450. Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7. Banks: National, 1; State, 1; and 1 Trust Co. Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2 in High Schools. Total Deposits Total, \$2,492,625.73. number of seats, 3,000. Total Resources, \$3,115,677.46; Savings Bank Location: Six miles from the Ohio State line. 3 main railroads. Clover leaf division of the Nickel Plate. The Erie and G. R. and I. division of the Pennsylvania. One Interurban line to Ft. Wayne, Ind., 22 miles north. Principal Industries: G. E. Motors, castings, beet sugar, tile, hoops, headings and barrel staves, harness, butter making, ladders and woodwork, egg case fillers, gloves, cement products, handles for tools, cigars, etc. Manufacturing Establishments: 25. Leading firms, General Electric Co., Decatur Casting Co., Cloverleaf Cramereria, Holland St. Louis Sugar Co., La Fountain Handle Co., Indiana Board & Mill Co., Brick-Tyndall Tile Co., Waring Glove Co., Decatur Cooperage Co. Total value of yearly output of factories estimated at \$9,000,000.00. Special Information: 1,400 people employed by 25 manufacturers. Total weekly payroll, \$25,000 to \$27,000. Annual payroll estimated from \$1,000,000.00 to \$1,250,000.00. Located in the heart of one of the best agriculture districts in the State. The home of the only beet sugar factory in Indiana. Splendid community spirit shown. Residential Features: From 75 to 90% home owners. All streets in city are bricked. Several hundred ornamental street lights. Good homes throughout the city. Net assessed value of property for taxation, \$7,000,000. Retail Shopping Section: 5 blocks on Second St., 4 blocks on Normal St., 3 blocks on First St., 2 blocks on Madison St. Fine retail stores scattered over city but majority are within 1 to 4 blocks of Court House, which is located at corner of Second and Madison Sts. Trading Area: 10 miles north, 18 miles south, 14 miles west and 10 to 10 miles east. In other words, territory included in Adams County, Decatur being the county seat. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, 14. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; bakers, 2; confectioners (including hotel stands), 3; dressmakers, private; druggists, 4; dry goods, 3; florists, 2; garages (public), 6; grocers, 14; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, men's clothing, 4; photographers, 2; furniture stores, 3; radio supplies, 6; shoes, 4; sporting goods, 3; women's apparel, 1.

DUNKIRK, IND.

1920 Population, 2,379. City and Suburban Estimate, 8,000. Native Whites, 97%; Negroes, 3%; Industrial Workers, 25%; English Reading, 98%; Families, 738 city. Schools: Public Grade, 1; High, 1; Number of Pupils, 598. Churches: Baptist, 1; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 1; State, 1; Total Resources, \$8,643,390; Savings Bank Deposits Total, \$150,000. Theatres: Moving Pictures, 1. Total number of seats, 500. Location: On the P. C. C. & St. L. Ry. from St. Louis to Cleveland; Union Traction Co. of Indiana and bus line to several cities adjoining Dunkirk. Principal Industries: Press glassware of all kinds and also bottles and glass dishes, mould works, the mill, farming, dairying, chicken raising, etc. Manufacturing Establishments: 4. Leading firms: Indiana Glass Co., Hart Glass Co., Martin Bros., tile mill, Baker Mould Works. Special Information: Dunkirk has excellent shipping facilities both on traction steam and bus lines and is near gas and oil. Two glass factories operating daily and employ about 1,000 people who draw a good wage. Residential Features: Mostly one and two family houses, flats and large residences. Private homes predominate. Fine residential section, beautiful homes, fine kept lawns. Good stores of all kinds and one of the largest and nicest department stores in this part of the State.

Retail Shopping Section: Extends on Main street for about 10 blocks, 2 blocks each on Commerce and Lincoln ave. and smaller neighborhood stores scattered over many sections such as grocery, confectionery, meat shops, etc. Trading Area: About 5 miles west, 8 miles east, 9 miles north and 7 miles south. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 4; druggists, 3; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 1; fruits, 15; furniture, 2; garages (public), 4; grocers, 15; hardware, 3; jewelry, 1; meat markets, 4; men's furnishing, 3; men's clothing, 3; merchant tailors, 1; milliners, 1; opticians, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 2.

EDINBURGH, IND.

1920 Population, 2,376. City and Suburban Estimate, 3,000. Native Whites, 90%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 601. Schools: 3; Number of Pupils, 395. Churches: 5. Banks: 2; Total Resources, \$2,875,000. Theatres: 2. Total number of seats, 1,540. Location: 35 miles southeast of Indianapolis on P. C. C. & St. Louis R. R. and L. C. & S. Traction. Principal Industries: Veneer, lumber, coal mining, starch and canning. Residential Features: All one family houses. Retail Shopping Section: Several blocks in heart of city. Trading Area: 15 miles radius. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 3; dry goods, 1; electrical supplies, 1; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 12; hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 4.

ELKHART, IND.

1920 Population, 24,277. City and Suburban Estimate, 60,000. Native Whites, 24,150; Negroes, 102; Foreign Born, 2,060; Industrial Workers, 70%; English Reading, 97%; Families, 5,500. Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,000. Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 24. Banks: National, 1; State, 2; Total Resources, \$10,000,000, Savings Bank Deposits Total, \$9,500,000. Theatres: Legitimate, 2; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,300. Location: Four miles from Indiana-Michigan State line. Northern Indiana on New York Central Railroad, 101 miles east of Chicago. Elkhart & Western branch forming belt line. All passenger trains stop at Elkhart. Big Four Route crossing all trunk lines between Lake Michigan and Ohio River. Excellent bus and interurban service. Principal Industries: Band instruments, baby carriages, paper, automobiles, New York Central shops, machine shops, aluminum ware, bridge and iron works, radio and telephone parts, fishing tackle, automobile parts, tools, scales, machinery, etc. Manufacturing Establishments: 33. Leading firms, G. G. Conn, Ltd., Sidway Mercantile Co., American Coating Mills, Buescher Band Instrument Co., Martin Band Instrument Co., Chicago Telephone & Supply Co., Elcar Motor Co., Miles Medical Co. Total value of yearly output of factories estimated at \$24,000,000. Special Information: Elkhart manufactures more band instruments than any town in the world, and 85 per cent of all band instruments made in the United States. Has largest baby carriage factory in world. The N. Y. C. "hump" classification yards are one of the largest in U. S., \$20,000,000 electric super-power plant being built ten miles from city. Excellent shipping facilities and abundant power and no labor troubles make Elkhart an ideal industrial location. Residential Features: Mostly one and two-family houses. No tenements. Private homes predominate. Very fine residential section east of city along the St. Joseph River. Homes in this section cost from \$5,000 to \$25,000. Desirable home locations in practically every direction, except small part of city in the southwest section. Retail Shopping Section: Seven blocks on Main Street and one block east and west on side streets. There are about 60 "neighborhood" grocery stores in the city.

Trading Area: Extends about twelve miles in all directions, with some business from points beyond because of bus and interurban service and good roads. Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, tobacco 1, candy 1, lumber 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 21; druggists, 11; dry goods, 5; department stores, 6; electrical supplies, 6; florists, 5; fruits, 9; furniture, 7; garages (public), 13; grocers, 84; hardware, 3; jewelry, 5; meat markets, 17; men's furnishings, 4; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 26; shoes, 7; sporting goods, 5; stationers, 2; women's apparel, 10.

ELWOOD, IND.

1920 Population, 10,790. City and Suburban Estimate, 14,500. Native Whites, 95 7/10%; Foreign Born, 4 2/10%; Industrial Workers, 26%; English Reading, 98%; Families, 2,733. Schools: 7; Number of Pupils, 2,210. Churches: 8. Banks: 3; Total Resources, \$4,000,000. Theatres: 4; Total number of seats, 1,190. Location: 50 miles north of Indianapolis on Penn. R. R., Lake Erie & Western R. R. Principal Industries: Tin plate, glass, kitchen cabinets, clay products, candy and cigars. Manufacturing Establishments: American Sheet and Tinplate Co., Sellers Kitchen Cabinet Co. Residential Features: Mostly one family houses. Retail Shopping Section: Ten blocks in center of city. Trading Area: Confined practically to city and suburbs. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; dressmakers, 7; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 1; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 40; hardware, 3; jewelry, 2; meat markets, 21; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 4; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 4.

EVANSVILLE, IND.

1920 Population, 85,264. Chamber of Commerce estimate, 1924, 99,475. City and Suburban Estimate, 150,000. Native Whites, 92.6%; Negroes, 7.4%; Foreign Born, 4%; Industrial Workers, 33%; English Reading, 97%; Families, 25,000. This includes 13,345 in public schools, and 2,880 in parochial schools between ages 7 to 17—estimated 500 in parochial schools under 7 and over 17. Schools: Public Grade, 17; High, 4 Public, 2 Parochial; Junior High, 1; Parochial, 12; Number of Pupils, 16,725. Churches: Baptist, 8; Christian 3; Christian Science, 1; Evangelical, 8; Episcopal, 1; Hebrew, 2; Methodist, 10; Presbyterian, 10; Roman Catholic, 9; Miscellaneous, 21. Lutheran 5. Banks: National, 3; State, 10. Theatres: Legitimate, 2; Moving Pictures, 11; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 6. Location: Southwestern Indiana on the Ohio

Continued on page 58

Through its recent purchase of the circulation of The Columbus Ledger.

The EVENING REPUBLICAN

Dominates Southern Indiana Member of A. B. C.

The region between Indianapolis and the Ohio river cannot be adequately covered without the use of this medium.

INDIANA (Cont'd)

Evansville (cont)

River, served by C. & E. L. & N., I. C., Southern, C. C. & St. L., E. I. & T. H., L. H. & St. L., E. & P., E. S. & N., O. V.

Principal Industries: Woodworking plants, furniture factories, gas engines, buggy works, cigar factories, headlights, stove foundries, plows, flour mills, brick yards, sawmills and tents, tools, auto trucks, varnish works, mattress factories, potteries, coal mines, printing establishments, railroad shops, steam shovel plants, baby foods.

Manufacturing Establishments: 319. Leading firms, Hercules Corp., Ingelhart Bros., H. Fendrich Co., Bucyrus Steam Shovel Co., Globe-Bosse-World Furniture Co., Klamer-Goebel Factory, Peerless Seat & Tank, Never-Split Seat Co., Red Spot Paint Co., Mead-Johnson Co.

Special Information: Evansville, located on the Ohio River, makes it a rate breaking point between the North and South. It enjoys through freight rates to the North, South, East and West, the soft coal area, 152 mines are within a radius of 50 miles. In the manufacture of furniture it runs a close second for the largest output in the U. S. Large cigar factory. Large manufacturer of infant foods.

Residential Features: About 15,000 homes in Evansville, over 13,000 of these being one-family homes. Parks, playgrounds and recreational features far surpass other cities of its size. Miles and miles of asphalt streets constructed every year until only streets and outlying territory extends to a radius of 50 miles.

Retail Shopping Section: Extends from river over a territory five blocks in width towards north end of city for ten blocks. Additional shopping territory on west side of city along principal thoroughfare for eight blocks. Evansville's retail business territory extends to a radius of 50 miles.

Trading Area: Manufacturers ship to all parts of the world. North, 35 miles; East, 60 miles; South, 45 miles; West, 35 miles.

Wholesale Houses: Groceries, 9; Meats, 7; Fruits, 7; Hardware, 3; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 23; automobile tire agencies, 20; bakers, 27; cigar stores and stands (including hotels), 25; druggists, 58; dry goods, 18; department stores, 27; electrical supplies, 20; florists, 10; fruits, 18; furniture, 40; grocers, 275; hardware, 6; jewelry, 14; meat markets, 45; men's furnishings, 10; men's clothing, 12; merchant tailors, 20; milliners, 30; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 50; shoes, 18; sporting goods, 3; stationers, 6; women's apparel, 25.

FORT WAYNE, IND.

1920 Population, 86,549. 1923 Population, 94,000.

City and Suburban Estimate, 1920, 114,303.

Native Whites, 90.6%; Negroes, 3.2%; Foreign Born, 6.2%; Industrial Workers, 30.2%; English Reading, 93%; Families, 20,889.

Schools: Public Grade, 24; High, 2; Vocational 1, Business College 4; Parochial, 23; Number of Pupils, Lutheran College, 1; Chiropractic; Total number, 18,739.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Lutheran, 1; Episcopal, 1; Hebrew, 3; Methodist, 8; Presbyterian, 5; Roman Catholic, 10; Miscellaneous, 20. Five new churches under construction.

Banks: National, 3; State, 2; Trust Cos., 7; Total Resources, \$85,000,000. Savings Bank Deposits Total, \$30,144,405.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 2; Burlesque, Musical Comedy and Pictorial, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 15,494.

Location: In Northwestern Indiana on forks of St. Mary's, St. Joe and Maumee Rivers. Served by Penna. R. R., Wabash R. R., G. R. & I. R. R., N. Y. C. & St. L., L. E. & W., N. Y. Central; five electric interurban lines; nine auto truck routes and five express companies.

Principal Industries: Iron and steel, bath room fixtures, oil and gasoline pumps, electric motors, supplies and accessories, insulated wire, pianos, hosiery, underwear, glass and lamp bulbs, motor trucks, car wheels, soap, washing machines, mining machinery and paper boxes.

Manufacturing Establishments: 267. Leading firms, S. F. Bowser & Co., General Electric Co., Wayne Oil Tank & Pump Co., Dudio Mfg. Co., Wayne Knitting Mills, Bass Foundry Company. Total value of yearly output of factories estimated at \$153,426,000.00 for 1923.

Special Information: Location of city is within a radius of 150 miles from four of the largest cities of the U. S. A. and the Great Lakes. Is the home of the oil tank and pump industry of the world. Has the largest Lisle hosiery mill and an enameled copper wire plant in the world. Fort Wayne has an estimated per capita wealth of \$1,782.00. The city now has 23,500 telephones with a complete automatic system now being installed.

Residential Features: Mostly one and two-family homes. 80.2% of Ft. Wayne's population are home owners. Seven exclusive restricted residential districts. Total valuation of real estate and personal property for 1923 is \$89,764,000.00. Residential districts rapidly expanding and developing. Considered exceptionally staple. There are over 23,000 homes in Fort Wayne, Indiana.

Retail Shopping Section: Extends from Transfer Corner for 3 blocks North and 8 blocks South on Calhoun St. Harrison and Clinton

Streets parallel Calhoun and are business streets for 4 blocks each. East and West business streets of 2 or more blocks are Columbia, Main Berry, Wayne, Washington and Jefferson. Several neighborhood sections with usual small shops, etc.

Trading Area: Extends about twenty-five miles West, South, North and East. Intermittent business is secured from people living at a much greater distance because of the excellent trolley and auto bus service. The many railroads with their fine local service also assists Fort Wayne as a shopping center.

Wholesale Houses: Groceries, 9; Meats, 7; Fruits, 8; Hardware, 2; Dry Goods, 6; Miscellaneous Lines, Shoes 1, Confectionery 9, Druggists, 1; Auto Accessories, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 14; auto accessories, 54; automobile tire agencies, 24; bakers, 37; cigar stores and stands (including hotels), 61; confectioners (including hotel stands), 305; delicatessen, 17; dressmakers, 54; druggists, 73; dry goods, 28; department stores, 5; electrical supplies, 19; florists, 15; fruits, 47; furniture, 21; furriers, 6; garages (public), 176; grocers, 225; hardware, 18; jewelry, 19; meat markets, 92; men's furnishings, 30; men's clothing, 24; merchant tailors, 41; milliners, 23; opticians, 17; photographers, 14; pianos (and miscellaneous musical instruments), 11; radio supplies, 5; restaurants (including hotels), 97; shoes, 35; sporting goods, 10; stationers, 7; women's apparel, 16.

FRANKFORT, IND.

1920 Population, 15,000.

City and Suburban Estimate, 25,500.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 9,000; English Reading, 100%; Families, 5,000.

Schools: Public Grade, 5; High, 3; Junior High, 3; Number of Pupils, 5,000 estimated for county.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 3; Methodist, 3; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 6.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500 theatre, auditorium 4,000.

Location: T. St. L. & W. Ry., L. E. & W. Ry., Penn. Ry., Vandalla Ry., T. H. I. & E. Tracton Co., I. R. & B. L. Tracton Co., General Shop of Nickle Plate Lines. Bus lines to Lafayette, Lebanon, Crawfordsville, Jefferson, Mansion, Darlington.

Principal Industries: T. St. L. & W. Shops, Ingram-Richardson Enamel Plant, McDougall Cabinet Factory, Wallace Iron Foundries, National Handicraft Factory, Red Ball Auto Truck Factory, Frankfort Machine Works, P. & R. Paint Mfg. Co., Saw Mills, East Indiana Brass Works, home of Bankable Cigar Co.

Manufacturing Establishments: Bankable Cigar Factory, McDougall Cabinet Co., Ingram-Richardson Enamel Works, Red Ball Truck Factory.

Special Information: Located in one of the best R. R. centers of Central West, 5 steam lines (all trunk lines), 2 interurban trunk lines, fine water supply, 2 fire departments, agricultural and manufacturing center.

Residential Features: Mostly single homes of latest type, few duplex, and apartments. Frankfort claims title of Gem City and beauty of homes and surroundings. Exclusive residential homes valued from \$12,000 to \$20,000.

Retail Shopping Section: Centers on Court House Square, and extends 2 squares east, 3 squares west, 2 squares north and 3 squares south. Also business section "midway" in heart of R. R. center, consisting of two squares of up-to-date grocery, drug, hotel, etc.

Trading Area: 25 miles to Tipton, 16 miles south to Lebanon, 18 miles west to Darlington, Colfax, Clarks Hill, 15 miles northwest to Mulberry and Dayton. Mondays, Wednesdays and Saturdays are best trade days. Traction service to Lebanon, Mechanicsburg, Mulberry, Duxton, Michigantown, Russellville. Bus lines to Colfax, Jefferson, Mansion, Darlington. Bus line to Sevierville, Hillsburg, R. R. lines to Kirkin.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 1; Miscellaneous Lines, kitchen cabinet, auto trucks, enamel table tops.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 10; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 4; fruits, 2; furniture, 3; garages (public), 4; grocers, 36; hardware, 2; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

FRANKLIN, IND.

1920 Population, 4,993.

City and Suburban Estimate, 5,200.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,850.

Schools: Public Grade, 3; High, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Trust, 2; Total Resources, \$2,416,179.95. Savings Bank Deposits Total, \$1,008,937.25.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,457.

Location: New York Central Railroad (Chicago Div.), Pennsylvania Railroad (Louisville Div.), Interstate Public Service Co. (Interurban-Indianapolis to Louisville, Ky.), Jackson Highway (Chicago, Ill., to Miami, Fla.), Frankfort 20 miles from Indianapolis, Indiana, to Franklin, Indiana, J. H. bus line, 1/2 hour schedule to Indianapolis and points north.

Principal Industries: Franklin Food Products Co., canning corn, tomatoes, catsup, Houghland Canning Co., canning corn, tomatoes, pumpkin, etc. Hardwood lumber, office desk factory; furniture and porch furniture. Underwear factory, flour mill, 400 barrel capacity; elevators, ice cream. Manufacturing—soft drinks, creamery, etc.

Manufacturing Establishments: 8. Leading firms, Graham Mfg. Co., McLaughlin Mfg. Co., Franklin Food Products Co., Houghland Canning Co., Woolley & Son, Franklin Mfg. Co., Wagner Mfg. Co., Pruitt & Deming.

Special Information: Home of Northern Baptist College of 450 students, Indiana State Normal Home—379 orphans and adults with \$1,500,000.00 in buildings, county seat of fifth best agricultural county in the state; 90% of people own their own homes; tax rate, \$2.49 per \$100.00; paid fire department—motor service; one of the leading athletic cities of the state, high school having won state basketball title three successive times and Franklin College the last two years in the same branch of sports.

Residential Features: A "City of Homes," paved streets, native shade trees, 75% homes, modern or semi-modern; two Building and Loan Associations with capital stock of \$300,000.00 stimulates home ownership. Fine city park.

Retail Shopping Section: Court House Square center, surrounded by retail trade and streets parallel thereto. Brick streets and cement pavements 15 feet wide. Large auto parking space.

Trading Area: Radius average ten miles. Large farming class buyers. Interurban and bus line service tend to extend buying area.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, 2 ice cream and soft drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 1; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; delicatessen, 2; dressmakers, 2; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 27; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 4; sporting goods, 4; stationers, 4; women's apparel, 4.

GARY, IND.

1920 Population, 55,378.

City and Suburban Estimate, approximately the same.

Native Whites, 48.6%; Negroes, 2.3%; Foreign Born, 49.1%; Industrial Workers, 26%; English Reading, 75%; Families, 12,022.

Schools: Public Grade, 16 elementary; High, 3; Parochial, 9. Number of pupils, 15,041.

Churches: Protestant, 39; Hebrew, 2; Roman Catholic, 11; Miscellaneous, 9.

Banks: National, 2; State, 10; Total Resources \$18,311,000.

Theatres: Legitimate, 1; Moving Pictures, 7; 2 of 7 have vaudeville Sat. Total number of seats, 7,200.

Location: Calumet Township, Lake County, at extreme southern end of Lake Michigan. Has private harbor, owned by Indiana Steel Company, a unit of U. S. Steel Corp. B. & O., E. S. & B. R. (electric line); Elgin, Joliet, Eastern, Indiana Harbor Belt Line; Lake Shore & Michigan Southern, Michigan Central, New York Central, Nickle Plate Pennsylvania, Wabash.

Principal Industries: Steel and its subsidiary companies. Also Union Drawn Steel Company, Gary Bolt & Screw Works.

Manufacturing Establishments: Gary Motors Corp., Anderson Company, Gary Industrial Company, Arco Ventilator Company, Schleicher, Inc.

Special Information: Names for Elbert Henry Gary, Chairman of the Board, U. S. Steel Corp., founded and incorporated in 1906. In now metropolis of the Csumet region of Northern Indiana. Home of largest plant of the U. S. Steel Corp., employing 12,000. Subsidiaries: Amer. Sheet & Tin Plate, employing 5,400; Amer. Bridge Co., employing 1,100; Gary Screw & Bolt, employing 500; Universal-Portland Cement, employing 2,000; Union Drawn Steel, employing 200; E. J. & E. yards, employing 2,800. New \$23,000,000 plant to employ 4,000; 140 more coke ovens under construction. Other manufacturing establishments: Anderson Mfg. Co., Gary Motors Corp., Kerchen-Arex Co., Gary Sanitary Bedding Co., Schleicher, Inc.

Residential Features: Mostly one-family houses and apartment buildings.

Retail Shopping Section: Fifth Ave. (running east-west) from Massachusetts to Buchanan; Broadway (running north and south) from Fourth to 27th and from 36th to 45th; Washington from Fourth to 27th; Adams from Ninth to 26th; Madison from 10th to 22nd; Jefferson from 10th to 25th; Virginia from 10th to 18th; large neighborhood centers, including Tolleston, Glen Park, Miller, etc., in incorporated city.

Trading Area: Largest city in county, drawing from Griffith, Wheeler, Hobart, East Chicago, Chesterton, Whiting, Hobart, Hammond, Highland, etc.

Wholesale Houses: Groceries, 2; Meats, 5; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 3; automo-

ble accessories, 10; automobile tire agencies, 5; bakers, 2 wholesale, 22 retail; cigar stores and stands (including hotels), 68; confectioners (including hotel stands), 4 wholesale, 27 retail; delicatessen, 7; dressmakers, 3; druggists, 36; dry goods, 8; department stores, 3; electrical supplies, 11; florists, 7; fruits, 14; furniture, 26 garages (public), 24; grocers, 281; hardware, 12; jewelry, 12; meat markets, 13; men's furnishings, 8; men's clothing, 17; merchant tailors, 12; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 52; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 10.

GOSHEN, IND.

1920 Population, 9,528.

City and Suburban Estimate, 24,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 4,800 (2,450 city).

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 1,928.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran 2, Brethren and Mennonite 6.

Banks: National, 1; State, 2; Total Resources, \$5,500,000. Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,700.

Location: New York Central (air line), Big Four, New York Central (Michigan Branch), two traction outlets, and on the Lincoln Highway and Dixie Highway, paved and maintained by the state. Six miles from the Wabash, 10 from the B. & O. railroads, with concrete highways to both lines. Bus lines to Fort Wayne, to South Bend and South.

Principal Industries: Stoves, iron products, furniture of every description, ladders, rubber goods, sash and door factory (large), underwear and a widely diversified line of other products. There are 44 plants employing 25 to 200 men, which gives labor a wider opportunity than the one-or-two-big-factory towns.

Manufacturing Establishments: 44. Leading firms, Engman-Mathews Range Co., IXL Furniture Co., Rock Ban Underwear Mills, Western Rubber Co.

Total value of yearly output of factories estimated at \$10,000,000.

Residential Features: Smaller homes of workers predominates. As a thrifty community Goshen has a larger percentage of homes occupied by the owners than many towns of the whole country.

Retail Shopping Section: Main Street, East and West Lincoln Avenue, East and West Washington Street, East Clinton Street and West Jefferson Street. Twelve blocks.

Trading Area: Five miles north, fifteen miles east and west, and twenty-five miles southeast, south and southwest.

Wholesale Houses: Groceries, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, George Richmond, 1; Isaac Simmons, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 3; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 4; fruits, 1; furniture, 4; garages (public), 5; grocers, 38; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 6.

GREENCASTLE, IND.

1920 Population, 5,000.

City and Suburban Estimate, 1,500.

Native Whites, 99%; Negroes, 1%; Industrial Workers, 15%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 970.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, Nazarene 1.

Banks: National, 2; Total Resources, \$3,800,000. Savings Bank Deposits Total, \$800,000, including 2 Trust Companies.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: New York Central (Big Four), Pennsylvania, Monon, Terre Haute, Indianapolis, and Eastern Traction Co. Center of East and West, and North and South transportation.

Principal Industries: Cement, zinc, bandies, lumber, veneer, overalls.

Manufacturing Establishments: Leading firms, Indiana Portland Cement Co., American Zinc Products Co., R. Bittle "D" Handle Co., C. H. Barnaby, Hardwood & Veneer Co., Greencastle Garment Co.

Trading Area: Twenty miles.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 2; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 4; grocers, 20; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 3; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 4; stationers, 2; women's apparel, 3.

**INDIANA (Cont'd)**

**GREENFIELD, IND.**

1920 Population, 4,168.  
City and Suburban Estimate, 10,000.  
Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 7%; English Reading, 98%; Families, 1,228.  
Schools: 3; Number of Pupils, 710.  
Churches: 6.  
Banks: 3; Total Resources, \$2,700,000.  
Theatres: 3. Total number of seats, 800.  
Location: 20 miles east of Indianapolis on Penna. R. R. and Terre Haute, Indianapolis & Eastern Traction Line.  
Principal Industries: Agricultural center. A few mills and cigar factories.  
Residential Features: All one family houses.  
Retail Shopping Section: Six blocks center of city.  
Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 1; florists, 1; fruits, 1; furniture, 2; garages (public), 8; grocers, 14; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 2.

**GREENSBURG, IND.**

1920 Population, 5,375.  
City and Suburban Estimate, 18,793.  
Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 75%; English Reading, 98%; Families, 4,500.  
Schools: Public Grade, 800; High, 180; Junior High, 70; Parochial, 1; Number of Pupils, 1,100.  
Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.  
Banks: National, 3; State, 1; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$200,000.  
Theatres: Moving Pictures, 2. Total number of seats, 1,200.  
Location: N. Y. C. 3 divisions, main line Cincinnati-Chicago, Mich. Columbus I. & C. Traction to Indianapolis, 50 miles.  
Principal Industries: Flour, spokes, casket hardware, wire goods, brooms, paper bags.  
Manufacturing Establishments: 6. Leading firms, Garland Milling Co., Bromwell Brush & Wire Goods, Greensburg Casket Hardware Co., Dole Spoke & Rim Factory, Harmony Flour & Feed Mills, C. J. Loyd & Co., poultry, Kova Broom Factory.  
Total value of yearly output of factories estimated at \$1,500,000.  
Residential Features: Good residential section, 80% owners. Mostly 5 to 8 room houses. Natural gas city flour local field.  
Retail Shopping Section: District is practically around the court house square, which is solidly built up. Also West Main St.  
Trading Area: About 20 miles. Dominates area 15 miles east and 15 south.  
Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, Poultry 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 4; druggists, 4; department stores, 2; electrical supplies, 2; furniture, 2; furriers, 1; garages (public), 8; grocers, 15; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

**HAMMOND, IND.**

1920 Population, 36,004.  
City and Suburban Estimate, 55,000.  
Native Whites, 77%; Negroes, 0.4%; Foreign Born, 22.5%; Industrial Workers, 15,000; English Reading, 85%; Families, 7,983.  
Schools: Public Grade, 15 High, 2; Parochial, 9; Number of Pupils, 11,875.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 8; Miscellaneous, 10.  
Banks: National, 2; State, 2; Trust Companies, 6. Total Resources, \$14,857,397.78.  
Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Masonic Temple. Total number of seats, 7,800.  
Location: Twenty miles southeast of Chicago having unequalled transportation facilities. Rail: Number of trunk lines, 8 through Hammond district. Belt Lines: Three, connecting with every road doing business in the Chicago switching district. Water: Hammond located on Calumet River, and west branch of Indiana Harbor canal.

Principal Industries: Acids, basic; auto parts, ball, steel pipe, welding; bars, corrugated steel; bearings, steel mill; bed springs, beds, belting, boilers, bolsters, box cars, brake beams, brake lining, brake shoes, brasses, cupbetta, candy, cars, freight; cars, passenger; cars, refrigerator; cars, tank; castings, gray iron; castings, malleable; castings, steel; chemical products, coal products, corn oil, corn syrup, crabs, dyes, coal tar; feed, animal; feed, poultry; foundry supplies, furnaces, gasoline, refining; gelatin, glue, gatters, hosiery, hospital supplies, ignition, implements, agricultural; mattresses, metal, white refining; mill supplies, motor trucks, mustard, oil, refining; plating, nickel; pianos and piano players, plumbing supplies, poultry feed; poultry remedies, punching machinery, radiators, railroad, specialties; shirt, smelting, steel, tobacco, underwear, water softeners.

Manufacturing Establishments, 94.  
Total value of yearly output of factories, \$50,000,000.  
Residential Features: Fine homes, hungalow type prevailing.  
Retail Shopping Section: Four blocks on Hammond, 4 blocks on State and small section in East Hammond.

Trading Area: Restricted to immediate territory surrounding Hammond, includes towns of Dutton, Riverdale, Dyer, St. John, Highland, Munster, Hershville, Griffith and West Hammond and others within a radius of five miles. Trading population, 140,000.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 19; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 29; delicatessen, 6; dressmakers, 39; druggists, 16; dry goods, 14; department stores, 2; electrical supplies, 5; florists, 5; fruits, 10; furniture, 10; garages (public), 24; grocers, 115; hardware, 10; jewelry, 6; meat markets, 42; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous taurants (including hotels), 38; shoes, 20; sporting goods, 2; stationers, 6.

**HARTFORD CITY, IND.**

1920 Population, 7,000.  
City and Suburban Estimate, 8,000.  
Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500.  
Churches: Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 1; State, 2; Total Resources, \$2,779,487; Savings Bank Deposits Total, \$1,500,000.  
Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,000.  
Location: Penna and Nickle Plate. Traction line. Good roads in all directions.  
Principal Industries: Glass and paper and overhead doors and overalls.  
Manufacturing Establishments: 9. Leading firms: American Window Glass Co., Hartford City Paper Co., Fort Wayne Corrugated Paper Co., Sneath Glass Co., Johnston Glass Co., Overhead Door Corp., Hartford Foundry and Machine Co., Nonebetter Mfg. Co., E. E. Cox, Printer; and Triplex Manufacturing Co.  
Total value of yearly output of factories estimated at \$10,000,000 to \$15,000,000.  
Residential Features: Practically all one and two family houses, majority owned. No tenements.  
Retail Shopping Section: Extends from public square, which forms heart of business section and terminal for bus lines, south and north one block on Washington and Main streets. Usual neighborhood stores.  
Trading Area: 8 miles north, 6 miles south, 7 miles west and 8 miles east.  
Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 4; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 2; fruits, 3; furniture, 4; garages (public), 6; grocers, 24; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 2.

**HUNTINGTON, IND.**

1920 Population, 14,000. Note: Post Office and Directory (1924), 17,994.  
City and Suburban Estimate: Huntington and Huntington County total—35,000, close estimate. 1 negro family.  
Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 40%; English Reading, 96%; Families, 3,847 (1920); 4,100. Post Office and Directory, 1924.  
Schools: Public Grade, 6; High, 1; Junior High, 6; Parochial, 3; Number of Pupils, 2,706.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, \$3,664,342, exclusive of certificates of deposit.  
Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000, exclusive of church auditoriums.

Location: Northeast part of Indiana, near confluence of Wabash and Little Wabash Rivers; junction of Erie main line and Wabash main line railroads making this important transfer center. Also served by Indiana Service Corp. (Traction between Fort Wayne and connection points, west to Lafayette and intermediate points, south to Indianapolis.) Bus and overland motor truck service within radius of 25 miles for both passenger and freight.

Principal Industries: Lime, steel, pianos, shoes, rubber goods, printing, railroad shops, furniture, building supplies, flour, dairy products, chemicals, stone (road supplies), poultry and products.

Manufacturing Establishments: 35. Leading firms, Majestic Furnace & Foundry Co., Erie Stone Co., Schaff Bros. Piano Co., Cleverleaf Creameries, Inc., Orton-Steinhilber Co., Rinebolt Foundry, Kelley Island & Transport Co. (Lime), Huntington Shoe & Leather Co., Schacht Rubber Co., Caswell-Hunyan (Furniture), Huntington Laboratories, Inc., National Cement Co., Waring Glove Co., Huntington Fertilizer Co., Northern Indiana Power Co., Huntington Milling Co., Ball Bros., Herald Printing Co., Catholic Pub. Co., Indiana Farmers' Guide, Whitelock Press, Adams Bros. Stave Factory, Ditzler & Schock Lumber Co., Huntington Packing Co., Ditzler Poultry Supplies Co.

Special Information: Huntington is the center of a rich and aggressive agricultural center, with wealth more equably divided than in most communities. There is only one accredited citizen with a rating above the million mark. The earliest and longest enduring industry has been and is the lime industry. Huntington holds a distinction of never having been builded upon a boom; never has it had a marked depression; no great fires nor destructive floods. Industry is diversified and well balanced. Banks above the average cities in miles of improved streets, quality of public buildings and general character of citizenship. Total earned income, 1923, aggregated \$10,057,000. Total spent for shopping, \$8,711,000; actual buyers, male 13,775, female 13,180; married, male 10,185, female 10,155. Nine immediate trade areas.

Residential Features: Mostly one and two-family dwellings. No tenements. Private homes predominate. Unusually large per cent home owners. Residential sections surround business section. Huntington long reputed as city of many beautiful homes. Strong architectural influences apparent. No defined exclusive residential section.

Retail Shopping Section: Jefferson street principal business street, extending four business blocks north and south from County Court House square. Cherry and Warren streets parallel Jefferson street to west and east, with six business blocks on Warren and four business blocks on Cherry and two blocks on State street inter-

cepting. On East Market street, three-quarter mile east of Jefferson, near Erie shop district, there are 1 1/2 blocks retail business. There are the usual outlying groceries and meat markets in the residential district.

Trading Area: Extends 18 miles north to South Whitley, 14 miles east to Unloadie, 14 miles south to Warren, 12 miles west to Lagro, 21 miles northwest to North Manchester, 10 miles east to Markle, 10 miles east to Roanoke, 18 miles southwest to Lafontaine, and including all intervening points, encouraged by excellent rural highways and auto trail roads. Traction and auto bus lines bring in additional trade from even more distant points, such as Servia, Columbus City, Wabash, Bluffton, etc.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Miscellaneous Lines—Poultry, 2; Confectionery, 1; Dairy Products, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 34, excepting groceries; confectioners (including hotel stands), 18, excepting groceries; dressmakers, (no figures) est. 15; druggists, 9; dry goods, 6; department stores, 9; electrical supplies, 5; florists, 3; fruits, 2; pian 42 grocers; furniture, 5; garages (public), 17; grocers, 42; hardware, 5; jewelry, 4; meat markets, 16; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 11; women's apparel, 11 (including department and dry goods stores).

**INDIANAPOLIS, IND.**

1920 Population, 314,194. (Estimate, based on U. S. Census Bureau, Bell Telephone Company, Engineers (city) and E. L. Polk Directory for 1924, is 355,000.)

City and Suburban Estimate, 800,000.  
Native Whites, 83.6%; Negroes, 11.0%; Foreign Born, 5.4%; Families, 89,000.

Schools: Public Grade, 83 (40 free kindergartens); High, 3; Junior High, (6-3-3 plan not used); Parochial, not available; Number of Pupils, 59,000 (including public and private schools).

Churches: Baptist, 27; Christian Science, 4; Congregational, 12; Methodist Episcopal, 38; Hebrew, 7; Methodist (Protestant), 3; Presbyterian, 16; Roman Catholic, 21; Miscellaneous, 44; 64 colored Protestant churches.

Banks: National, 4; State, 27 (14 Trust Companies and branches); Total Resources, \$250,000,000.

Theatres: Legitimate, 2; Moving Pictures, 61; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 21,300.

Continued on page 60

**This Market Deserves**

**Close Study**

WHEN selling conditions in a market are outstandingly favorable and inviting, an unusual concentration and emphasis in sales and advertising plans is strongly advisable.

In the great Indianapolis market the—

**INDIANAPOLIS TIMES**

—is an advertising medium of great importance for the national advertiser. With a large EVENING circulation not noticeably duplicated by the other evening paper, The Times provides advertising contact with substantial home buying power which no other paper reaches.

Most merchandise is sold to population groups YOUNG in average age. The Times is the progressive, liberal type of paper which strongly appeals to this most responsive group. List the Times even though this may mean listing two papers.

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## INDIANA (Cont'd)

**Location:** The 17 railroads and the 13 interurban lines radiating in all directions from Indianapolis are listed: 4 companies operate 13 lines, I. U. T., E. E. & E., I. C., I. P. S. Co. The 17 railroads are (the eight companies named maintain 17 railroads out of the city): C. I. & L. C. I. & W., C. C. C. & St. L., Illinois Central, L. E. & W., Peunysylvania, New York, Chicago & St. Louis, Pittsburgh, Cincinnati, Chicago & St. Louis.

**Principal Industries:** There are 1,215 manufacturing concerns making more than 850 distinct articles, including silk hose, shock absorbers, cotton gloves, pop corn machines, quality automobiles, poultry remedies, auto bodies, pharmaceutical products, transmission chains, hog serum, saws and tools, fire fighting apparatus, and food products. Packing and agricultural industries are of equal importance.

**Manufacturing Establishments:** 1,215. Leading firms, E. C. Atkins & Co., Nordyck & Marmon, Link Belt, Reel Silk Hosiery Mills, Robert H. Hassler, Stutz Fire Engine Co., Van Camp Products Co., Holcomb & Hoke, Martin-Perry Corp., Eli Lilly Co., Frest-O-Lite Co., Cole Motor Car Co., Premier, Stutz Motor Co. of America, Diamond Chain & Mfg. Co., J. C. Adams & Co., Kingan & Co., F. M. Dilling & Co.

Total value of yearly output of factories estimated at \$450,000,000 (1923); packing industry, \$135,000,000.

**Special Information:** Although 21st in population, Indianapolis is 15th in volume of retail business. The assessed valuation of Indianapolis is in excess of \$600,000,000. The city is within 55 miles of the center of population of the United States. It is an equal distance from the industrial center of the nation as determined by the Census Bureau. It is the largest inland city in the world. 33% of the population have individual incomes of over \$1,800 annually. More than 9,000 new homes have been built in the last 3 years.

**Residential Features:** Principally single dwellings—89,256 families live in 79,550 dwellings, or about 11% occupy doubles, duplexes, flats, and apartments. The Zoning Commission regulates the residential, industrial, commercial and manufacturing districts.

**Retail Shopping Section:** Principal section is the "Mile Square," or the district of about that area bounded by East, North, West and South streets. There are 6 large neighborhood districts—South Meridian, Irvington, 30th and Illinois, Haughville, Broad Ripple, Fountain Square. There are approximately twice as many smaller neighborhood districts, including Alabama and Ft. Wayne avenues, East 10th and Brookside, 30th and Northwestern, 38th and College, and others.

**Trading Area:** The trading area is that territory within a radius of 50 miles. Because of the network of electric interurban lines, steam roads, and improved State highways, Indianapolis has a transient population of over 20,000 daily. This is based on the number of passengers carried by the transportation companies, including bus lines. Many thousands undoubtedly arrive in their own automobiles. It is because of this, that the volume of retail business done is many times larger than the actual city population might produce.

**Wholesale Houses:** Groceries, 13; Meats, 15; Fruits, 4; Hardware, 4; Dry Goods, 5; Miscellaneous Lines—Confectioners, 16; Cigars and Tobacco, 11; Jewelry, 6; Plumbers, 7; Drug, 3; Auto Accessories, 7.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 86; commercial automobile agencies, (Information relative to the number of passengers and commercial agencies not available); automobile accessories, 160; automobile tire agencies, 61; bakers, 134; cigar stores and stands (including hotels), 150 (does not include drug and grocery stores); confectioners (including hotel stands), 266; delicatessen, 29; dressmakers, 138; druggists, 286 (31 are chain); dry goods, 145; department stores, 15; electrical supplies, 48; florists, 68; furniture, 114; furriers, 10; garages (public), 123; grocers, 1,458 (264 chain); hardware, 81; jewelry, 91; meat markets, 721; men's furnishings, 79; men's clothing, 57; merchant tailors, 24; milliners, 124; opticians, 16; photographers, 49; pianos (and miscellaneous musical instruments), 16; radio supplies, 13; restaurants (including hotels), 448; shoes, 70; sporting goods, 13; stationers, 13.

See announcements pages 59 and 61

## JEFFERSONVILLE, IND.

1920 Population, 10,098.  
City and Suburban Estimate, 16,000.  
Native Whites, 83.5%; Negroes, 14.1%; Foreign Born, 2.4%; Industrial Workers, 25%; English Reading, 92%; Families, 2,726.  
Schools: 6; Number of Pupils, 2,215.  
Churches: 8.  
Banks: 3; Total Resources, \$5,800,000.  
Theatres: 5. Total number of seats, 1,250.  
**Location:** On Ohio River opposite Louisville, Ky. on Penna. R. R., B. & O. R. R., S. W. R. R.  
**Principal Industries:** Lumber, car works, laundry supplies, caulking, furniture.  
**Residential Features:** All one family houses.  
**Retail Shopping Section:** About 12 blocks in center.  
**Trading Area:** About 10 miles north, east and west.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agen-

cies, 8; commercial auto agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 12; grocers, 49; hardware, 4; jewelry, 3; meat markets, 17; men's furnishings, 4; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

## KENDALLVILLE, IND.

1920 Population, 5,273.  
City and Suburban Estimate, 6,500.  
Native Whites, 85%; Negroes, none; Foreign Born, 10 to 15%; Industrial Workers, 25%; English Reading, 90%; Families, 1,500.  
Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,150.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Evangelical, 1.  
Banks: National, 1 (to open soon); State, 3; Total Resources, \$2,000,000; Savings Bank Deposits Total, \$300,000; American Building and Loan with \$75,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, (Combined with pictures); Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.  
**Location:** New York Central (main line), Grand Rapids & Indiana (Pennsylvania branch), Fort Wayne & Northwestern (electric). Excellent bus line service to many nearby towns, as far as 30 miles.  
**Principal Industries:** Refrigerators, pumps, windmills, motor trucks, display cases, mittens and gloves, foundry, clothes racks, flour and feed, cement machinery, brushes and brooms, wheels, handles, caskets, bedside tables, tanks, ice cream, cigars, ice, printing.  
**Manufacturing Establishments:** 19. Leading firms, McCray Refrigerator Co., Flint & Walling Mfg. Co., Kendallville Mfg. Co., Noble Motor Truck Co., Specialty Display Case Co., Raber & Lang Mfg. Co., Kendallville Foundry, Tri-State Casket Co., Watters-Portman Wheel Co.  
Total value of yearly output of factories estimated at \$8,000,000 to \$10,000,000 (one concern alone does \$4,000,000).  
**Special Information:** Refrigerator Company, probably largest in the world. All factories on a sound and substantial basis and no business depression in years has caused them to shut down. Diversified industries, including many factories of from 25 to 75 employees, but steady demand for labor. Surrounded by good farming community, onion and mint farms, and fine lake resort which annually brings thousands of visitors.

**Residential Features:** 80% home owners. Few apartment houses. No tenements. No foreign element, no negroes. 13 miles of pavement, well improved streets, attractive comfortable homes, fine water supply, fine city parks on banks of large lake. 75 miles concrete sidewalks. Just a home loving, good American city, surrounded by prosperous general farming community.  
**Retail Shopping Section:** North, Main street, 2 blocks; south, Main street, 2 blocks; east, Mitchell street, 1 block; west, Mitchell street, 1 block; east, William street, 1 block; west, William street, 1 block. Also some stores in trading area.  
**Trading Area:** 10 to 15 miles south, east and west; 15 to 18 miles north, because of no other large cities. Some business comes further because of special advertising efforts made during year, and the fact that Kendallville is best city for stores between Goshen, 35 miles west Bryan, Ohio, 40 miles east; Sturgis, 32 miles to north; Ft. Wayne, 30 miles to south. Good trolley and bus lines help materially, as well as excellent roads leading in all directions.  
**Wholesale Houses:** Groceries, 1; Miscellaneous Lines—Bakery, 2; Ice, 1.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 10 (including all garages selling tires); bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; dressmakers, several; druggists, 4; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 7; grocers, 15; hardware, 2; jewelry, 2; meat markets, 3; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 3 (exclusively); sporting goods, 2; women's apparel, 1.

## KOKOMO, IND.

1920 Population, 35,000.  
City and Suburban Estimate, 45,000.  
Native Whites, 90%; Negroes, 4.5%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 97%; Families, 7,500.  
Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,105.  
Churches: Baptist, 5; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 21.  
Banks: National, 2; State, 5; Total Resources, \$12,206,990.72; Savings Bank Deposits Total, \$1,423,259.59.  
Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2 (including New Auditorium, ready Sept. 1). Total number of seats, 8,840 (including New Auditorium).

**Location:** Kokomo is located in the north central part of Indiana, in an excellent agricultural region, and is served by Peunysylvania, L. E. & W. and Clover Leaf railroads. Traction freight and passenger service.

**Principal Industries:** Automobiles, plate glass, automobile tires, iron and steel, brass works, stoves and ranges.

**Manufacturing Establishments:** 103. Leading firms, Haynes Automobile Co., Apperson Automobile Co., Kokomo Tire & Rubber Co., Grove Stove & Range, Kokomo Brass Works, Pittsburgh Plate Glass Co., Kokomo Steel & Wire Co.  
Total value of yearly output of factories estimated at \$50,000,000.

**Special Information:** Over sixty millions of capital invested in Kokomo industrial institutions of which 80% is home capital. 65% of Kokomo's industrial workers are home owners. Kokomo has more nationally known products than any other city in the state of Indiana.

**Residential Features:** Mostly one and two-family houses. Limited section devoted to workmen's homes. Private homes predominate. Very fine private homes in western part of city.

**Retail Shopping Section:** Extends from Public Square (which forms heart of business section) 2 blocks north and south on Main and Buckeye streets; 2 blocks east and 1 block west on Sycamore and Walnut streets. Mulberry street between Main and Buckeye is a good business block. Union street has the traction terminal and is a good business street for 2 blocks north and south.

**Trading Area:** Extends about twenty miles in each direction, although quite a business comes from small towns south, southwest and north of us, especially to furniture, ready-to-wear and department stores.

**Wholesale Houses:** Groceries, 2; Fruits, 2; Miscellaneous Lines—Confectionery, 1; Cigars and Tobacco, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; automobile accessories, 6; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, not available; druggists, 20; dry goods, 5; department stores, 3; electrical supplies, 7; florists, 6; fruits, 1; furniture, 11; furriers, 4; garages (public), 16; grocers, 138; hardware, 3; jewelry, 7; meat markets, 12; men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 33; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

## LAFAYETTE, IND.

1920 Population (including West Lafayette) 26,316.  
City and Suburban Estimate, 80,000.  
Native Whites, 99%; Negroes, 1/2%; Foreign Born, 1/2%; Industrial Workers, 20%; English Reading, 99%; Families, 6,000.  
Schools: Public Grade, 8; High, 1; Parochial, 5; Number of Pupils, 4,145.  
Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.  
Banks: National, 3; State, 5; Total Resources, \$20,000,000.  
Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,000.  
**Location:** On Big Four; Monon; Nickel Plate; Wabash R. R.; two electric lines; direct shipments to Chicago, St. Louis, Detroit, Indianapolis. In northwestern part of Indiana, 120 miles south of Chicago.  
**Principal Industries:** Railroad shops; electric motor works; auto steering gears; paper board manufacturing, wagons, safes and wire goods.  
**Manufacturing Establishments:** 20. Leading firms, Ross Gear & Tool Co., Duncan Meter Works, Lafayette Boxboard Co.  
**Special Information:** Agricultural center; wealthiest farming center in State of Indiana. Home of Purdue University—3,300 students; agricultural and engineering school.  
**Residential Features:** Mostly all privately owned homes. Lafayette residential district one of the finest in State. Very few rented properties. Only two big apartment houses.  
**Retail Shopping Section:** Extends 10 blocks on Main street, Public Square at Court House main business section. Four outlying neighborhood business sections.  
**Trading Area:** West, 40 miles; north, 60 miles; east, 15 miles; south, 30 miles. Receive business from 55 surrounding towns. Steam, electric and bus lines enter city.  
**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, 2.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 19; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 4; fruits, 4; furniture, 7; garages (public), 8; grocers, 90; hardware, 6; jewelry, 6; meat markets, 9; men's furnishings, 6; men's clothing, 11; merchant tailors, 4; milliners, 9; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 12; shoes, 20; sporting goods, 4; stationers, 4; women's apparel, 6.

## LA PORTE, IND.

1920 Population, 16,774.  
City and Suburban Estimate, 67,217.  
Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; Industrial Workers, 20%; English Reading, 98%; Families, 13,441.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,000.  
**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.  
Banks: National, 1; State, 1; three other banks—total of all, \$12,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,683.

**Location:** Nickel Plate, L. E. & W. Division, P. & M., Lake Shore, New York Central, Electric Railway, and bus lines that connect La Porte with all surrounding cities.

**Principal Industries:** Advance Rumely, farming implements, U. S. silencing machines, piano manufacturing, woolen mills, hollow steel doors, pool tables, fan heating apparatus, furniture, printing, stoves, auto tires, tools, foundry, gas and water tanks, bicycles, pattern shop, moulding shop, artificial flowers. Shirts (30 factories).

**Manufacturing Establishments:** La Porte is ideally located for manufacturing purposes, being centrally situated in the heart of the Indiana Industrial Belt. It is surrounded by lakes, making it one of America's natural playgrounds.  
**Residential Features:** Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. Some of the most beautiful residential sections in America. Homes in these sections average in value \$7,000.

**Retail Shopping Section:** Extends from Court House, which is located in the center of town, for 5 blocks each way on Lincoln Way; 3 blocks each way on Michigan avenue, and 3 blocks on Indiana avenue. This, however, does not include the other business houses on side streets from the main streets mentioned.

**Trading Area:** Extends about 15 to 18 miles southeast and west, and 12 to 18 miles north. La Porte is the terminal for one of the finest bus services in the State.

**Wholesale Houses:** Groceries, 1; Fruits, 3.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial automobile agencies, 14; automobile accessories, 12; automobile tire agencies, 27; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 25; druggists, 6; dry goods, 7; department stores, 7; electrical supplies, 8; florists, 3; fruits, 4 (not grocers); furniture, 3; garages (public), 24; grocers, 39; hardware, 4; jewelry, 4; meat markets, 18; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 8; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 7.

## LEBANON, IND.

1920 Population, 6,700.  
City and Suburban Estimate, 14,000.  
Native Whites, 99%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 1,800.  
Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,600.  
Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.  
Banks: National, 1; State, 3; Total Resources, \$3,787,822; Savings Bank Deposits Total, \$1,313,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.  
**Location:** On Chicago Div. Big Four; Louisville Div. Pennsylvania; C. L. & E., and Four Div. of the T. H. I. & E. Traction. This is one of the best traction centers in Indiana.

**Principal Industries:** Kitchen cabinets, cream separators, steel disc auto wheels, auto parts, gloves, Wilson's condensed milk, canned goods, auto bodies, furniture, oil burning equipment, and cigars.

**Manufacturing Establishments:** 12. Leading firms, Campbell-Smith-Ritchie Co., Dairy Cream Separator Co., Indestructible Wheel Co., Standard Motor Parts Co., Indiana Condensed Milk Co., Boss Manufacturing Co., N. H. Smith Co.  
Total value of yearly output of factories estimated at \$2,600,000.

**Special Information:** Boone County is the premier agricultural county of Indiana and that gives it high rank among agricultural counties of the world. Local dairying and seed corn growing have attained international fame.

**Residential Features:** New country club, finest in State, has brought about the planning of a new country club district where twenty new homes will be built within the coming year. 75% of workmen in Lebanon own their own homes.

**Retail Shopping Section:** Six streets—Lebanon street, four blocks; Main street, three blocks; Washington street, three blocks; Meridian street, four blocks; South street, three blocks; West street, three blocks.

**Trading Area:** Fifteen miles north and south, eighteen miles east and west. Lebanon is the best retail trading town of its size in Indiana. It does more retail business than Crawfordsville, Frankfort, or Noblesville, which are county seat towns of adjoining counties. There are people in our stores every day from towns beyond the trading area outlined above.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 14; automobile tire agencies, 10; bakers, 3; cigar stores and stands (in-

Continued on page 62



# The statistical services don't tell everything

There is a "tertium quid"—a third something—about a newspaper that does not show on the rate card or in the statistical services but it is equally important with circulation and advertising lineage or endorsement. Call it what you will—character, prestige, reader interest, effectiveness, editorial service to the reader, acceptance or by any other generality—it is coordinate in value to the advertiser with circulation. You don't have to pay for this *tertium quid*. It is not included in the rate. But without it, the rate is a meaningless index to the newspaper's value.

The latest A. B. C. report discloses the plain fact that The News has the largest circulation in Indiana—daily or Sunday. But it does not tell you that The News has more home delivered circulation in Indianapolis than both other Indianapolis papers combined. It gives no hint, either, of the tremendous hold of The News on its readers, its *indispensability* to them.

It is common knowledge that The News carries more paid advertising lineage than both other Indianapolis papers combined—six issues a week against thirteen. But the statistical services don't tell you that The News has ruled out or rejected more than a million dollars worth of available lineage in the past ten years, most of which was considered acceptable by its contemporaries.

The well-known fact that The News leads the field in local advertising does not portray the full importance of The News to local merchants. The

News carries their unabridged advertising. Day after day it fills their stores in response to item copy, copy they have run largely exclusively in The News because they know they need advertise the same items in no other Indianapolis paper. Local advertisers must carry full copy in The News, because the housewives of Indianapolis have been taught by long experience to look there *first*.

The editorial excellence of The News is nationally known and respected.

But to judge the editorial content of The News in relation to its readers you must see The News through Indiana eyes. You must appreciate the loyalty and interest, the affection and confidence of its readers—dealers, laymen, authors, lawyers, jobbers, laborers—people of every walk of life, representing several times the total circulation of 128,000.

The rate card and statistical services give no hint of the unusually high standards of business practice which have guided The News throughout the fifty-four years of its existence, from minor beginnings to its present dominance of its field.

The statistical services, while valuable, don't tell everything. If you could see The News as it appeals to its Hoosier reader, you would appreciate the enormous value of its "tertium quid"—the third something—the intangible yet invaluable factors that have made and keep The News a great newspaper.

## THE INDIANAPOLIS RADIUS (the 70-mile zone)

Population	
Indianapolis radius .....	1,992,713
Indianapolis alone .....	358,760
News Circulation	
City .....	80,725
(Carrier delivery limits)	
Suburban .....	24,184
Country .....	23,449
<b>TOTAL .....</b>	<b>128,358</b>

(From publisher's statement to A. B. C. 6 mos. ending 9/30/24.)

*The News maintains a comprehensive merchandising service available alike to all advertisers. Many local selling campaigns owe their success in part to the impartial, comprehensive, thorough data on market conditions compiled by the Merchandising Department.*

# The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office  
Dan A. Carroll  
110 East 42d Street

Chicago Office  
J. E. Lutz  
The Tower Building

## INDIANA (Cont'd)

## Lebanon (con't)

cluding hotels), 3; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 8; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 7; furriers, 1; garages (public), 7; grocers, 24; hardware, 6; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 3.

## LINTON, IND.

1920 Population, 6,000.

City and Suburban Estimate, 10,600. (The original corporation lines of Linton have never been extended to include four rapidly growing suburbs, which accounts for low government census figures.)

Native Whites, 72%; Foreign Born, 28%; Industrial Workers, 40%; English Reading, 85%; Families, 1,650.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,941.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 2; Total Resources, \$2,500,000. All bank deposits, 2,400,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Western part of Greene County on Illinois Central; Chicago, Milwaukee & St. Paul Rys., and branches of Monon and Pennsylvania. Hourly bus line service to all points. Fine system of public highways.

Principal Industries: Coal mining, farming, manufacturing, poultry and fruit. Center of bituminous coal fields—daily capacity output of mines in field, 34,000 tons. Daily mines' trains run to all mines from Linton. Prize corn belt of Indiana in Greene County. Fruit and poultry fast growing industries.

Manufacturing Establishments: 6. Leading firms, Alkin Decorative Co., Harting Bros. Bottling Works. Other smaller establishments.

Special Information: An exceptional advantage enjoyed to Linton is that it is both in a mining and agricultural district—rather unusual—and has superior railroad and highway facilities. Isolated from any large city.

Residential Features: Most of residences are occupied by owners. No slums. Number of rental cottages. Few apartment houses.

Retail Shopping Section: Main street, 9 blocks; Vincennes street, 5 blocks; "A" street north, 5 blocks; others scattered; and 64 "neighborhood" and suburban stores.

Trading Area: Extends 25 miles southwest; 20 miles east and southeast; 12 miles north, and 14 miles south. Linton being easily accessible, and the largest city.

Wholesale Houses: Meats, 2; Fruits, 1; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 7; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 5; dry goods, 6; department stores, 5; electrical supplies, 6; florists, 4; fruits, 6; furniture, 5; garages (public), 10; grocers, 76; hardware, 5; jewelry, 2; meat markets, 15; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

## LOGANSFORD, IND.

1920 Population, 21,626. Present, 25,000.

City and Suburban Estimate, 60,000.

Negroes, .005%; Foreign Born, .04%; Industrial Workers, 30%; English Reading, 99%; Families, 5,400.

Schools: Public Grade, 10; High, 1; Parochial, 5. Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 16 others, including Salvation Army and negroes.

Banks: National, 2; State, 4; Total Resources, \$10,485,544.65. Savings Bank Deposits Total, \$8,485,577.27 (all banks have savings deposits).

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Pennsylvania, Wabash, Vandalia, Indiana Service (traction), Union Traction Co. and 8 divisions of the Pennsylvania. Center in Logansport and excellent shipping points. Regular bus service in all directions.

Principal Industries: Pennsylvania R. R. shops, Logansport Radiator (steam radiation), Obenchain-Payer (fire fighting apparatus), Lofab Furniture Co. (pianos, benches, dining tables), Gossardia Corset Co. (corsets), Routh Packing Co., Logansport Stone and Construction Co. (30 smaller ones).

Special Information: Located at confluence of Wabash and Eel Rivers. Third railway center in state, having 8 divisions of the Pennsylvania R. R., main line of Wabash R. R., 2 interurban lines and 5 parks for recreation purposes. Excellent deposits of lime stone used for cement manufacturing of steel, lime, etc. Heart of finest agricultural section in Indiana.

Residential Features: Practically one and two-

family houses. Private homes predominate. Roselawa addition in east end is an exclusive residential section with many beautiful homes.

Retail Shopping Section: Extends from Second and Broadway, east on Broadway to 7th St., Market and North Sts., parallel Broadway; business houses on these streets from 2nd to 6th and all cross streets, 3rd, 4th, Pearl and 5th, and 6th, have business houses in the section (3 blocks); 7 outlying retail business sections.

Trading Area: North, 20 miles; East, 18 miles; South, 25 miles; West, 30 miles. Good interurban service from East, West and South. Excellent bus service in all directions.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, cigar 1, confectionery 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 50 to 60, including garages; automobile tire agencies, about 70 including tires; bakers, 6; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 4; druggists, 13; dry goods, 7; department stores, 9; electrical supplies, 5; florists, 5; fruits, 1; furniture, 4; furriers, 1; garages (public), 10; grocers, 60; hardware, 5; jewelry, 4; meat markets, 30; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 20; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 3.

## MADISON, IND.

1920 Population, 6,711.

City and Suburban Estimate, 9,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 20%; English Reading, 100%; Families, 1,900.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$6,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 1,500.

Location: Pennsylvania R. R. Ohio River steamers from Cincinnati, Louisville, trans-shipping to Pittsburgh, St. Louis, New Orleans and waypoints on tributary rivers. Excellent bus service.

Principal Industries: Hubs, spokes and porch furniture; furniture; buttons, cotton; woolen goods; meat and vegetable packing; auto accessories; automobile and large building; tacks and rivets; cordage; crackers and cakes; largest tobacco market in Indiana. Also largest crude drug house in world. Flour.

Manufacturing Establishments: 25. Leading firms, Pearl Packing Co., Tower Mfg. Co., Thomas Graham Co., Hampton Cracker Co., Howard Shipyards, W. Trow Co., Eagle Cotton Mills, J. Schofield & Son.

Total value of yearly output of factories estimated at \$5,000,000.00.

Special Information: Madison is the only town of any size within a radius of 50 miles. It is the wholesale and retail center of this territory. Hanover College, with an enrollment of 600 students, is located here; also Southeastern Insane Hospital. City State Park located here. Meeting place of four Indiana state highways and two Kentucky highways, carrying traffic all directions. The playground of Indiana visited by thousands of tourists every year.

Residential Features: Practically all one-family houses. Modern and well kept. Exceptionally fine residential quarters on hill tops overlooking Ohio River.

Retail Shopping Section: Starts at the intersection of Main and Walnut streets, and extends six blocks west to Broadway and includes the side streets in between and parallel streets for one or two blocks.

Trading Area: Shopping area of 40 miles.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, shoes, C. A. Stanta & Sons; candy, W. B. Roberts and W. Mundt.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 6; automobile accessories, 12; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 20; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 3; garages (public), 12; grocers, 35; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 7.

## MARION, IND.

1920 Population, 23,747.

City and Suburban Estimate, 36,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 95%; Families, 8,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1.

Location: C. & O., Pennsylvania, Nickel Plate, Big Four, railroads. Marion & Bluffton, North-

ern Indiana Power, and Union Traction Co. of Indiana, electric lines.

Principal Industries: Autos, trucks and accessories, oil well machinery, paper products, motors, batteries, and electrical equipment, glass products, forged products, electric cable, castings, stoves, furniture.

Manufacturing Establishments: 100. Leading firms, Indiana Truck, Delta Electric, MacBeth Evans, Marion Machine Foundry, Marjona Forged Products, Velle Motor, Elam Paper Co., Lindley Box & Paper, Marion Paper Box, Marion Insulated Wire Co., Hoosier Stove, Snider Preserve, Spence Table, Osborn Paper Co., Bedell Mfg. Co., Mallicable Iron Foundry, Marion Grey Iron Foundry, Midwest Paper Co., Marion Shoe Factory, United States Glove Co., Rutenber Electric Co., Marion Paper Co., Indiana Fibre Products Co., Roberts Wall Board Co., Canton Glass Co., Standard Glass Co.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: National Sanatorium for diseased soldiers located here. Is within 160 miles of Indianapolis, Chicago, Toledo, Columbus, Cincinnati, and Terre Haute, giving good outlet for products.

Residential Features: Mostly one-family homes. Few double houses. No tenements. Best residence district on South Adams Street, South Washington, Spencer Avenue and on all streets from the public square and business district to fourteen blocks west. Homes scattered over great area, the city being hardly compact enough to be efficient.

Retail Shopping Section: Extends from public square (heart of business district) three blocks in all directions. Two outlying business sections as well as a large number of neighborhood sections with usual groceries, meat shops, etc.

Trading Area: Extends about ten miles in all directions.

Wholesale Houses: Groceries, 3; Meats, 4; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 7; automobile tire agencies, 6; bakers, 9; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 10; druggists, 19; dry goods, 6; department stores, 6; electrical supplies, 6; florists, 6; fruits, 3; furniture, 10; garages (public), 18; grocers, 95; hardware, 7; jewelry, 4; meat markets, 3; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 12; restaurants (including hotels), 20; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 14.

## MARTINSVILLE, IND.

1920 Population, 4,805.

City and Suburban Estimate, 8,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 1,368.

Schools: 4; Number of Pupils, 950.

Churches: 7.

Banks: 3; Total Resources, \$3,420,000.

Theatres: 3. Total number of seats, 1,600.

Location: 20 miles southwest of Indianapolis on C. C. & St. L. R. R., and Vandalia R. R. Also the T. H. L. & E. Traction Line.

Principal Industries: Flour mills, cooperage, chairs and bricks.

Residential Features: All one family houses.

Retail Shopping Section: Six blocks in heart of city.

Trading Area: Most of Morgan County.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; garages (public), 9; grocers, 19; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

## MICHIGAN CITY, IND.

1920 Population, 20,000. (1924: 26,000.)

City and Suburban Estimate, 30,000.

Native Whites, 70%; Negroes, 4%; Foreign Born, 26%; Industrial Workers, 75%; English Reading, 85%; Families, 5,200.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 5,024.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 2; Total Resources, \$8,449,922; Savings Banks Deposits Total, \$4,550,039.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,800.

Location: On extreme southeast shore of lower Lake Michigan, a port of entry for foreign ships, with freight and passenger boat service. Served by Monon, Nickel Plate, Michigan Central, Pere Marquette Railroads. Main office and power plant of Chicago, Lake Shore and South Bend Ry., also Northern Indiana Interurban to South Bend, connecting with lines through to Indianapolis.

Principal Industries: Pullman Car Mfg. Co., freight cars of all kinds, including box, refrigerator, coal, flat, caboose, etc. Karpen Bros., furniture manufacturers. Brick, mining

machinery, steam heating boilers, iron foundries, men's shirts, women's wash dresses, glove factories, engineering (combustion) appliances. Extensive shipping of core sand and other grades of white sand.

Manufacturing Establishments: 19. Leading firms, Pullman Mfg. Co., Inc., (Haskell & Barber Plant); S. Karpen & Bros., Sullivan Machinery Co., Jos. W. Hays Corp., Well-McLain Co., Reliance Mfg. Co., Josam Mfg. Co., Young Pump Works, North Indiana Brick Co., Riscly Brick Co., Pyramid Fanta Co., Sterling Mfg. Co.

Special Information: Since 1920 census 1,417 new homes have been built and conservative estimate of present population is 26,000. Approximately 3,000 automobiles.

Proximity to Chicago results in many lines, such as meats, having no wholesale here, but having representatives here with wholesale service some day out of Chicago.

Residential Features: City is largely of workmen who own their homes, though there is an extensive section (three places) almost wholly of better houses composed of other classes owning their own homes, apartments and rented flats and homes. Average value of single family homes in better section \$8,000; flats, \$12,000.

Retail Shopping Section: One principal street of 12 blocks, solid on both sides. Then residential district of 2 blocks and 6 blocks of smaller stores below that. All one street. Three distinct outlying smaller business districts. Street car line into three districts and bus lines into three others. One extensive summer resort of about 600 cottages, 125 of which are used as permanent homes.

Trading Area: Trade area about 15 miles east and slightly north, 7 to 9 miles southeast, 15 miles southwest, 10 miles west. Interurban service east, west and south. Bus service north-east and southeast. Local railroad service southwest.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, Confectionery 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 18; automobile tire agencies, all bakers, 8; cigar stores stands (including hotels), 30; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 3; druggists, 11; dry goods, 2; department stores, 3; electrical supplies, 8; florists, 3; fruits, 6; furniture, 4; furriers, 1; garages (public), 6; grocers, 73; hardware, 6; jewelry, 4; meat markets, 17; men's furnishings, 12; men's clothing, 7; merchant tailors, 5; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 15; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

## MONTICELLO, IND.

1920 Population, 2,750.

City and Suburban Estimate, 3,100.

Native Whites, 2,700; Foreign Born, 50; English Reading, all; Families, all.

Schools: Public Grade, 2; High, 1; Junior High, 1. Number of Pupils, 825 (consolidated township).

Churches: Christian Science, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian 1.

Banks: National, 1; State, 3; Total Resources, \$1,504,211.07. Savings Bank Deposits Total, no record available.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: In northwestern Indiana, in heart of Corn Belt. Midway between Chicago and Indianapolis on Monon Railroad. Also served by Logansport-Peoria division of Pennsylvania. Located on banks of Tippecanoe River.

Principal Industries: Thread factory, overall factory, large water power projects on river, four mills, specialty manufacturing.

Manufacturing Establishments: 6. Leading firms, Loughry Milling Company, Monticello Thread Mills Company, Reliable Garment Manufacturing Company, Superb Manufacturing Company, Monticello Mfg. Co., P. & H. Candy Co., Royoleum Mfg. Co.

Total value of yearly output of factories estimated at: No estimate available.

Residential Features: Most one-family houses. Private homes predominate. No tenements. Average prices of homes, \$3,000.

Retail Shopping Section: Consists of eleven blocks on Main and Broadway. There are side streets with minor shops.

Trading Area: Includes most of White County, with an area of about 400 square miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 2; automobile accessories, 9; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 2; druggists, 3; dry goods, 1; department stores, 1; electrical supplies, 3; florists, 1; fruits, 12; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; women's apparel, 3.

## MT. VERNON, IND.

1920 Population, 5,284.

City and Suburban Estimate, 6,500.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 20%; English Reading, 98%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,475.

**INDIANA (Cont'd)**

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 United Brethren.

Banks: National, 2; State, 1; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$1,750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: Louisville & Nashville Railroad, main line, Evansville to St. Louis, direct connection west and south; branch line Chicago & Eastern Illinois Railroad, direct connection north and east. Bus lines from Mt. Vernon, county seat, to all parts of Posey County.

Principal Industries: Corn and wheat milling, farm machinery, foundry, strawboard mill, headle factory, concrete manufacturing plants.

Manufacturing Establishments: Leading firms, Keck-Gonnerman Co., Mt. Vernon Strawboard Co., Fuhrer-Ford Milling Co., Home Mill Grain & Mill Co., Witmore Handle Co., Inc., Mt. Vernon Hominy Mill Co.

Special Information: Mt. Vernon is located in the finest milling wheat belt in the world; the railroad and Ohio River shipping facilities aiding in the marketing of not only agricultural products but flour and meal, and farming implements manufactured here.

Residential Features: Well-kept improved streets, abundance of shade, beautiful homes, good schools, churches of all leading denominations, fine community spirit.

Retail Shopping Section: Main Street, 6 blocks; East Second, 2 blocks; West Second, 5 blocks.

Trading Area: Twenty miles north, 6 miles east, 8 miles west, and across Ohio River into Kentucky for three miles on south.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 6; automobile accessories, 9; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

**MUNCIE, IND.**

1920 Population, 42,000.

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; English Reading, 99%; Families, 8,500.

Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,000.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 4; State, 2; Total Resources, \$12,548,500.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 5,415.

Location: Center of Delaware County. Served by Big Four, Nickel Plate, C. & O., Peas. Co., and Central Ind. and Union Traction Co. systems. In the heart of the old gas belt and a rich agricultural section. Excellent railway and auto bus service in all directions.

Principal Industries: Fruit jars, auto gear and accessories, lawn mowers, glass house pots, bed springs, malleable castings, grey iron castings, nuts and bolts, glass insulators, structural steel, etc.

Manufacturing Establishments; 100. Leading firms, Ball Bros. Co., Hemagray Glass Co., Republic Iron and Steel Co., American Lawn Mower Co., General Motors Co., Durrant Motor Co., Warner Gear Co., Malleable Iron Co., Muncie Foundry and Mach. Co., Indiana Bridge Co.

Special Information: Our location in the center of one of the best agricultural districts in the state and our excellent railroad facilities and immense factories, such as Ball Bros. Co., operating an immense fruit jar plant, and the Hemagray Glass Co., large glass insulator plant, and many others.

Residential Features: One family houses predominate. Uptown section has quite a number of high class apartment houses. No exclusive tenement district. Several fine residential districts on north, east and south.

Retail Shopping Section: Extends from Public Square south 10 blocks, north 2 blocks and east 8 blocks. Walnut, Main and Mulberry principal shopping streets. Outlying groceries, markets, etc.

Trading Area: Extends from 8 to 10 miles north and west and 15 to 20 miles south and east. Excellent trolley and bus service in all directions.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 10; automobile accessories, 25; automobile tire agencies, 25; bakers, 11; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 10; druggists, 35; dry goods, 10; department stores, 4; electrical supplies, 15; florists, 6; fruits, 10;

furniture, 15; garsgee (public), 6; grocers, 185; hardware, 10; jewelry, 6; meat markets, 50; men's furnishings, 10; men's clothing, 15; merchant tailors, 8; milliners, 25; opticians, 5; radio supplies, 3; restaurants (including hotels), 28; shoes, 25; sporting goods, 3; stationers, 8; women's apparel, 15.

**NEW ALBANY, IND.**

1920 Population, 23,001.

City and Suburban Estimate, 31,000.

Native Whites, 93%; Negroes, 6%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 100%; Families, 7,000.

Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 4,350.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 1; Disciples, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 2; State, 5; Total Resources, \$15,500,000.00. Savings Bank Deposits Total, \$4,500,000.00.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 7,000.

Location: On north bank of Ohio River. Served by Baltimore & Ohio, Pennsylvania, Monon, Southern and Interstate Public Service Interurban, 2 lines. Connected by the Kentucky & Indiana Railroad with five additional railroads—Louisville & Nashville, Illinois Central, Louisville, Henderson & St. Louis, Chesapeake & Ohio, and Big Four. Excellent bus and truck service to western and central parts of state.

Principal Industries: Iron and steel, wood-working, veneer mills, furniture factories, tanneries, machie shops, boat building, packing houses, canning factories, 2 fertilizer factories, 2 clothing factories, shirt factory, 2 stove foundries, national home and chain works, tobacco warehouses, printing, etc.

Manufacturing Establishments: 115. Leading firms, Wood-Mosaic Co., Ohio Falls Iron Co., New Albany Veneering Co., Indiana Panel Co., Pointer Stove and Range Co.; Anchor Stove and Range Co.

Total value of yearly output of factories estimated at \$20,000,000.

Special Information: The location of this city on the Ohio River, with the only vehicle and automobile bridge on the Ohio, west of Cincinnati, makes New Albany the gateway between the North and South. New Albany is the southern terminus of Indiana's State road No. 1, concrete, running from Michigan to the Ohio River. Also of state road No. 5 and state road No. 16, 16 miles. Connected by the Kentucky & Indiana to the Pacific Ocean. New Albany is the center of southern Indiana's most historic and picturesque scenery. Gravel cement, sand and lime distribution center. 6,000 passenger autos, 1,500 trucks. Jackson Highway, Dixie Highway, Midland Trail and Daniel Boone Trail all pass through this city.

Residential Features: Mostly one and two-family houses. Private homes predominate. There are a number of flats and apartment houses. One of the most delightful residential sections in southern Indiana is located just west of the city on Silver Hills, overlooking the Ohio River and valley.

Retail Shopping Section: Extends four squares of Oak St., five squares on Spring St., five squares on Market St., and five squares on State St. Each of these streets has practically as much additional retail sections in the eastern end of the city, with Vincennes St. as the center, with quite a good many stores intervening. Vincennes St. is a retail shopping section for 10 squares. There are also a number of smaller neighborhood sections in the different parts of the city, with the usual number of groceries, meats, drugs and confectionery stores.

Trading Area: Extends about forty miles southwest, west, northwest, north and northeast to ten miles east. On the south we are shut off by the Ohio River, but do get quite a large amount of trade from the city of Louisville. Business is secured from these great distances because of the size of our city and the dominating character of its wholesale and retail stores, being the best in southern Indiana south of Indianapolis.

Wholesale Houses: Groceries, 3; Meats, 6; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 20; delicatessen, 4; dressmakers, 12; druggists, 15; dry goods, 15; department stores, 4; electrical supplies, 6; florists, 12; fruits, 5; furniture, 8; furriers, 2; garages (public), 15; grocers, 110; hardware, 8; jewelry, 2; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 4; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 12; shoes, 15; sporting goods, 3; stationers, 6; women's apparel, 10.

**NEWCASTLE, IND.**

1920 Population, 14,458.

City and Suburban Estimate, 35,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 24%; Families, 3,534.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,070.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, \$3,430,000. Savings Bank Deposits Total, \$1,131,744.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,275.

Location: Penna. Big Four and Nickel Plate; Union and T. H. I. & E. Traction lines. Bus service.

Principal Industries: Automobile parts, pianos, kitchen cabinets, high grade rolled steel, automobile springs, lathes, caskets, garment factories, structural steel, cut flowers.

Manufacturing Establishments: 25. Leading firms, Maxwell Motor Corp., Hoosier Mfg. Co., Jesse French & Sons Piano Co., Indiana Rolling Mill.

Special Information: Center of the rose industry, hydro-electric power.

Residential Features: Mostly one and two-family houses; limited section for better class of home owners.

Retail Shopping Section: Main St. on 1 block north of Broad and 4 blocks south of Broad. On Broad St. 3 blocks west of Main and 5 blocks east of Broad. On two streets paralleling Main and Broad on each side for the same distances. Three outlying business sections and grocery and confectionery stores in all parts of the city.

Trading Area: About 20 miles in all directions. Henry County mostly.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 13; dry goods, 3; department stores, 3; electrical supplies, 6; florists, 5; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 47; hardware, 3; jewelry, 5; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 3.

**NOBLESVILLE, IND.**

1920 Population, 4,873.

City and Suburban Estimate, 6,000.

English Reading, 95%; Families, 1,500.

Schools: Public Grade, 2; High, 1; Junior High, 1. Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Christian, 1; miscellaneous, 4.

Banks: National, 2; State, 1; Trust Companies, 2; Total Resources, \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Nickel Plate R. R., Central Indiana R. R., Indiana Union Traction Co., Day's freight service from Indianapolis or Chicago. Hourly traction passenger service and on Ocean to Ocean highways and bus service to nearby cities.

Principal Industries: Flouring, mills, elevator, enameling works, strawboard works, steel, automobile tires, furniture, candy, lumber.

Manufacturing Establishments: 10. Leading firms, N. O. Nelson Co., Noblesville Milling Co., Capital Furniture Co., American Strawboard Co.

Special Information: Center of one of the richest farming sections in the world, notable for paved streets and roads. Free from all labor troubles and inter-racial conflicts.

Residential Features: City of home owners. No tenement district and within easy access by auto route, steam road, traction line or bus to state capital and other points.

Retail Shopping Section: Largely on public square and one square in each direction from it.

Trading Area: Hamilton County, and margins of adjoining counties within a radius of 10 miles.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, Tobacco.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 3; electrical supplies, 4; florists, 1; fruits, 1; furniture, 3; garages (public), 6; grocers, 15; hardware, 3; jewelry, 2; meat markets, 5; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 5; sporting goods, 2.

**PERU, IND.**

1920 Population, 12,410.

City and Suburban Estimate, 20,000.

Native Whites, 11,748; Negroes, 136; Foreign Born, 506; English Reading, 99%; Families, 3,345.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,936.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Trust Companies, 2; Building & Loan, 2.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 3,000.

Location: In the Wahash Valley, at the confluence of the Mississippi and Wahash Rivers. Division point on C. & O. Ry. and Wahash Ry., and served by Indianapolis-Michigan City Division of the Nickel Plate. Has three traction lines—Indiana Service, Indiana Union Traction and Winosa Lines. Bus service, Indianapolis and South Bend.

Principal Industries: Steam tractors, chairs, photographs, radios, refrigerators, electric switch, auto parts, hardwood lumber, plumbers' supplies, baker's cases, poultry packing, kitchen cabinets, plain and fancy shopping baskets, shipping boxes, heating appliances, stoneware, iron and brass foundries, wood cabinets, stationery.

Manufacturing Establishments: 21. Leading firms, American Stationery Co., Ariel Cabinet Co., W. C. Redmon & Sons Co., Peru Chair Co., Bryan Harvester Co., Modern Refrigerator Co., Wasmuth-Goodrich Co., Square D. Co., Mital Produce Co., Miami Mfg. Co., Peru Basket Co., Eissman Richer Co., Penfield Axle Co., Fox Bros. Mfg. Co., Unger-Kramer Co., Peru Canning Co.

Annual Output, \$67,787,865.15.

Special Information: Peru's three railroads and three interurbans make the city outstanding as a distribution center.

Residential Features: A city of home owners. Owing to activity of financial institutions, particularly the B. & L. Associations, a very large per cent of the population own or are buying their homes. Very few flat buildings and exceptionally few apartments. Nearly every home is single. No reserved residential district, all preferred because the factory district lies on the outskirts of the city. Homes average better than \$1,000.

Retail Shopping Section: Peru is a one-street town. Broadway, extending north to south, carries the majority of retail shopping districts, being eight blocks long, with stores on side streets each way for one block. Three outlying shopping districts which cater to grocers, meats, etc.

Trading Area: Extends approximately eight miles east, west and south, owing to proximity of neighboring towns of Weabash, Logansport and Kokomo. North trading area extends in a fan shape for approximately 25 to 30 miles. Excellent roads in this direction bring a large amount of trade through the efforts of the Retail Merchants' Association.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 21; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; druggists, 7; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 2; fruits, 1; furniture, 4; garages (public), 6; grocers, 32; hardware, 5; jewelry, 6; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 5.

**PLYMOUTH, IND.**

1920 Population, 4,338.

City and Suburban Estimate: Population of county, 23,744.

Native Whites, 4,337; Negroes, 1%; Foreign Born, in county, 718; Industrial Workers, 500; English Reading, 100%; Families, about 1,100.

Schools: Public Grade, 2 buildings; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 150.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1. B., 1; Christian, 1; Federated, 1; Wesleyan, 1.

Banks: National, 1; State, 2; Total Resources over \$2,000,000; Savings Bank Deposits Total, \$1,280,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; (Only two houses); Total number of seats, 1,100.

Location: On P. Ft. W. & C., main line of Pennsylvania System; Panhandle, formerly Vandall's Nickel Plate, Indiana State Road No. 1 north and south; Yellowstone Trail east and west. Bus service both ways. Unexcelled shipping facilities to all points. 84 miles east of Chicago, 23 south of South Bend, 60 west of Ft. Wayne. In the rapidly growing industrial section of northern Indiana.

Principal Industries: Auto radiators, baskets, wire bound boxes, binder supplies, grinding machinery, stoves, canning factory (corn and peas), speedometer parts, emery products, school wagons and auto buses, gray iron castings, butter and ice cream, printing.

Manufacturing Establishments: 13. Leading firms, Schlosser Brothers, Plymouth Manufacturing Co., The Edgerton Mfg. Co., Plymouth Metal-Working Co., Clisbe Bros. Mfg. Co., Keystone Foundry, C. L. Morris, Abrasive Mining & Mfg. Co., Plymouth Wagon Works, Swivel Joint & Shaft Co., Pilot Company.

Total value of yearly output of factories estimated at \$4,000,000.00.

Special Information: Plymouth is the center of the greatest alfalfa country in Indiana and is developing its dairy industry fast. It is a butter making center for one of the largest creameries in the country, Schlosser Brothers. Largest basket factory in the world, The Edgerton Mfg. Co.

Residential Features: Plymouth is one of the most beautiful and pleasant residential cities in the middle west. Its many paved streets lined with large and beautiful maples and elms; clean and wholesome conditions in every section make it a most desirable place in which to live. Lake Maxinkuckee, Lake of the Woods, Pretty Lake, Twin Lakes and others are within a few miles. Culver Military Academy is at Lake Maxinkuckee.

Retail Shopping Section: Is compact and located almost entirely on three streets and within ten blocks of space, on Michigan, Laporte and Garro streets.

Trading Area: Covers Marshall county and extends west into Starke county, southwest into Pulaski and south into Fulton.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, Telephone Supplies, Leather, Auto Tires and Specialties.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15.

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## INDIANA (Cont'd)

## Plymouth (cont')

cles, 8; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 3; fruits, 1; furniture, 1; garages (public), 7; grocers, 11; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

## PORTLAND, IND.

1920 Population, 6,500.

City and Suburban Estimate, 7,500.

Native Whites, 99%; Negroes, 1%; English Reading, 100%; Families, 1,625.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,373.

Churches: United Brethren, 1; Congregational, 1; Lutheran, 1; Evangelical, 1; Methodist, 1; Methodist, Wesleyan, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Friends, 1; Church of Christ, 2; First Christian, 1; Church of God, 1.

Banks: National, 1; State, 4; Total Resources, \$3,637,025.45. Savings Bank Deposits Total, \$1,973,079.46.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,250.

Location: On Sulmonia River, served by Grand Rapids and Indiana branch of Pennsylvania railroad company; Lake Erie & Western branch of Nickel Plate; and Union Traction Company of Indiana. Excellent truck and bus service to surrounding territory. G. E. & L. E. & W.; and I. U. T.

Principal Industries: Automobile bodies, wheels, steering wheels, castings, three overall and eight factories; gas and oil drilling.

Manufacturing Establishments: 15. Leading firms, Elmer Spoke and Auto. Wheel Co., Shelter Wood Rim Manufacturing Co., Portland Body Works, Portland Forge Foundry & Machine Co., Brush & Broom Co., Portland Oil & Refining Co., J. A. Long Packing House, Creamery Package Co., Bryan Ice Cream Co., Tormohlen Hatchery, Ewry Hatchery, Haynes Milling Co.

Total value of yearly output of factories estimated at \$5,000,000.

Special Information: City is located in the center of one of Indiana's best oil territories. Portland is the county seat of Jay, one of the best farming counties in the state.

Residential Features: Mostly one-family homes; private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) east and west on Main Street for four blocks with Water, Walnut and High Streets, parallel to Main; north and south on Meridian (also a state highway) for nine blocks, with Commerce and Ship Streets with two blocks each extending parallel to Meridian Street.

Trading Area: Extends about twenty miles west, south, north and west.

Wholesale Houses: Groceries, 1; Meats, 12; Fruits, 2; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, Confectionery, 4; Men's and Boys' Furnishings, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; furriers, 3; garages (public), 10; grocers, 30; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 7; sporting goods, 6; stationers, 3; women's apparel, 4.

## PRINCETON, IND.

1920 Population, 1,827; 27 Princetons in the U. S. We are the largest.

City and Suburban Estimate, 11,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, few if any; English Reading, 98%; Families, 1,527.

Schools: Public Grade, 6; High, 1 White, 1 Colored; Junior High, 1; Parochial, 1. Number of Pupils, White 1,807, Colored 128.

Churches: Baptist, 2 White, 1 Colored; Christian Science, 1; Episcopal, 1; Methodist, 2 White, 2 Colored; Roman Catholic, 1; Miscellaneous, Christian, Holiness, Nazarene, United Brethren, Apostolic Mission, Salvation Army.

Banks: National, 2; State, 1; Total Resources, \$4,200,000.00; Savings Bank Deposits Total, \$375,000.00.

Theatres: Moving Pictures, 2; Vandeville, combined movie; Miscellaneous (Auditoriums, etc.), High School Gymnasium, Soldiers' Memorial, seats 3,500, new building. Total number of seats, Theatres and High School Gym., 2,700.

Location: Chicago & Eastern Illinois Ry., St. Louis-Louisville Division, Southern Ry. general repair shops and division of the Southern Ry. here, employing 850 men. The majority of these employees are home people, own their homes and are a part of the city's social, civic and religious life. St. Louis 150 miles West, Chicago 250 miles North, Indianapolis 150 miles

Northeast, Louisville 115 miles East, Cincinnati 175 miles.

Principal Industries: Southern Ry. shops, 14 coal mines, 400 fowling oil wells, Heinz Canning Branch, Glison County cantaloupe (none better), watermelons. In heart of wonderful agricultural section. Peaches, apples, corn, wheat, oats. Our soil grows anything possible in this section of the country. Handle factory, manufacturing handles for edge tools, shovels, etc. The largest single body of undeveloped bituminous coal in central west now being opened—5,000 acres purchased, with vein from 6 to 9 feet thick. Stripper mines located 10 miles east. Princeton coal is the best by test of any bituminous coal on the central west market.

Manufacturing Establishments: 10. Leading firms, Heinz Catsup, Princeton Handle, Heinz Chili, and Hansen Program Clocks.

Total value of yearly output of factories estimated at \$1,250,000.

Special Information: Princeton is now the center of the largest undeveloped coal section in the central west. We have several thousand acres of virgin coal undeveloped in this county, some ground not yet under lease. Our agricultural section is founded on a soil that grows corn, wheat, oats, cantaloupes, watermelons, tomatoes. Several large peach orchards in this section now developing. The Southern Ry. shops and division of the Louisville-St. Louis lines now erecting several large buildings. A number of gas wells of large capacity that are plugged and not being used as they are located too far from the city to have gas piped here on account of cost of equipment. Oil wells in large number, no gas, all pumping moderate rate.

Residential Features: Electricity, gas, water, complete sewer system. Ten new streets will be erected next year. On Dixie Bee Line between Chicago and Nashville. Pavement completed for 40 of 80 miles between Evansville and Terre Haute. \$300,000 bridge recently erected over White River 10 miles north, giving access to north at all times of year. Home owners consists of 85 per cent of the families in the city. Abundance of shade trees throughout city. Fine schools, lodges and churches.

Retail Shopping Section: Extends around four blocks of Court House Square and two blocks in each direction on four streets that bound the square. One retail district in south part of city of two blocks.

Trading Area: Ten miles to the west Wabash River. Twelve miles to the north the White River. Twenty miles to east and twenty miles to south. Southern Indiana Traction Line brings trade from south and north. County has about 400 miles of gravel, macadam and concrete roads in all directions. Seven small towns in Gibson County can be reached from Princeton in from 15 to 40 minutes by automobile.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Dry Goods, 1; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5; automobile accessories, 12; automobile tire agencies, 5 (exclusive); bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 4; fruits, 1; furniture, 5; furriers, 1; garages (public), 6; grocers, 35; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 3.

## RENSELAER, IND.

1920 Population, 2,912.

City and Suburban Estimate, 4,500.

Native Whites, 100%; Industrial Workers, .02%; English Reading, 100%; Families, 560.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 697.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$2,193,653.68; Savings Bank Deposits Total, \$470,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,254.

Location: In northwestern Indiana, 73 miles from Chicago. Served by C. I. & L. R. E. Direct passenger and freight service to Chicago, Indianapolis, Louisville and Cincinnati. Also on Jackson Highway. Bus service to neighboring towns.

Principal Industries: Flour mill, crushed stone, creameries, grain elevators, ice cream plant, cement products, farming.

Manufacturing Establishments: 10. Iroquois Roller Mills, Rensselaer Cement Products, Babcock Construction Co. (crushed stone), Jasper County Creamery, Rensselaer Creamery, Rensselaer Ice Cream Co., Farmers' Grain Co., Babcock Grain Co. Annual output, \$1,000,000.

Special Information: Rensselaer is principally a farming community, growing grain crops, but eventually will become a truck farm and dairy county due to the nearness of the great Calumet industrial district. It is now a well developed retail trading center, being the county seat and largest town within 40 miles. The good roads of this and nearby counties add materially to make Rensselaer a trading center.

Residential Features: All private homes, no flats or apartment buildings. Fine homes in all parts of the city.

Retail Shopping Section: Three blocks on Washington street and two blocks on Van Rensselaer street. Four neighborhood grocery stores with a small business section on north side of town.

Trading Area: Extends over practically all of Jasper County and into adjoining county, reaching about 16 miles west, 12 miles south, 12

miles north and 10 miles east. People come from greater distances on the north, but with less frequency. A conservative estimate places Rensselaer 40 miles from the nearest competing shopping center of size.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 5; automobile accessories, 11; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 1; furniture, 2; garages (public), 5; grocers, 11; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; women's apparel, 2.

## RICHMOND, IND.

1920 Population, 26,728.

City and Suburban Estimate, 31,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 65%; English Reading, 95%; Families, City, 6,500.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 6,062.

Churches: Baptist, 3; Christian Science, 2; Congregational Lutheran, 5; Episcopal, 2; Friends, 5; Methodist, 4; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 3; State, 1; Trust Co., 1; Total Resources, \$13,596,890.71; Savings Bank Deposits Total, \$10,123,153.50.

Theatres: Legitimate, 1; Moving Pictures, 6; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1, in addition to 6 in schools and lodges. Total number of seats, 5,150.

Location: On main line, Pennsylvania Railroad. Also have G. R. & I. (Penny, controlled); C. & O.; two interurban, and nine bus lines covering Indiana and Ohio.

Principal Industries: Pianos, phonographs, farming implements, kitchen cabinets, caskets, lawn mowers, automobiles, automatic drill machines, underwear, gloves, platoon rugs, automotive gears, wire fence, automobile springs, fireproof doors, refrigerators, etc.

Manufacturing Establishments: 49. Leading firms, Starr Piano, International Harvester Co., Wayne Works, Swayne-Robinson, Richmond Casket Co., F. & N. Lawn Mower Co., National Automatic Tool Co., Fibre Conduit Co.

Total value of yearly output of factories estimated at: Information not available.

Special Information: The Starr Piano Co. has retail stores in 80 leading American cities. Richmond makes more caskets and more lawn mowers than any other city in the country. Richmond industries are very diversified and Richmond has never been very seriously affected by shut-downs and strikes. We have never had a complete shut-down or strike that was serious.

Residential Features: The residential district is composed very largely of one-family homes. There are some duplex houses, built so as to share only the mid-wall in common. Workmen's tenements are almost unknown, as the city was settled largely by Quakers and German immigrants, both classes proverbially partial to strictly home life. The area of the city is in the neighborhood of 16 square miles. It is not a boast but a fact that Richmond is one of the most beautiful cities in America. It has a very large percentage of home owners.

Retail Shopping Section: Main street from 1st to 13th; South 5th street, Main to A; on 6th, 7th, 8th and 9th streets two business blocks from North A to South A streets. There are several outlying retail business sections of a neighborhood character.

Trading Area: Three railroads, two interurban lines, and nine bus lines and hard surface roads with nearly 30,000 automobiles make Richmond a trading center for this entire territory.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 6; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 7—Bakery, Drug, Soft Drinks, Poultry, Farming Implements, Electric, Leather Goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 8; automobile accessories, 31; automobile tire agencies, 7; bakers, 12; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 13; druggists, 24; dry goods, 8; department stores, 4; electrical supplies, 12; florists, 7; fruits, 5; furniture, 6; furriers, 2; garages (public), 38; grocers, 93; hardware, 4; jewelry, 9; meat markets, 25; men's furnishings, 9; men's clothing, 13; merchant tailors, 4; milliners, 14; opticians, 8; photographers, 8; pianos and miscellaneous musical instruments, 4; radio supplies, 7; restaurants (including hotels), 43; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

## ROCHESTER, IND.

1920 Population, 4,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 3%; English Reading, 98%.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$2,322,359.77; Savings Bank Deposits Total, \$1,977,374.73.

Theatres: Legitimate, 1; Moving Pictures, 1; Vandeville, combined. Miscellaneous (Auditoriums, etc.), Theatres, amusement park and dance halls at Lake Mantion, 1½ miles away.

Location: 100 miles east of Chicago, on Erie Railroad, 100 miles north of Indianapolis, on Nickel Plate Railroad. On State Highway and H. M. C. Trail with bus and truck service.

Principal Industries: Agriculture and resort town, small industries.

Manufacturing Establishments: Leading firms, Rochester Bridge Co.; The Van Trump Co., printers; Waring Glove Co.; cigars, ice cream, and other minor industries.

Special Information: Lake Mantion, 1½ miles east, is popular summer resort; three hotels, golf course, amusement park, bathing beaches, and 150 cottages; adda approximately 4,000 to summer population.

Residential Features: Residential town, beautiful homes, paved streets. Average value of homes, \$3,000.

Retail Shopping Section: 12 blocks of business section.

Trading Area: 12 miles north, east, south and west.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 5; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 3; grocers, 15; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 2.

## RUSHVILLE, IND.

1920 Population, 5,658.

City and Suburban Estimate, none.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,131.

Churches: Baptist, 3; Christian, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, \$305,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,100.

Location: Big Four, C. I. & W., Nickel Plate, Penna., and Indianapolis & Cincinnati Traction lines. City is located in the heart of the finest agricultural communities in the country and the largest hog raising county in the United States.

Principal Industries: Agriculture, furniture factories.

Manufacturing Establishments: 4. Leading firms, Innis, Pearce & Co.; Park Furniture Co., Rushville Furniture Co.; Chas. E. Francis Co.

Total value of yearly output of factories estimated at \$2,000,000.

Residential Features: Homes mostly owned.

Retail Shopping Section: About 8 blocks located on First, Second, Main and Perkins streets.

Trading Area: Strictly a county seat city, and trading extends about 12 to 15 miles in all directions.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 3; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 3; grocers, 12; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; women's apparel, 3.

## SHELBYVILLE, IND.

1920 Population, 9,701.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Negroes, 1½%; Foreign Born, ½%; Industrial Workers, 22%; English Reading, 98%; Families, 2,681.

Schools: 9; Number of Pupils, 1,755.

Churches: 8.

Banks: 5; Total Resources, \$3,900,000.

Theatres: 2. Total number of seats, 1,985.

Location: 30 miles from Indianapolis on main line of Big 4 and Penna. R. R.

Principal Industries: furniture, fireless cookers, gloves, overalls, cigars and car liners.

Residential Features: Practically all one family residences.

Retail Shopping Section: Several blocks in center.

Trading Area: 15 miles radius.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; dressmakers, 15; druggists, 8; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 12; grocers, 47; hardware, 4; jewelry, 5; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 3; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 2.

INDIANA (Cont'd)

SOUTH BEND, IND.

1920 Population, 70,983. Present, 100,000. City and Suburban Estimate, 230,000. Native Whites, 66.5%; Negroes, 3.5%; Foreign Born, 30%; Industrial Workers, 52%; English Reading, 98%; Families, 22,412. Schools: Public Grade, 19; High, 1; Junior High, 1; Parochial, 10; Number of Pupils, 18,258. Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 12; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 29. Banks: National, 4; State, 8; Total Resources, \$45,143,673; Savings Bank Deposits Total, \$21,509,694. Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,950. Location: In northern Indiana, 86 miles east of Chicago. Grand Trunk Western, M. C. N. J. Ind. & Ill., N. Y. C., Penna., L. E. & W., and two electric roads: Chic., Lake Shore and South Bend, and Chic., S. B. & Nor. Ind. Bus service to intermediary points. Principal Industries: Automobiles, agricultural implements, sewing machines, watches, rubber foot wear, electric appliances, alfalfa hammers, lathes, toys, fishing tackle, roofing, furniture, underwear, shirts, overalls, paper boxes. Manufacturing Establishments: 200. Leading firms, Studebaker Corporation, Oliver Chilled Plow Works, Singer Mfg. Co., Birdsell Mfg. Co., South Bend Watch Co., Westinghouse Elec. & Mfg. Co., South Bend Lathes Works, South Bend Bolt Co., Stephenson Underwear Mills, Wilson Bros., H. D. Lee Merc. Co. Residential Features: A city of home-owners, one-family houses predominating. Many two-family houses. Four large apartment hotels, with three smaller apartment hotels ranging from six to fourteen families. Retail Shopping Section: Heart of business section extends 7 blocks on Michigan street, from La Salle to Monroe; 5 blocks on Main, from La Salle to Wayne; 3 blocks on St. Joseph, from Washington to Wayne, and all intermediate and cross streets. One large outlying district in foreign section, 5 blocks on Chapin, from Wayne to Prairie. Seven outlying neighborhood sections. Trading Area: 25 miles north, east, west and south. Intermittent business from a greater distance, due to splendid transportation facilities. Wholesale Houses: Groceries, 7; Meats, 5; Fruits, 10; Dry Goods, 3; Miscellaneous Lines—Cont.; 7; Drugs, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 28; automobile tire agencies, 19; bakers, 19; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 21; delicatessen, 4; druggists, 35; dry goods, 15; department stores, 8; electrical supplies, 26; florists, 11; fruits, 8; furniture, 19; furriers, 2; garages (public), 28; grocers, 27; hardware, 14; jewelry, 10; meat markets, 36; men's furnishings, 28; men's clothing, 14; merchant tailors, 11; milliners, 0; opticians, 8; photographers, 12; pianos (and miscellaneous musical instruments), 13; radio supplies, 8; restaurants (including hotels), 52; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

SULLIVAN, IND.

1920 Population, 4,480. City and Suburban Estimate, 8,500. Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 90%; Families, 1,212. Schools: 3; Number of Pupils, 815. Churches: 0. Banks: 5; Total Resources, \$4,150,000. Theatres: 4. Total number of seats, 2,700. Location: 26 miles south of Terre Haute on C. & E. I. R. R., Illinois Central R. R., and I. T. H. & E. Traction Lines. Principal Industries: Cement blocks, silos, machinery, structural iron work and bottling. Residential Features: All one family houses. Retail Shopping Section: About six blocks around Public Square. Trading Area: About 18 miles radius. Wholesale Houses: Groceries, 1; Meats, 1; Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; furriers, 1; garages (public), 11; grocers, 19; hardware, 4; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

TERRE HAUTE, IND.

1920 Population, 68,930. City and Suburban Estimate, 200,000. County, 100,000. Native Whites, 74.1%; Negroes, 5.5%; For-

sign Born, 5.5%; Industrial Workers, 20%; English Reading, 98.1%; Families, 17,000. Schools: Public Grade, 24; High, 3; Junior High, 2; Parochial, 6; Number of Pupils, 18,000. Churches: Baptist, 13; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 18; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 36. Banks: National, 2; Total Resources, \$37,000,000; Savings Bank Deposits Total, \$26,637,468. Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000. Outdoor stadium (municipal), 20,000 seats. Location: C. & E. I., N. Y. C., C. M. & St. P., E. & L. P. C. C. & St. L., also T. H. I. & E. Traction Co. Terre Haute is on the N. Y. C. main and Penna. main line east and west. Paved roads go all the way east and to St. Louis, Chicago and nearer towns in other directions, with good bus lines. Interurban line in all directions out of Terre Haute in trading radius. Principal Industries: Coal mining, glass, car works, mine machinery, brick, drain tile, enamel ware, beer and feed, canneries, advertising plates, foundries, vegetables (Davie' garden tomatoes and cucumbers in winter), power, coke. Manufacturing Establishments: 200. Leading firms, Rood Glass Works, Baltimore Glass Works, Columbia Enameling & Stamping Co., Vigo-American Clay Products, National Drain Tile, Central Indiana Power Co. (super power plant), Indiana Coke & Gas Co., Penna. shops, American Car & Foundry Co. Total value of yearly output of factories estimated at \$30,600,000. Special Information: 60 mines, 20,000 miners; monthly pay-roll \$3,500,000 when all working; within a 30-mile radius. Building permits \$2,600,000 annually. Rose Polytechnic, Indiana State Normal and St. Mary of the Woods Colleges here. Terre Haute is on Dixie Bee Line and the National Highway, leading east and west and north and south highways. Diversified industries help Terre Haute. Residential Features: City of individual homes, 65% owned. Only 4 or 5 large apartments. New sub-divisions in all parts of city. 70 passenger trains daily and 60 miles paved streets. Retail Shopping Section: From River east on Wabash avenue 13 blocks. On Ohio street, parallel to Wabash, 3rd to 8th streets. Cross streets one block each way from Wabash in retail section. Retail section in north part of the city where 13th, Maple avenue and Lafayette avenue meet, about 5 blocks in all. Trading Area: North, 50 miles; south, 70; east, 30; west, 75. Wholesale Houses: Groceries, 3; Meats, 4; Fruits, 7; Hardware, 3; Dry Goods, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 23; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 23; druggists, 67; dry goods, 15; department stores, 6; electrical supplies, 10; florists, 16; fruits, 2; furniture, 30; furriers, 2; garages (public), 7; grocers, 400; hardware, 16; jewelry, 25; meat markets, 57; men's furnishings, 23; men's clothing, 30; merchant tailors, 31; milliners, 17; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 107; shoes, 25; sporting goods, 5; stationers, 17; women's apparel, 13.

TIPTON, IND.

1920 Population, 5,032. City and Suburban Estimate, 16,000. Native Whites, 100%; Foreign Born, 5%; English Reading, 100%; Families, 1,226. Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; St. Joseph's Academy; Number of Pupils, 1,194. Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Lutheran, 2. Banks: National, 2; Trust Co.; Total Resources, \$2,252,000. Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000. Location: L. E. & W. and Nickel Plate. Principal Industries: Furniture, printing, women's clothing, cutlery, railroad shops, machinery, canning. Manufacturing Establishments: Leading firms, Fame Canning Co., Hobbs Tomato Product Co., Ball Mfg. Co., McIntosh Broom Factory, Cutlery Factory, H. Claus, Interstate Sales Co. Special Information: This is an agricultural community primarily. Residential Features: Mostly one and two-family houses, private homes predominating. Limited section in northern part devoted to workmen's tenements. Retail Shopping Section: Forms heart of business section and terminal for trolley and bus. Several smaller neighborhood sections. Trading Area: 10 miles east, west, north and south. Wholesale Houses: Groceries, 3; Fruits, 3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 4; delicatessen, 3; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; furriers, 1; garages (public), 6; grocers, 17;

hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 1. UNION CITY, IND. 1920 Population, 6,000. (In two States, Ohio and Indiana, street divides.) Native Whites, 90%; Negroes, 8%; Foreign Born, 10%; English Reading, 95%; Families, 1,200. Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 1,400. Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 1; State, 3; Total Resources, \$3,000,000. Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,800. Location: Big Four, Penna., D. & N. E. R. Indiana Union and Ohio Elec. lines. Principal Industries: U. C. Body Co., U. C. Sedan Works, U. C. Wheel Works, Backstay, J. A. Long Co., Imperial Elec. Co., four elevators, Ritt-Price Co., U. C. Glove Co., U. C. Canning Co., 2 saw mills, several small industries. Manufacturing Establishments: 24. Leading firms, U. C. Body Co., U. C. Carriage Co., U. C. Sedan Works, Backstay Co., J. A. Long Co., U. C. Wheel Works. Special Information: All trains stop at Union City, and has 30 passenger trains daily. Residential Features: Residential section, 8 squares on Columbia street, 10 on Oak, 10 on Pearl, 8 on Elm, 8 on Main, 6 on Division, 6 on Hickory, with intersection streets. Retail Shopping Section: Columbia, Oak, Pearl and Elm are main business streets, 3 squares on Columbia, 3 on Oak, 4 on Pearl and Elm. Trading Area: Twenty miles. Seven rural routes that attract trade. Center of best agricultural section of eastern Indiana and western Ohio. Grain, tobacco, cattle, hogs. Wholesale Houses: Miscellaneous Lines—Poultry and B. & E. Elevators. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 4; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 5; delicatessen, 6; dressmakers, 18; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 3; fruits, 4; furniture, 4; garages (public), 6; grocers, 28; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 7; shoes, 5; sporting goods, 4; stationers, 5; women's apparel, 3.

VALPARAISO, IND.

1920 Population, 6,518. (1924, 10,250, est.) Native Whites, 90.2%; Foreign Born, 9.8%; Industrial Workers, 20%; English Reading, 98.5%; Families, 1,788. Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,565. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1. Banks: National, 1; State, 2; Total Resources, \$5,550,470. Theatres: 4. Total number of seats, 3,000. Location: Valparaiso is located on three trunk line railroads—Pennysylvania, Grand Trunk and Nickel Plate; in the northwestern corner of Indiana, 44 miles from Chicago and 16 miles from Lake Michigan. Principal Industries: Permanent magnets, scroll desks, fibroc, electrical specialties, foundries. Manufacturing Establishments: 20. Leading firms, McGill Metal Co., Lewis E. Myers Co., McGill Manufacturing Co. Residential Features: One-family houses; 75% home owners. Retail Shopping Section: Around Courthouse Square and along the Lincoln Highway, two blocks east and west of courthouse. Trading Area: Immediate city and suburbs. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Tobacco, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 1; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 20; furniture, 4; garages (public), 4; grocers, 17; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 12; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 10.

VINCENNES, IND.

1920 Population, 17,160. City and Suburban Estimate, 75,000. Native Whites, 94.5%; Negroes, 1.6%; Foreign Born, 3.9%; Industrial Workers, 20%; English Reading, 98%; Families, 3,900. Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,223.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 4. Banks: National, 2; State, 4; Total Resources, \$9,475,727; Savings Bank Deposits Total, \$460,000. Theatres: Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,500. Location: On Wabash River at juncture of B. & O. Railroad, St. Louis division, and Chicago and E. I. R. E. Terminus of Vincennes Div. of P. E. R. On Cairo Div. of Big Four. Direct freight service to all markets. Bus service to all points in southern Indiana and southeastern Illinois. Ten bus lines. Principal Industries: Window glass, structural steel, bar iron, soil pipe, chemicals, straw board, egg case filters, furniture. Manufacturing Establishments: 98. Leading firms, Blackford Window Glass Co., Central Foundry Co., Cont. Chem. Co., Vincennes Bridge Co., National Rolling Mill Co., Fort Wayne Corrugated Paper Co., Indiana Board and Filler, Vincennes Furn. & Mfg. Co. Total value of yearly output of factories estimated at \$8,000,000. Special Information: Adjacent to vast coal and oil fields, center of large trading area. Residential Features: Mostly one and two-family houses, private homes predominate. Retail Shopping Section: Extends from Wabash River for 11 blocks on Main street. Busseron street parallels and is a business street for four blocks. Two neighborhood sections. Trading Area: About 25 miles in all directions, intermittent business from greater distance because of bus service. Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines—Cont., 1; Ice, 1; Poultry, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; dressmakers, 20; druggists, 9;

Continued on page 66

**In Vincennes, Indiana**  
The Confidence of the Reading Public is in the  
**Morning Commercial**  
Advertising Representative:  
**RALPH K. ROCKWOOD**  
Tower Bldg. Chicago, Ill.

Every issue of Editor & Publisher is full of valuable helps to all departments of the newspaper, to the space buyer and the national advertiser. A year's subscription is a wise investment.

## INDIANA and IOWA Newspaper Markets in Standard Surveys

## INDIANA (Cont'd)

## Vincennes (cont)

dry goods, 9; department stores, 3; electrical supplies, 8; florists, 5; fruits, 4; furniture, 9; furriers, 1; garages (public), 11; grocers, 83; hardware, 10; jewelry, 5; meat markets, 13; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 11; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 40; shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 5.

See announcement page 65

## WABASH, IND.

1920 Population, 9,872.  
City and Suburban Estimate, 13,450.  
Native Whites, 86%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 98%; Families, 2,620.  
Schools: 6; Number of Pupils, 1,770.  
Churches: 12.  
Banks: 4; Total Resources, \$5,760,240.  
Theatres: 3. Total number of seats, 2,300.  
Location: Wabash R. R., Big 4 R. R., Ft. Wayne & Northern Indiana R. R. and Union Traction Lines.  
Principal Industries: Motor trucks, phonograph cabinets, office supplies, asbestos, tractors, beating plants, canning factory, Big 4 R. R. shops and baking powder.  
Residential Features: One and two family houses.  
Retail Shopping Section: Six blocks in center of city.  
Trading Area: 12 miles radius.  
Wholesale Houses: Groceries, 1; Fruits, 1; Confectioners, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 3; garages (public), 11; grocers, 26; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 2; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 2; women's apparel, 4.

## WARSAW, IND.

1920 Population, 5,478.  
City and Suburban Estimate, 6,000.  
Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 99%; Families, 1,828.  
Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,250.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: State, 3; Total Resources, \$3,857,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,000.  
Location: 108 miles east of Chicago on main line of Penna. R. R. and on Big Four and Winona Interurban Lines.  
Principal Industries: Metal and woodworking, foundry, overalls, furniture, baskets, cut glass, canning, ice packing, 3,500 farmers in county.  
Manufacturing Establishments: 6.  
Total value of yearly output of factories estimated at \$1,000,000.  
Special Information: Located in the summer resort section of Indiana, without any city as large as Warsaw within 25 miles, it is a great trading center. Population of Winona Lake Assembly adjoining city varies from 300 in winter to 4,000 to 25,000 during summer.  
Residential Features: All one-family houses, mostly owned. Beautiful medium priced homes, very few rich people and practically no poor homes. No tenements or apartments.  
Retail Shopping Section: Three blocks on Center, 3 on Market, 3 on Buffalo. Several neighborhood groceries.  
Trading Area: 20 miles in each direction.  
Wholesale Houses: Fruits, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; furniture, 2; furriers, 1; garages (public), 8; grocers, 19; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 5.

## WASHINGTON, IND.

1920 Population, 7,854.  
City and Suburban Estimate, 17,000.  
Native Whites, 96%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 21%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 6; High, 3; Junior High, 2; Parochial, 3; Number of Pupils, 3,500.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$1,000,000; Savings Banks Deposits Total, \$238,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,800.  
Location: B. & O., Big Four, and two bus lines.  
Principal Industries: B. & O. shops and terminals, clothes hangers, shirts, flour mills, screen doors.  
Manufacturing Establishments: 6. Leading firms, Hinchey Mfg. Co., Reliance Mfg. Co., Horney Mfg. Co.  
Annual output, \$2,000,000.  
Special Information: Half way between Cincinnati and St. Louis and half way between Chicago and Memphis. Good agricultural community, corn, wheat, oats, stock and dairying. Tomato industry.  
Residential Features: One-family houses, few apartments. Private homes in majority. All home owners.  
Retail Shopping Section: Main St. 8 blocks. Several neighborhood stores.  
Trading Area: 25 miles east and west, north and south.  
Wholesale Houses: Groceries, 2; Meats, 2; Dry Goods, 1; Miscellaneous Lines, Flour and Feed 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 9; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 4; grocers, 44; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

Standard Surveys  
of  
IOWA

## AMES, IOWA

1920 Population, 6,270.  
City and Suburban Estimate, 25,000.  
Native Whites, 95%; Negroes, very few; English Reading, Practically all.  
Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 1,337. Home of Iowa State College of Agriculture and Mechanic Arts.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1 Church of Christ; 1 Lutheran; 1 United Brethren.  
Banks: National, 2; State, 3.  
Theatres: Moving Pictures, 3.  
Location: On main line Chicago & Northwestern Ry., branch lines of Des Moines and of Northern on C. & N. W. Also on Ft. Dodge, Des Moines & Southern Ry.  
Principal Industries: Home of Iowa State College of Agriculture and Mechanic Arts, one of the finest and best schools of its kind in the world.  
Manufacturing Establishments: 6; Leading firms: Tilden Mfg. Co.  
Special Information: 1920 census 6,270, estimated at present 10,000. Very progressive and up-to-date, good improvements, first class business houses and schools, \$45,000 municipal building built several years ago. \$75,000 light plant, water works and cemetery also municipally owned. Mary Greeley Hospital cost more than \$80,000. Live Chamber of Commerce, with Secretary and club room facilities. Iowa College 5,000 students 9 months of the year; faculty 700, State Highway Commission located here, employs 100. Four thousand registered voters.  
Residential Features: Mostly private residences. Some apartments. Number of nine month residents owing to college course. Summer sessions, but on small scale compared with winter months.  
Retail Shopping Section: Duff Ave. west to Grand Ave., north from Lincoln Highway to 5th St. Section not covered, but strung out along this territory. Heaviest business district three blocks on Main street and 4 cross streets one and two blocks each way from Main.  
Trading Area: 20 miles. Bus service from north, south and east. Des Moines 30 miles takes some trade from Ames.  
Wholesale Houses: Miscellaneous Lines, 1-Hubbard-Lanning, fruit and vegetables.  
Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 11; Bakers, 3; Cigar Stores and Stands (including hotels), 4; Confectioners (including hotel stands), 5; Delicatessen, 1; Druggists, 6; Dry Goods, 3; Department stores, 2; Electrical Supplies, 2; Florists, 2; Fruits, 3; Furniture, 2; Garages (public), 6; Grocers, 21; Hardware, 3; Jewelry, 3; Meat Markets, 9; Men's Furnishings, 7; Men's Clothing, 6; Merchant Tailors, 2;

Milliners, 4; Opticians, 2; Photographers, 2; Pianos (and miscellaneous musical instruments), 2; Radio Supplies, 4; Restaurants (including hotels), 9; shoes, 5; Stationers, 2; Women's Apparel, 1.

## ATLANTIC, IOWA

1920 Population, 5,500.  
Native Whites, 86%; Negroes, 1%; Foreign Born, 13%; Families, 1,100.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,200.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.  
Banks: National, 1; State, 2; Total Resources, \$3,000,000; Savings Banks Deposits Total, each bank has a saving department.  
Theatres: Moving Pictures, 2. Total number of seats, 1,500.  
Location: On Rock Island about half way between Des Moines and Council Bluffs. Shipments from Atlantic (east) go to Des Moines and from there to any point east, northeast, southeast, north or south and west to Council Bluffs and from there west and northwest, southwest, north or south.  
Principal Industries: This is an almost exclusive agriculture community (southwestern Iowa). One firm manufactures farm specialties, such as barn cupolas and stock waters and metal window sash, etc. 2 creameries, 2 ice cream factories and 1 ice plant.  
Manufacturing Establishments: 3. Leading firms, Shruager & Johnson.  
Residential Features: Mostly private homes and a few two-family houses and 3 apartments of small size, 1 small resident district at the south edge of town restricted to about \$10,000 residences.  
Retail Shopping Section: Business center consists of about 10 blocks, centering on Chestnut and Walnut Sts.  
Trading Area: Atlantic draws trade from the rural communities for a distance of perhaps 30 miles in each direction, have bus service north to Iowa, Brayton, Hamlin and Audubon. (Also rail service to those points.) About 40 miles to Audubon and bus service to Lewis and Griswold (south), also railroad service. Bus service to Cumberland, 20 miles southeast.  
Wholesale Houses: Groceries, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 12; dressmakers, 8; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 5; hardware, 2; jewelry, 2; meat markets, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 10; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

## BOONE, IOWA

1920 Population, 12,452.  
City and Suburban Estimate, 15,000 (1924).  
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, approximately 100%; Families, 5,500.  
Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,900.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.  
Banks: National, 2; State, 2; Total Resources, \$6,500,000; Savings Banks Deposits Total, \$1,800,000 (total 4 banks).  
Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.  
Location: In central Iowa, served by the C. & N. W. Ry. main line, Chicago, Milwankee and St. Paul, and the Ft. Dodge, Des Moines and So. Ry. These three roads connect Boone with every corner of the country.  
Principal Industries: Coal, iron products, farm produce, hosiery, machinery, printing and railroad shops.  
Manufacturing Establishments: About 25. Leading firms, Boone Coal Co., Quinn Wire & Iron Works, Boone Hosiery Mills, Carswell Hammond, Boone Brick, Tile & Paving Co., Boone Droom Factory.  
Special Information: Located in the heart of the best corn raising state in the Union, making it desirable for the location of a corn sugar plant. Good coal fields. Wonderful deposits of potters' clay, also glass sand in abundance here.  
Residential Features: Mostly one-family houses. Very few undesirable homes in Boone as we are rated as having one of the finest and best looking cities in Iowa in size. Our finest residential section is in the south and central east side.  
Retail Shopping Section: Extends on Story St. from 6th, North to 11th, from Greene east to Tama on 8th, with two blocks each on 7th, 9th, 10th, Allen, Keeler and Arden, and two or three small suburban settlements.  
Trading Area: Our trading territory reaches about 15 miles in each direction. Due to good gravel roads in all directions we are able to attract people in all kinds of weather.  
Wholesale Houses: Fruits, 1; Miscellaneous Lines, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 8; commercial auto. agencies, 8; automobile accessories, 2; automobile tire agencies, 4; bakers, 9; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 7; delicatessen, 2; druggists, 6; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 2; furniture, 4; garages (public), 4; grocers, 30; hardware, 6; jewelry, 6; meat markets, 30; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 12; shoes, 13; sporting goods, 2; stationers, 1.

## BURLINGTON, IOWA

1920 Population, 24,057; 1924, estimated 28,000.  
City and Suburban Estimate, 150,000.  
Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 99%; Families, 7,000.  
Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 5,435.  
Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 17.  
Banks: National, 1; State, 4; Total Resources, \$21,561,026.30. Savings Bank Deposits, \$1,587,706.48.  
Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.  
Location: On Miss. River, important railroad, mfg. and trading center, located where the Burlington crosses the river, 206 miles from Chicago, 290 from Omaha, 221 St. Louis 354 St. Paul. Railroads: C. B. & Q., C. R. 1 & P., T. P. & W., Muscatine, Burlington & Southern Steamboat lines connect this city with other points on the river.  
Principal Industries: C. B. & Q. Shops, wood-working, Corliss engines, crackers, pickles, mattresses, soap, pearl buttons, sand and limestone quarries, furniture, leather goods, grain, candy, caskets, desks, monuments.  
Manufacturing Establishments: 55; Leading firms: Chittenden & Eastman Co., Showers Bros., Burlington Basket Co., Iowa Hardwood Basket Co., Murray Iron Works, Miss. Pearl Button Co., Clinton-Copeland Co., Gardner & Gould, Iowa Biscuit Co., Leopold Desk Co., Schramm & Schmiegel D. G. Co., Iowa Soap Co., Burlington Willow Ware Shop, Northwestern Cabinet Co., Embalming Burial Case Co.  
Special Information: Over 60% total population of Iowa in eastern half of state, most productive part of Illinois is adjacent to Iowa and Burlington is central market of this district, richest farm lands in the world. Central market for southeastern Iowa and western Illinois, wholesale and retail distributing point.  
Residential Features: Primarily city of homes. 70% owners. Few apartments or two family houses. Most homes have attractive grounds. Beautiful river views along the bluffs overlooking broad Mississippi valley.  
Retail Shopping Section: Jefferson from Main west seven blocks to Hawkeye St. Main St. from Court south 8 blocks to Union Depot. Smaller sections with usual groceries, etc.  
Trading Area: 65 miles west, 19 south, 20 east and 28 north. This estimate conservatively bases of railroad and road facilities and distance from other towns.  
Wholesale Houses: Groceries, 3; Fruits, 3; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Leather Goods, 1; Cigars, 1; Lumber, 3; Drugs, 1; Paper, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 15; Commercial Auto. Agencies, 6; Automobile Accessories, 5; Automobile Tire Agencies, 3; Bakers, 9; Cigar Stores and Stands (including Hotels), 27; Confectioners (including hotel stands), 52; Delicatessen, 1; Dressmakers, 38; Druggists, 15; Dry Goods, 5; Department Stores, 4; Electrical Supplies, 6; Florists, 5; Fruits, 8; Furniture, 10; Furriers, 1; Garages (public), 32; Grocers, 65; Hardware, 8; Jewelry, 6; Meat Market, 22; Men's Furnishings, 11; Men's Clothing, 11; Merchant Tailors, 1; Milliners, 5; Opticians, 5; Photographers, 4; Pianos (and miscellaneous musical instruments), 5; Radio Supplies, 1; Restaurants (including hotels), 30; Shoes, 12; Sporting Goods, 2; Stationers, 3; Women's Apparel, 9.

## CEDAR FALLS, IOWA

1920 Population, 6,316 exclusive of 3,000 students 11 months of each year.  
City and Suburban Estimate, 12,000.  
Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 25%; English Reading, 100%; Families, 1,585.  
Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 1. Number of Pupils, 1,800.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.  
Banks: National, 1; State, 2; Total Resources, \$3,890,000. Savings Bank Deposits Total, \$3,121,908.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.  
Location: On Cedar River. Served by Illinois Central, Rock Island, and Chicago, Great Western Railroads, Waterloo, Cedar Falls and Northern electric line. Motor bus service to north, east and central parts of state.

IOWA (Cont'd)

Principal Industries: Farm gates, barn furniture, hardware specialties, washing machines, rotary pumps, school supplies, hoisting machinery, grain shockers and printing. Elevator door closers, hangers for barn doors, garages, etc. Concrete mixing machines, portable.

Manufacturing Establishments: 20; Leading firms: Iowa Gate Co., Wagner Mfg. Co., Viking Pump Co., Klenn-Kwick Washing Machine Co., Latta School Supply Co., Standard Mfg. Co., Peerless Machinery Co., Liberty Mill Co., Universal Holst & Mfg. Co., Cedar Falls Broom Co., Cedar Falls Mfg. Co., Falls Foundry Co.

Special Information: The home of the Iowa State Teachers' College. Also large farm gate factory and school supply house. In the heart of a rich agricultural section.

Residential Features: Mostly one-family houses. Private homes predominate. Beautiful residential section with well kept lawns and streets. Homes average in value \$5,000.

Retail Shopping Section: Extends from First Street to 6th on Main with one block each direction off Main from First to Fifth. Business section on College Street (near State Teachers' College) extends for three blocks.

Trading Area: Extends about 15 miles north, 20 miles south and 25 miles west.

Wholesale Houses: Miscellaneous Lines. Auto accessories, 1; Branch House, International Harvester Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 8; Commercial Auto Agencies, 1; Automobile Accessories, 12; Automobile Tire Agencies, 9; Bakers, 3; Cigar Stores and Stands (including Hotels), 25; Confectioners (including hotel stands), 12; Delicatessens, 4; Dressmakers, 4; Druggists, 5; Dry Goods, 4; Department Stores, 6; Electrical Supplies, 3; Florists, 3; Fruits, 12; Furniture, 2; Garages (public), 12; Grocers, 15; Hardware, 4; Jewelry, 4; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 3; Merchant Tailors, 4; Milliners, 3; Opticians, 1; Photographers, 3; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 5; Restaurants (including hotels), 16; Shoes, 3; Sporting Goods, 1; Stationers, 2; Women's Apparel, 3.

CEDAR RAPIDS, IOWA

1920 Population, 45,566.

City and Suburban Estimate, 65,000.

Native Whites, 85.6%; Negroes, 1.5%; Foreign Born, 12.9%; Industrial Workers, 20%; Families, 10,126.

Schools: Public Grade, 17; High, 2; Junior High, 3; Parochial, 3. Number of Pupils, 14,439.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 26.

Banks: National, 2; State, 8; Total Resources, \$42,000,000. Savings Bank Deposits Total, \$19,000,000.

Theatres: Moving Pictures, 7; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 15,000.

Location: Centrally located in eastern Iowa. Served by C. & N. W. C. R. I. & P., C. M. & St. P., I. C., Cedar Rapids & Iowa City Ry., Waterloo, Cedar Falls & Northern, also interurban service from Cedar Rapids to Marion, Mt. Vernon and Lisbon.

Principal Industries: Cereal mfg., meat packing, dairy machinery, stone crushers, work clothing, printing, furniture mfg., railroad shops, house moving machinery, snow plows, agricultural implements, steel brackets, sugar, candy, furnaces, pumps, valve grinding.

Manufacturing Establishments: 148; Leading firms: Quaker Oats, F. M. Sinclair & Co., Ltd., Three Minute Cereal Co., Penick & Ford, Iowa Mx. Co., J. G. Cherry Co., LaPlante-Choate Co., C. R. Engineering Co.

Total value of factories estimated at \$123,000,000.

Special Information: Location of this city makes it ideal for wholesale houses and the distribution of manufactured products. Manufacture of cereals predominates. Over 56 million bushels of grain ground annually. Over 17,000 autos and trucks registered. 500 acres of parks. Coe College and Cedar Rapids Business College located here. International Headquarters of Order of Railway Conductors.

Residential Features: Mostly one or two family houses. No tenement districts. Private homes predominate. Over one thousand acres landscaped residential sections. Homes in latter section average \$10,000.

Retail Shopping Section: Extends east from Cedar River, which divides the city, to 4th St. and from 1st to 5th Ave. inclusive. On west side from river to 3rd St. From 1st to 3rd Ave. inclusive. There are four outlying business and several smaller neighborhood sections with the usual grocery, meat markets and small shops.

Trading Area: About 40 miles west, north and south, and 25 miles east. Intermittent business from people living at greater distances. Cedar Rapids retail market place for over 100,000 people.

Wholesale Houses: Groceries, 4; Meats, 4; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Coal, 1; Cutlery, 1; Flour, 4; Lumber, 1; Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 21; Commercial Auto Agencies, 5; Automobile Accessories, 62; Automobile Tire Agencies, 35; Bakers, 22; Cigar Stores and Stands (including Hotels), 25; Confectioners (including hotel stands), 19; Dressmakers, 35; Druggists,

39; Dry Goods, 16; Department Stores, 8; Electrical Supplies, 19; Florists, 7; Fruits, 21; Furniture, 11; Furriers, 4; Garages (public), 20; Grocers, 215; Hardware, 14; Jewelry, 17; Meat Markets, 32; Men's Furnishings, 19; Men's Clothing, 21; Merchant Tailors, 10; Milliners, 18; Opticians, 9; Photographers, 12; Pianos (and miscellaneous musical instruments), 8; Radio Supplies, 8; Restaurants (including hotels), 30; Shoes, 21; Stationers, 2; Women's Apparel, 8.

CENTERVILLE, IOWA

1920 Population, 8,486. City and Suburban Estimate, County, 30,500; Trade Territory, 45,000.

Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 99%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Hebrew, 1; Lutheran, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, \$3,000,000. Savings Bank Deposits Total \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: 100 miles south by east of Des Moines, largest city on C. R. I. & P. between Miss. River and Kansas City, and on C. B. & Q. between Miss. and Missouri rivers. 32 miles of interurban connect with C. B. & Q., C. M. & St. P., Wabash and M. & St. L.

Principal Industries: Coal mining; pay roll in county \$3,000,000 annually; railroad division point and shops; gypsum mine and mill; wholesale center, electric power plant furnishing current for 50 towns.

Manufacturing Establishments: 12; Leading firms: Hercules Mfg. Co., large manufacturer of stamp rollers, mule car and equipment factories.

Total value of yearly output of factories estimated at \$1,500,000.

Special Information: Largest city in center of territory 100 miles west of Keokuk, 200 miles east of Omaha, 200 miles north east of Kansas City and 100 miles south of Des Moines. Center of richest coal fields in Iowa; home of large number of traveling salesmen.

Residential Features: Homes largely middle class, large per cent owned. A large proportion built in recent years gives city modern appearance.

Retail Shopping Section: Built around one of the largest squares in Iowa, two blocks each side and extending to side streets. Smaller business section in south part of town around depots.

Trading Area: 40 miles west and south, 15 miles east and north.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous Lines, Drugs, 1; Bridge and Mine Supplies, 1; Flour and Feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 4; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 5; grocers, 35; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings and men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 5; sporting goods, 4; stationers, 1; women's apparel, 2.

CHARLES CITY, IA.

1920 Population, 7,350.

City and Suburban Estimate, 20,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Location: On Illinois Central and C. M. & St. Paul.

Principal Industries: Nursery and greenhouses; knitting mills; tank wagons, store fixtures, tractors and woodworking.

Manufacturing Establishments: Leading firms, Hart-Parr Tractor Co., Fisher Bank & Store Fixtures Co., Geo. P. Smith, Sash & Door Factory, Burnham Tannery & Coaster Wagon Factory, The Sherman Nursery Co.

Residential Features: Mostly one and two family houses.

Trading Area: Trading area of 15 miles.

CLINTON, IOWA

1920 Population, 24,151.

City and Suburban Estimate, 54,000.

Native Whites, 83 2/10%; Negroes, 1 3/10%; Foreign Born, 15 5/10%; Industrial Workers, 22%; English Reading, 89%; Families, 6,245.

Schools: 17; Number of Pupils, 4,250.

Churches: 14.

Banks: 5; Total Resources, \$16,560,000.

Theatres: 7; Total number of seats, 5,700.

Residential Features: One and two family houses.

Retail Shopping Section: About 7 blocks.

Trading Area: About 20 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 11; automobile accessories, 18; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel

stands), 26; delicatessens, 2; dressmakers, 34; druggists, 15; dry goods, 9; department stores, 8; electrical supplies, 7; florists, 5; fruits, 4; furniture, 7; furrier, 1; garages (public), 18; grocers, 69; hardware, 8; jewelry, 5; meat markets, 19; men's furnishings, 3; men's clothing, 13; merchant tailors, 12; milliners, 11; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 21; shoes, 14; sporting goods, 3; stationers, 1; women's apparel, 10.

COUNCIL BLUFFS, IOWA

1920 Population, 36,162.

City and Suburban Estimate, 101,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; English Reading, 99%; Families in trading area, 43,923.

Schools: Public Grade, 18; High, 2; Parochial, 3.

Churches: Council Bluffs has 42 churches: Baptist, 494 members; Christian Science, 433 members; Congregational, 700 members; Episcopal, 570 members; Hebrew, 100 members; Methodist, 1830 members; Presbyterian, 815 members; Roman Catholic, 3630 members; Miscellaneous, Lutheran, 1200; Latter Day Saints, 100; Seventh Day, 90.

Banks: National, 3; State, 2; Total Resources, \$16,722,907.

Theatres: Moving Pictures, 5; Total number of seats, 8,500.

Location: Southwestern part of state on Missouri River, 60 miles north of Missouri line, directly across river from Omaha, cities separated by the river and connected by a toll bridge. Business section approximately 5 miles from that of Omaha. Council Bluffs is converging point for 9 railroads; located on 15 cross state or national highways; claimed one of the largest farm loan centers in U. S. All large insurance companies represented.

Principal Industries: Railroad shops, mfg. of car wheels, candy, elevators, oil harvesting machinery and growers of flax, clover and grapes. Grain Elevators, Pacific Fruit Express, Hurd Creamery, Kimball Bros. Elevator Co.

Manufacturing Establishments: Leading firms, Griffin Wheel Co., Woodward Candy Co., Monarch Mfg. Co., International Harvester Co., Sprague Factory, Pacific Fruit Express, McInerney Elevator Co., Wilcox Florists.

Residential Features: Individual homes predominating, 60 per cent owned, 40 per cent mortgaged; average rental price of rented homes \$11.50. Higher class residential districts are in the hills east of the city, while bottom land between the business section and the river is settled with working men's homes and industrial plants, etc.

Retail Shopping Section: 7th street to 1st street on Broadway and on side streets for one block on 7th, Main and Pearl streets.

Trading Area: 35 miles north to Mondamin, 50 miles northeast to Manning, east to Atlantic, southeast to Clarinda and south to Missouri line. 15 automobile roads and 4 bus lines.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 1; Miscellaneous Lines, Candy, 1; Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 1; automobile accessories, 17; automobile tire agencies, 27; bakers, 11; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 36; delicatessens, 3; dressmakers, 116; druggists, 22; dry goods, 2; department stores, 2; electrical supplies, 8; florists, 7; fruits, 3; wholesalers, furniture, 7; garages (public), 24; grocers, 165; hardware, 7; jewelry, 3; meat markets, 26; men's furnishings, 20; men's clothing, 20; merchant tailors, 14; milliners, 0; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 5; restaurants (including hotels), 51; shoes, 11; sporting goods, 1; stationers, 2; women's apparel, 14.

DAVENPORT, IOWA

1920 Population, 56,727.

Native Whites, 20,545; Negroes, 381; Foreign Born, 3,722; Industrial Workers, 5,271.

Schools: Public Grade, 16; High, 1; Junior High, 3; Parochial, 9.

Churches: Baptist, 5; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 4; Roman Catholic, 7.

Banks: National, 1; State, 10; Total Resources, \$6,384,500; Savings Bank Deposits Total \$16,763,918.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 11.

Location: West bank of Mississippi. Railroads: C. R. I. & P., C. M. & St. P., C. B. & Q., also Davenport & Rock Island & Quincy, a freight belt line. Bus service to DeWitt, Cedar Rapids and Muskegetta.

Principal Industries: Freight cars, locomotives, agricultural implement wheels, washing machines, flour, pumps, mill work, foundry products, pearl buttons, stereopticon and motion picture projectors, cigars, candy, ready-cut houses, bakery products, macaroni, overalls, optical goods, packing house products, ladders, industrial gases, motor trucks, and type setting machines.

Manufacturing Establishments: 290; Leading firms, The Battendorf Co., French & Hecht, Voss Bros. Mfg. Co., Davenport Locomotive Works, Victor Animatograph Co., Gordon VanTine Co., Crescent Macaroni & Cracker Co., Western Flour Mills, Davenport Pearl Button Co., Linograph Co. Total value of yearly output of factories estimated at \$55,000,000.

Special Information: Davenport's location on

the Mississippi, the natural rate-breaking point between eastern and western territory, makes ideal situation as to freight rates in and out. The Rock Island Arsenal, government's largest munition plant, located on an island at this point. Government's investment \$320,000,000. Palmer School of Chiropractors located here. Home of Station WOC, one of the best equipped radio broadcasting stations in the country.

Residential Features: Mostly one family houses, private homes predominating. Davenport noted for beauty of its homes, having received nation-wide publicity on a "City Beautiful" campaign several years ago. McClellan Heights, city's most beautiful residential section, located in eastern part of city.

Retail Shopping Section: Fifth street south 4 blocks to Front, and from Government Bridge (LeClaire street) 8 blocks west to Scott. This district is terminal for bus lines and for the Clinton, Davenport & Muscatine Interurban Line. Five smaller "neighborhood" sections, groceries, meat markets, confectionery, D. G., etc.

Trading Area: 42 miles north, 27 east, 32 south, 43 west.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 3; Hardware, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto agencies, 9; automobile accessories, 13; automobile tire agencies, 35; bakers, 22; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 25; delicatessens, 1; dressmakers, 50; druggists, 32; dry goods, 6; department stores, 4; electrical supplies, 10; florists, 10; fruits, 1; furniture, 6; furriers, 6; garages (public), 63; grocers, 208; hardware, 16; jewelry, 20; meat markets, 57; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 49; shoes, 23; sporting goods, 2; stationers, 7; women's apparel, 7.

DES MOINES, IOWA

1920 Population, 126,468. Government estimate 1924, 145,053.

City and Suburban Estimate, 450,000.

Native Whites, 86.8%; Negroes, 3.3%; Foreign Born, 8.9%; Industrial Workers, 8%; English Reading, 98%; Families, 35,644. Des Moines ranks third in cities of over 100,000 class.

Schools: Public Grade, 75; High, 4; Junior High, 2; Parochial, 10; Number of Pupils, 30,000.

Churches: Baptist, 15; Christian Science, 2; Congregational, 4; Episcopal, 3; Hebrew, 4; Methodist, 21; Presbyterian, 11; Roman Catholic, 8; Miscellaneous, 49.

Banks: National, 3; State, 18; Total Resources, \$106,000,000. Dec. 31, 1923; Savings Bank Deposits Total, \$86,000,000.

Theatres: Legitimate, 2; Moving Pictures, 16; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 25,000.

Location: Geographically Des Moines is located in the center of the great state of Iowa. The per capita of wealth in this area is the greatest of any similar area in the world.

Continued on page 68

No Other Paper

Covers Cedar Falls, Iowa, and its trade territory as thoroughly as does the

CEDAR FALLS RECORD

-A conclusive reason why national advertisers should use this daily newspaper.

The strongest link between the advertising agencies and the newspapers is

EDITOR & PUBLISHER

## IOWA (Cont'd)

## Des Moines (cont')

There are 2,400,000 persons in Iowa, 1,500,000 within the trading radius of Des Moines. Unexcelled transportation insures advantageous marketing to an ever-expanding territory of the highest purchasing power.

**Principal Industries:** Cement, brick, tile, flour, creamery products, building materials, wood, steel, clothing, furnaces, medicines, cosmetics, automobile equipment, including tires. One of the largest insurance centers. Factories capitalized at \$50,000,000 and turn out over \$80,000,000 of Des Moines made goods annually, an increase of over 800 per cent since 1900.

**Manufacturing Establishments:** 400. Armand's Powder, Chamberlain Medicine Co., Howkey Portland Cement Co., Rollins Hosiery Mills, Green Colonial Furnace, Falcon Milling Co., Sheuerman Woolen Mills, Tone Bros., Old Golden Coffee & Spices, Ford Motor Co., Standard Biscuit Co., C. L. Percival Co., Waterbury Chemical Co., Wood Bros., Thresher Co.

**Special Information:** Des Moines has 12 universities, colleges and special schools, with an enrollment exceeding 8,000. Des Moines reaches 9,370 miles of Iowa's railroad points by a one road haul. Lines as follows: C. M. & St. P. (2); C. R. I. & P., (2); C. & N. W., (1); C. B. & Q. (2); C. G. W. (2); M. & St. L. (2); Wabash, (1); Ft. Dodge, D. M. & So., (1); D. M. & Cent. Iowa, (2). Des Moines is great insurance center 53 home companies covering fire, life and casualty, combined capital 125 millions. 8,000 men and women employed, and as a group they comprise perhaps the largest of the many substantial and prosperous industries of the city. 2,500,000 tons of freight inbound and outbound in 1923. Des Moines is one of the major cities of the 7th Federal Reserve District and is the financial center of the state.

**Residential Features:** Actual valuation of city property for taxable purposes in 1923 was \$172,941,480. Property exempt more than \$40,000,000 additional. 1920 census showed 27,127 dwellings within city limits, 50 per cent owned, the highest percentage of any city of the first class in the country. In 1923, 1,541 permits were issued for one-family dwellings and 32 for multiple dwellings, involving \$6,534,735. A Survey by Realtors Bureau Chamber of Commerce Jan. 1924 showed only 3,165 per cent vacancies in one and two story dwellings, of which 1.272 per cent represented new properties, many not completed. 5 per cent considered healthy condition, allowing for normal growth.

**Retail Shopping Section:** Located in central part of the city adjacent to west bank of Des Moines River, and comprises approximately 60 blocks. It is rectangular in shape, extending roughly as far west as 15th street and from the territory immediately north of Grand to that south of Cherry and Market streets. This includes many retail establishments and some jobbing and light manufacturing. Principal office buildings, hotels and public buildings embraced within this area. Also a mercantile district on east side of the river, as well as an extensive manufacturing and wholesale district immediately to the south of retail section.

**Trading Area:** Numerous passenger bus lines, interurbans, etc., operate to nearby points, while there is some freight trucking. Business is secured from people living within 75 mile radius, owing to excellent transportation facilities and the fact that there were 533,657 automobiles registered in Iowa on January 1, 1924.

**Wholesale Houses:** Groceries, 3; Meats, 9; Fruits, 5; Hardware, 3; Dry Goods, 2; Miscellaneous lines, Candy, 9; Electric and Radio, 12.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 50; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies, 45; bakers, 32; cigar stores and stands (including hotels), 65; confectioners (including hotel stands), 30; dressmakers, 12; dressmakers, 10; druggists, 130; dry goods, 7; department stores, 3; electrical supplies, 40; florists, 24; fruits, 10; furniture, 48; furriers, 10; garages (public), 42; grocers, 475; hardware, 16; jewelry, 26; meat markets, 49; men's furnishings, 9; men's clothing, 31; merchant tailors, 33; milliners, 17; opticians, 11; photographers, 21; pianos (and miscellaneous musical instruments), 25; radio supplies, 30; restaurants (including hotels), 146; shoes, 32; sporting goods, 3; stationers, 11; women's apparel, 14.

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## DUBUQUE, IOWA

1920 Population, 39,141.

City and Suburban Estimate, 289,000.

Native Whites, 86.7%; Negroes, 4%; Foreign Born, 3.9%; Industrial Workers, 25%; English Reading, 98%; Families, 9,314.

**Schools:** Public Grade, 10; High, 7; Junior High, 3; Parochial, 12; Number of Pupils, 8,739.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 8.

**Banks:** National, 2; State, 7; Total Resources, \$15,119,207.99; Savings Banks Deposits Total, \$2,923,913.53.

**Theatres:** Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 6,000.

**Location:** Dubuque, situated on the Mississippi River about midway between St. Louis and St. Paul, is about 180 miles from Chicago and 247 miles from Omaha. It is on the main line of four railroads, the C. B. & Q., C. M. & St. P., C. G. W., and I. C. R. E. There are 37 passenger trains arriving and departing daily

with an average of 100 passengers. Dubuque is the one large city on the northeast portion of the Iowa State border for many miles north and south.

**Principal Industries:** Sash and door factories, C. M. & St. P. shops, phonograph factory, boat building and garment factories.

**Manufacturing Establishments:** 131. Leading firms, C. M. & St. P. shops, Brunswick Phonograph Factory, Dubuque Boat & Boiler Works, Farley & Loetscher Sash & Door Factory, Carr Ryder Adams Sash and Door Factory, A. Y. McDonald Plumbing Supplies, Morrison Bros. Steel Tanks, Brass goods.

Total value of yearly output of factories estimated at \$34,277,000.

**Special Information:** Dubuque has three bridges crossing the Mississippi, two wagon and one railroad bridge. It is on the Grand Highway. The advantage is that tourists are compelled to detour through Dubuque or ferry this Mississippi. The nearest wagon and auto bridges are over 80 miles away in either direction, north or south. The Illinois Central has place prepared for a bridge crossing the Mississippi River at this point with through traffic between Chicago and Omaha.

**Residential Features:** Government figures show that there are 12,067 dwellings in the county.

**Retail Shopping Section:** Main St. between 1st and 11th Sts., Iowa St. between 11th and 13th Sts., Central Ave. from 9th to 27th Sts.

**Trading Area:** The position of Dubuque geographically tends to make it the commercial, financial and industrial center of Northeastern Iowa, Southwestern Wisconsin and Northwestern Illinois. Its location, together with its railroad facilities, river transportation and highways, including two wagon and one railroad bridge, makes it the natural trading center for this field. Its jobbers and manufacturers draw their best patronage and are dominant factors in this territory.

**Wholesale Houses:** Groceries, 4; Meats, 46; Fruits, 4; Hardware, 3; Dry Goods, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 32; automobile accessories, 13; automobile tire agencies, 14; bakers, 12; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 49; druggists, 28; dry goods, 8; department stores, 4; electrical supplies, 9; florists, 7; fruits, 7; furniture, 8; furriers, 5; garages (public), 26; grocers, 136; hardware, 12; jewelry, 13; meat markets, 47; men's furnishings, 5; men's clothing, 17; merchant tailors, 14; milliners, 12; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 36; shoes, 25; sporting goods, 2; stationers, 3; women's apparel, 8.

See announcement columns 3 and 4

## FAIRFIELD, IOWA

1920 Population, 5,948.

City and Suburban Estimate, 18,000.

Native Whites, 93.5%; Negroes, 5%; Foreign Born, 1.5%; English Reading, 98%; Families, 1,683.

**Schools:** Public Grade, 4; High, 1; Number of Pupils, 1,966.

**Churches:** 13.

**Banks:** 3. Total Resources, \$3,316,480.52.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,100.

**Location:** Fairfield, the county seat of Jefferson County, Iowa, is 50 miles west of Burlington, on the C. B. & Q. Railroad, and 90 miles southwest of Davenport on the C. R. I. & P.

**Principal Industries:** Farm wagons, gloves and mittens, washing machines, fiber brushes, pumps, gas engines, light excavators, hay tools and overhead trackage.

**Residential Features:** One-family homes.

**Trading Area:** Includes whole county of 18,000 people.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 5; dry goods, 7; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 10; grocers, 20; hardware, 3; jewelry, 1; meat markets, 5; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 1; stationers, 1.

## FORT DODGE, IOWA

1920 Population, 19,347.

City and Suburban Estimate, 300,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 20%.

**Schools:** Public Grade, 9; High, 1 \$1,000,000; Junior High, 1; Parochial, 3.

**Churches:** Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 8.

**Banks:** National, 3; State, 4; Total Resources, \$12,000,000; Savings Banks Deposits Total, \$3,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

**Location:** On main lines of C. G. W. I. C., M. & St. L., Interurban Ft. Dodge to Des Moines 80 miles. Bus north to Algona and intermediate points.

**Principal Industries:** Gypsum, clay, steel and biologic products, mens fur lined coats and gloves, pyrotechnics.

Continued on page 70

Steady Growing Circulation of a Good Paper in a Great State. Without Use of Contests, Premiums, Etc.

# Dubuque Times-Journal

DUBUQUE, IOWA

Net Paid Circulation

July 1, 1922—9,292

October 1, 1922—9,928

January 1, 1923—10,253

March 1, 1923—11,487

October 1, 1923—11,595

January 1, 1924—11,808

June 1, 1924—12,183

December 6, 1924—12,633

98% of Dubuque Times-Journal Circulation in Dubuque Trading Area

100 Per Cent of Dubuque's Advertisers Use the Times-Journal at the Highest Local Advertising Rate

No Campaign Is Complete in This Territory Without the Times-Journal

Eastern Representative  
M. C. WATSON, INC.  
270 Madison Avenue  
New York City

Western Representative  
ALLEN-KLAPP CO.  
1336 Peoples Gas Bldg.  
Chicago





**Practically Every Family in Des Moines**  
(POPULATION 150,000)

**One Out of Every Two Families Within  
a 100 Mile Radius of Des Moines**  
(POPULATION MORE THAN 1,000,000)

**One Out of Every Four Families in  
the State of Iowa**  
(POPULATION 2,400,000)

*Is A Regular Subscriber to*

**The DES MOINES REGISTER  
and TRIBUNE-NEWS**

*"The Backbone of Practically Every Successful Advertising Campaign in Des Moines and Iowa"*

IOWA (Cont'd)

Fort Dodge (cont')

Manufacturing Establishments: Leading firms, U. S. Gypsum Co., Universal Gypsum Co., American Cement Plaster Co., Cardiff Gypsum Plaster Co., Plymouth Clay Products Co., Vincent Clay Products Co., Kalo Brick & Tile Co., Lehigh Sewer Pipe & Tile Co., Johnston Clay Works, Inc., Fort Dodge Serum Co., Martin Fireworks Co.

Special Information: Survey of 18 principal cities in 1923 showed 25,796 gain in population of 6,447, largest percentage of gain of the 18. Gateway to northwest Iowa trade area. Freight rates secured through our Traffic Bureau not exceeded by any city of the state. Principal retail center of northwest Iowa. More than \$2,000,000 expended last year in building.

Residential Features: Better class of homes in north and northeast, workingmen's homes predominate in extreme southeast part of city, near gypsum and clay mills. Exceptional number of apartment houses for city this size.

Retail Shopping Section: 90 per cent retail business on Central avenue between 6th and 12th streets, 6 blocks and 1st avenue north and south 3 blocks and 2 blocks on 12th street, remaining 10 per cent in outlying districts, grocery, meat markets, etc.

Trading Area: 40 to 50 miles north, northwest and west, 25 to 30 east and south, good roads in all directions. 2 trunk railroads east and west, 2 north and 2 south, and interurban Fort Dodge to Des Moines.

Wholesale Houses: Groceries, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 14; delicatessen, 6; dressmakers, 5; druggists, 13; dry goods, 3; department stores, 3; electrical supplies, 11; florists, 3; furniture, 7; furriers, 1; garages (public), 7; grocers, 63; hardware, 2; jewelry, 9; meat markets, 16; men's clothing, 2; merchant tailors, 3; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 33; shoes, 7; sporting goods, 5; stationers, 4; women's apparel, 3.

FORT MADISON, IOWA

1920 Population, 12,066. City and Suburban Estimate, 35,000.

Native Whites, 90.59%; Negroes, 2.64%; Foreign Born, 6.77%; Industrial Workers, 60%; English Reading, 95.64%; Families, 3,281.

Schools: Public Grade, 5; High, 1; Parochial, 3; Number of Pupils, 2,742.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: State, 5; Total Resources \$6,092,327.78; Savings Bank Deposits Total \$5,519,704.80.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,200.

Location: On Mississippi River in southeastern corner of Iowa. Railroads, A. T. & S. F. C. B. & Q., Rock Island, Santa Fe shops here. Good harbor, river and shipping center. Bus line to country 30 miles, good roads.

Principal Industries: Fountain pens, automatic pencils, tires, wire fence, paper mills, waxed paper, printed bread wrappers, kraft paper, boxboard and boxes, chairs, ice machines, garden tools, pearl buttons, horse collars, spacking machines, tool handles, pump oil cans, shock absorbers.

Manufacturing Establishments: 22. Leading firms, W. A. Sheaffer Pen Co., Hinde-Dauch Paper Mills, Midwest Paper Mills, American Fork & Hoe Co., Fort Madison Button Co., Continental Machinery Co., Perfection Tire & Rubber Co., Anthes Forzoli Co., Fort Madison Chair Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Railroad shops employ 1,200, terminal employ 600; monthly pay-roll railroad \$300,000. Rich farming community. City has large trade from Illinois and Missouri.

Residential Features: Mostly one and two family houses, 42 per cent owned. Town long and narrow on hills above river. Four parks, beautiful trees. Majority of streets paved.

Retail Shopping Section: Front, 2nd and 3rd streets, between Cedar and Walnut, including cross streets of Cedar, Pine, Market, Chestnut and Walnut, two blocks each, comprise downtown business section. Outlying Santa Fe avenue district 2300 to 3100 blocks and intersecting streets; four other small business districts.

Trading Area: North 15 miles, east 20 miles, south 15 miles, west 35 miles.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, Cigars, 3; Lumber, 1; Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 3; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 28; delicatessen, 2; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 4; electrical supplies, 6; florists, 3; fruits, 1; furniture, 5; furriers, 2; garages (public), 16; grocers, 38; hardware, 7; jewelry, 5; meat markets, 14; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 12.

IOWA CITY, IOWA

1920 Population, 11,267. City and Suburban Estimate, 18,300 (exclusive of 7,000 students).

Native Whites, 91%; Foreign Born, 9%; Industrial Workers, 6%; English Reading, 98%; Families, 3,250.

Schools: Public Grade, 8; High, 4; Junior High, 4; Parochial, 2; Number of Pupils, 3,340.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, \$11,500,000; Savings Banks Deposits Total \$3,275,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 11,468.

Location: On Iowa River 35 miles west of Mississippi River. In heart of very rich agricultural section. Served by main line of Chicago, Rock Island and Pacific east and west; Rock Island Short Line north and south. Interurban and bus service to adjacent towns.

Principal Industries: Calendars, advertising novelties, furniture, perfumes, cosmetics, iron works, grain elevators, meat packing, gloves, canning factory, eggs, poultry and dairy products, limestone, gravel, sand, crushed rock, river products.

Manufacturing Establishments: 17. Leading firms, Economy Advertising Co., Brenard Manufacturing Co., Puritan Mfg. Co., Kato Glove Co. Total value of yearly output of factories estimated at over \$5,000,000.

Special Information: Old territorial capital of Iowa and first state Capitol. Seat of the State University of Iowa with 13 colleges and over 7,000 students. Five large hospitals, including one new \$5,000,000 hospital. City has only U. S. air mail station and aviation field between Chicago and Omaha. City has 40 miles of paved streets.

Residential Features: Mostly one-family houses, 85 per cent of which are owned by occupants. Several fine apartment houses. No hotels nor shacks. City originally laid out by engineers in conjunction with plans for territorial and state capital.

Retail Shopping Section: E. Washington street, 5 blocks; S. Clinton street, 3 blocks; E. College street, 4 blocks; S. Dubuque street, 3 blocks; E. Iowa avenue, 3 blocks; S. Linn street, 3 blocks. In addition there are several neighborhood stores sections.

Trading Area: Extends 30 miles west, 20 miles east, 25 miles south, 15 miles north. Only cities of equal size or larger are Cedar Rapids, 30 miles north; Des Moines, 120 miles west; Davenport, 60 miles east; Muscatine, 35 miles southeast, Burlington, 85 miles north.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, 1; (Cigars and Tobacco).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 28; automobile tire agencies, 21; bakers, 9; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 31; delicatessen, 7; dressmakers, 29; druggists, 8; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 14; grocers, 32; hardware, 5; jewelry, 7; meat markets, 8; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 8; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 37; shoes, 12; sporting goods, 6; stationers, 5; women's apparel, 9.

KEOKUK, IOWA

1920 Population, 14,423; (1923, 15,900). City and Suburban Estimate, 25,000. Trading area 82,000.

Native Whites, 96%; Negroes, 6%; Foreign Born, 4%; Industrial Workers, 3300; English Reading, 97%; Families, 3,400.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian Science Reading Room, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 4; Savings Bank Deposits Total \$2,400,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School and Y. W. C. A. Total number of seats, 4,000.

Location: Southeast corner of state at junction of Mississippi and Des Moines Rivers. Railroads: C. B. & Q., C. R. I. & P., Wabash, T. P. & W. Freight and passenger bus lines to Northern Iowa and east to Illinois. Railroad and river transportation in all directions.

Principal Industries: Cereal mills, steel industries, United Lead Co., tires, powder, starch, syrup, strawboard, cartons, canneries. Keokuk is on Mississippi River furnishes 175,000 H. P. electric current.

Manufacturing Establishments: 36. Leading firms, Purity Oats Co., C. H. Habinger Co., Electro Metal Co., Steel Casting Co., United Lead Co., Dupont Powder Works, Standard Fire Tire Co., Semi-Steel Casting Co., Iowa Fibre Box Co., Iowa Can Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Keokuk is the distributing centre for Southeastern Iowa, Northeastern Missouri and Western Illinois. The \$25,000,000 Hydro-electric plant steadily attracting new business. Proximity to coal fields and agricultural districts makes it ideal for manufacture of cereal products and steel products.

Residential Features: Mostly one family houses, a few double houses and two flat build-

ings. Northern part of city fine residential section, Grand avenue, located along the bluffs, is an unusually fine residential street, some residences costing \$50,000 to \$100,000.

Retail Shopping Section: 12 blocks on Main street, and a few stores on 4th, 5th and 6th streets, one block.

Trading Area: 30 miles west, 30 north, 15 east, 25 south.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 2; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; druggists, 6; dry goods, 4; electrical supplies, 3; florists, 2; fruits, 1; furniture, 3; garages (public), 4; grocers, 65; hardware, 3; jewelry, 4; meat markets, 15; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 6.

MARSHALLTOWN, IOWA

1920 Population, 15,731. City and Suburban Estimate, 18,000.

Native Whites, 90.1%; Negroes, 1.0%; Foreign Born, 8.3%.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Total Resources \$5,390,698.95; Savings Bank Deposits Total \$3,180,682.74.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 2,300.

Location: Main line C. & N. W. C. G. W., and M. & St. L. Excellent freight service in all directions. Marshalltown is 20 miles east of the geographic center of state.

Principal Industries: Grocers supplies, auto accessories, furnaces, steam governors, heating specialties, bus bodies, railroad shops, surgical dressings, lubricating oil, paint, gray iron and brass castings.

Manufacturing Establishments: 60. Leading firms, Western Grocer Co., M. & St. L. Shops, Fisher Governor Co., C. A. Dunham Co., Lenns Furnace Co., Marshalltown Mfg. Co., Central Foundry, Walter H. Prier Co., Marshalltown Trowel Co., Marshall Oil Co., Ideal Truck & Body Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Large center of corn canning, large steel furnace factory, 85 per cent of trolleys made in U. S. made by Marshalltown Trowel Co. Center for machine brass and gray iron work. Distributing center for Central Iowa and the headquarters for one of the largest food manufacturing distributing concerns in the U. S.

Residential Features: Very few apartment houses, private dwellings predominating, mostly one family houses. Some splendid residences in Marshalltown.

Retail Shopping Section: Five blocks on Main street. The center of the business section is about two blocks wide.

Trading Area: About 25 miles in all directions, and the railroads draw shoppers up to 40 miles.

Wholesale Houses: Groceries, 2; Fruits, 3; Miscellaneous Lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 3; druggists, 9; department stores, 5; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 1; garages (public), 14; grocers, 54; hardware, 4; jewelry, 10; meat markets, 10; men's clothing, 10; merchant tailors, 9; milliners, 3; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 7.

Notes: Facts and figures were secured through the aid of the Chamber of Commerce, G. B. Eastburn, Secy.

MASON CITY, IOWA

1920 Population, 20,065. City and Suburban Estimate, 40,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 4,000; English Reading, 85%; Families, 5,000.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Armory and High School. Total number of seats, 4,000.

Location: Railroads: St. Paul, Great Western, Minneapolis & St. Louis, Rock Island, Northwestern, and Mason City and Clear Lake Interurban, 365 miles from Chicago, 150 from Twin Cities, 121 from Des Moines and 208 from Omaha. Center of excellent system of paved and graveled bed roads with good truck and bus service over considerable area.

Principal Industries: Cement, brick and tile, pork packing, beet sugar.

Manufacturing Establishments: Leading firms, Northwest States Portland Cement Co., Lehigh Portland Cement Co., Jacob E. Decker & Sons.

Northwestern Sugar Corp., Mason City Brick & Tile Co., North Iowa Brick & Tile Co., National Clay Works, Webster Bros. Mfg. Co. Total value of yearly output of factories estimated at \$33,000,000.

Special Information: Due to natural resources city is large producer of clay products, producing an enormous amount of hollow clay products, both building and drain tiles. Largest beet sugar plant, producing 26,000,000 last year. Picking plant (independent) killed 520,000 hogs.

Residential Features: Largely one family houses, with few apartments. Considerable foreign population working in cement and sugar industries concentrated in vicinity of these plants. Large number of Mason City people own cottages at Clear Lake, leading Iowa summer resort, ten miles away connected by paved road and hourly interurban service, and live there during the summer.

Retail Shopping Section: Main shopping section about 7 blocks on both sides Federal avenue, and about 4 blocks each of Delaware and Pennsylvania avenues paralleling. Shopping center extends one to two blocks from Federal on each side on latest streets.

Trading Area: 40 miles conservative estimate of retail trade area, twenty miles covers most intensive territory.

Wholesale Houses: Groceries, 3; Fruits, 2; Miscellaneous Lines, Electric Supplies, 1; Plumbing, Heating, 1; Wholesale Paper Supplies, 1; Building Supplies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 12; druggists, 10; dry goods, 11; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 4; garages (public), 20; grocers, 85; hardware, 3; jewelry, 8; meat markets, 17; men's furnishings, 21; milliners, 8; opticians, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 35; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 3.

MISSOURI VALLEY, IOWA

1920 Population, 3,955. Foreign Born, 25%; Industrial Workers, 25%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources \$1,500,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,200.

Location: Main line C. & N. W. Wyoming Division of C. & N. W. Sioux City Division of C. & N. W. 25 miles north of Council Bluffs and Omaha, on Lincoln Highway, K. T. and Custer Battlefield Highway.

Principal Industries: Railroad shops, small manufacturers.

Manufacturing Establishments: Leading firm, Higgins Packing Co.

Special Information: Aside from railroad shops (600 men) this is an agricultural community. Land sells from \$200 to \$325 an acre.

Residential Features: No tenements. Large percentage of homes owned.

Retail Shopping Section: Main street, 5 blocks, with good buildings and all filled. Considerable building activity.

Trading Area: 10 miles west to Missouri River, 10 miles south, 20 north and 15 east. Good automobile roads.

Wholesale Houses: Fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; fruits, 2; furniture, 2; garages (public), 6; grocers, 10; hardware, 2; jewelry, 7; meat markets, 3; men's furnishings, 4; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

MUSCATINE, IOWA

1920 Population, 16,068. City and Suburban Estimate, 79,103.

Native Whites, 89%; Negroes, 0.6%; Foreign Born, 10.3%; Industrial Workers, 31%; English Reading, 98%; Families, 4,410.

Schools: Public Grade, 9; High, 1; Parochial, 4; Number of Pupils, 3,325.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 13.

Banks: National, 1; State, 4; Total Resources \$13,600,000; Savings Bank Deposits Total \$9,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,169.

Location: Is nearest central part of Iowa of any river point. Served by 3 lines: Rock Island Railroad, the Chicago-Kansas Main Line, Muscatine-Montezuma branch, Muscatine-Wilton branch, C. M. & St. P. Ry. main line, and C. D. and M. 24 passenger trains daily.

Principal Industries: Pearl button mfg.,

**IOWA (Cont'd)**

pearl button machinery mfg., sash and door, cannery and preserving (big Heinz and independent plants) truck and melon gardening, 33 button factories for blanks only.

**Manufacturing Establishments:** 62. Leading firms, Roach & Musser Lumber Co., Hattig Mfg. Co., Barry Mfg. Co., H. J. Heinz Co., Ziegler Canning & Preserving Co., McKee Button Co., Hawkeye Button Co., Iowa Pearl Button Co., Automatic Button Co., U. S. Button Co., Pennant Button Co., Weber Button Co. Total value of yearly output of factories estimated at \$9,000,000.

**Special Information:** On big bend of Mississippi River. Exceedingly large producer of fresh water pearl buttons and center of American fresh water pearl button industry.

**Residential Features:** Covers area of 7 square miles. 90 per cent of the inhabitants own their own homes.

**Retail Shopping Section:** North and Iowa avenue (Central street), 3 blocks; west of Front from Iowa, 2 blocks; west on 2nd street, 4 blocks; east on front from Iowa avenue, 4 blocks; east on 2nd street, 5 blocks; east on 3rd street, 4 blocks; 2 "neighborhood" outlying sections with usual grocery, meat markets, etc.

**Trading Area:** All within a radius of 22 miles, extend north 20 miles; south 18 miles; east 12 miles; west 40 miles.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 5; Hardware, 1; Clothing, 1; Miscellaneous Lines, Auto. Accessories, 1; Bakeries, 3; Cigar and Tobacco, 9; Harness and Leather, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 21; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 22; dressmakers, 8; druggists, 11; dry goods, 10; department stores, 6; electrical supplies, 9; florists, 3; fruits, 8; furniture, 6; garages (public), 15; grocers, 67; hardware, 6; jewelry, 6; meat market, 14; men's furnishings, 14; men's clothing, 9; merchant tailors, 10; milliners, 6; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 18; shoes, 15; sporting goods, 7; stationers, 4; women's apparel, 12.

**NEWTON, IOWA**

1920 Population, 6,627.

City and Suburban Estimate, 12,000.

**Native Whites, 95%; Negroes, 25 people; Foreign Born, 3%; Industrial Workers, 30%; English Reading, all; Families, 1,560.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,700.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; United Brethren, 1.

**Banks:** National, 2; State, 1; Total Resources, \$400,000 capital and resources; Savings Bank Deposits Total \$4,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,400.

**Location:** On Rock Island from Chicago. Easy shipment to all points. Connect with other lines north and south at Des Moines. M. & St. L. branches to near communities bring local trade.

**Principal Industries:** Washing machines, 4 factories, 270,000 machines annually, \$4,000,000. Road machinery, brick and tile, advertising specialties.

**Manufacturing Establishments:** 6. Leading firms, Maytag Washing Machine Co., One Minute Washer Co., Woodrow Washer Co., Automatic Washing Machine Co., The Parsons Co., road working and car wheels, Newton Foundry, castings, Eagle Brick & Tile Co. Total value of yearly output of factories estimated at \$10,000,000.

**Special Information:** In rich agricultural section. 7,000 automobiles; good grain market.

**Residential Features:** Mostly one and two story dwellings. Very much congested, over 100 houses under construction, average cost \$4,500. Some beautiful homes, costing up to \$100,000.

**Retail Shopping Section:** Around Public Square, mostly 1st street, north and south, 2nd street, north and south; 1st avenue, east and west; 2nd avenue, east and west. A few neighborhood stores.

**Trading Area:** About 20 miles in rich agricultural section; dairying and poultry.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; furriers, 1; garages (public), 11; grocers, 19; hardware, 2; jewelry, 2; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5 (1 mfg. co.); restaurants (including hotels), 6; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

**OELWEIN, IOWA**

1920 Population, 7,453 (1924 estimated from new directory, 8,002).

**Native Whites, 86%; Negroes, 1%; Foreign**

**Born, 13%; Industrial Workers, 60%; English Reading, 93 1/2%; Families, 3,561.**

**Schools:** Public Grade, 6; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, Public 1,458, Parochial 480.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Lutheran, Colored Methodist.

**Banks:** National, 1; State, 3; Total Resources \$3,150,400.49; Savings Bank Deposits Total \$1,921,264.49.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,623.

**Location:** On R. 1. & C. G. W. Oelwein is the Hub of Northeastern Iowa, in the heart of the dairying and farming country, with splendid gravel and paved roads. Bus lines, north and south. Division point of C. G. W. with largest railroad shops west of Mississippi River.

**Principal Industries:** Railroad shops, pasteurizing and dairy plants, ice plants (artificial) Chemical Manufacture, bottling works, printing, machinery and auto accessory manufacturers, roofing, construction and paving companies. Creamery plants.

**Manufacturing Establishments:** 15. Leading firms, Spencer Construction Co., Oelwein Chemical Co., F. H. Lawrence Roofing Co., Maller Bros. Mfg. Co., Register Co., Oelwein Bottling Works, Farnum Mfg. Co., Standard Co., Oelwein Creamery Co. Total value of yearly output of factories estimated at \$1,000,000.

**Special Information:** Center of a trading territory of four counties, with approximately 70,000 inhabitants. Large retail and smaller wholesale center. Distributing point through C. G. W. for large manufacturer's products, 20,912 automobiles and trucks registered in this territory Jan. 1, 1924. Center of farming and dairying; splendid roads and railroad facilities.

**Residential Features:** Mostly one and two family houses, large percentage owners. New apartment houses being built, with large number of private homes throughout the city. Average value \$4,200.

**Retail Shopping Section:** Forms a square, consisting of Frederick street, north and south; Charles street, east and west; 1st avenue, east, north and south; 1st avenue, west, north and south; 1st, 2nd and 3rd streets, south, east and west. Total business district comprises about 25 blocks, center consists of 20 blocks. Outlying Italian business district comprises about 3 blocks. Usual small neighborhood stores.

**Trading Area:** North and south about 40 miles, east and west about 20 miles. Large bulk of business secured due to fact that Oelwein is largest town in territory and easily reached. Trading area population about 75,000.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 10; automobile accessories, 4; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 8; grocers, 14; hardware, 1; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; Radio Supplies, 5; restaurants (including hotels), 7; shoes, 5; sporting goods, 6; stationers, 8; women's apparel, 8.

**OSKALOOSA, IOWA**

1920 Population, 9,427.

City and Suburban Estimate, 11,000.

**Native Whites, 93%; Negroes, 2.4%; Foreign Born, 4.6%; Industrial Workers, 12%; English Reading, 98%; Families, 2,650.**

**Schools:** Public Grade, 5; High, 1; Number of Pupils, 2,117.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 13.

**Banks:** National, 2; State, 2; Total Resources, \$6,750,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

**Location:** Chicago, Rock Island & Pacific, Chicago, Burlington & Quincy, Minneapolis & St. Louis; 60 miles southeast of Des Moines; midway between Minneapolis and St. Louis.

**Principal Industries:** Work garments, fire hydrants, candy, brick and tile, air stations, heating plants, band music.

**Manufacturing Establishments:** 25. Leading firms, Hanna Mfg. Co., Western Mfg. Co., Iowa Valve Co.

**Special Information:** Home of Pean College, John Fletcher College, located in University Park, a suburb adjoining Oskaloosa. Center of rich agricultural district. Small coal mining activity.

**Residential Features:** Large per cent of homes owned by people living in them. One-family homes almost exclusively.

**Retail Shopping Section:** High Ave., 9 blocks; 1st Ave., 4 blocks; Market St., 3 blocks; 1st St., 3 blocks; A Ave., 1 block all radiating from public square.

**Trading Area:** Covers Mohaska County completely and draws from surrounding countries, within radius of 20 to 25 miles.

**Wholesale Houses:** Groceries, 1; Miscellaneous Lines, Harness and Auto Supplies.

**Number of Retail Outlets for Nationally Ad-**

**vertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 12; bakers, 4; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 5; grocers, 23; hardware, 4; jewelry, 3; meat markets, 1; men's furnishings, 8; men's clothing, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

**OTTUMWA, IOWA**

1920 Population, 23,003.

City and Suburban Estimate, 100,000.

**Native Whites, 87 1/2%; Negroes, 2 1/2%; Foreign Born, 10%; Industrial Workers, practically all; English Reading, all; Families, 5,000.**

**Schools:** Public Grade, 17; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, Parochial, 200; Total, 5,000.

**Churches:** Baptist, 2; Christian Science, 2; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 7.

**Banks:** National, 3; State, 8; Total Resources \$8,000,000; Savings Bank Deposits Total, \$8,000,000.

**Theatres:** Legitimate, 7; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), High School Auditorium; Total number of seats, 1,500.

**Location:** On Des Moines River, central southern part of state. Railroads: C. B. & Q., Wabash, C. M. & St. P., and Rock Island. 75 miles from Mississippi River and 208 miles east of Missouri River.

**Principal Industries:** Packing industry, coal mines, implements, and many others.

**Manufacturing Establishments:** 95. Leading firms, John Morrell & Co., Deere & Co., Ottumwa Box Car Co. Total value of yearly output of factories estimated at \$50,000,000.

**Special Information:** Four railroads, service east and west, north and south; 1,000 railroad families. Division point on main line C. B. & Q. and C. M. & St. P. John Morrell & Co., enormous independent packing plant.

**Residential Features:** Great many factory men own homes; no tenement district; some beautiful homes on hills. Des Moines River runs through the city.

**Retail Shopping Section:** Pretty much grouped, fair buildings, very complete stocks at low prices, attracting many shoppers. 58% total business from southern Iowa and northern Missouri. Merchants aggressive; make frequent trips to New York and other markets.

**Trading Area:** Southern Iowa and northern Missouri, city only 20 miles from Missouri line. Reach out for 75 miles each direction. Number of primary dirt roads into Ottumwa from all directions, 28 passenger trails a day.

**Wholesale Houses:** Groceries, 2; Meats, 1 packing plant; Fruits, 2; Hardware, 2; Miscellaneous Lines, Big drug house, 2 candy factories.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 53; Commercial Auto. Agencies, 53; Automobile Accessories, 70; Automobile Tire Agencies, 70; Bakers, 7; Cigar Stores and Stands (including Hotels), 15; Confectioners (including hotel stands), 12; Delicatessen, 2; Dressmakers, 18; Druggists, 11; Dry Goods, 10; Department Stores, 5; Electrical Supplies, 3; Florists, 3; Fruits with groceries, 110; Furniture, 5; Furriers, 10; Garages (public), 40; Grocers, 103; Hardware, 5; Jewelry, 6; Meat Markets, 5. All grocers have meat markets; Men's Furnishings, 14; Men's Clothing, 14; Merchant Tailors, 10; Milliners, 16; Opticians, 6; Photographers, 4; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 8; Restaurants (including hotels), 19; Shoes, 10; Sporting Goods, 3; Stationers, 5; Women's Apparel, 11.

**PERRY, IOWA**

1920 Population, 5,612.

City and Suburban Estimate, 15,000.

**Native Whites, 93 1/2%; Negroes, 5%; Foreign Born, 1 1/2%; English Reading, 94%; Families, 1,343.**

**Schools:** Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 1328.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; State, 2; Total Resources, \$3,150,000. Savings Bank Deposits Total, \$2,360,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2100.

**Location:** In Central Iowa, 35 miles northwest of Des Moines. Served by C. M. & St. P. R. R. main line; Minneapolis & St. Louis; Des Moines & Central Iowa (electric).

**Principal Industries:** Farming, dairy and stock raising; C. M. & St. P. Division point and shops; meat packing.

**Manufacturing Establishments:** 8. Leading firms: Hausserman Packing Co., Perry Milk Products Co., Globe Washing Machine Co., At Last Washing Machine Co., Grimes Perry Canning Co., Perry Mill Co., Oamundson Spade Mfg. Co., Iowa Railway & Light Co.

Total value of yearly output of factories estimated at \$600,000. **Special Information:** Perry is the center of the exceedingly prosperous farm community.

Farmers in this district not only devote their time to stock raising and grain production but give considerable attention to dairying because of the market created by the Perry Milk Products Co. for milk. Being a division point on the main line of the C. M. & St. P. R. R., hundreds of well-paid railway employees reside here. Perry is also the home of the Tri-County Fair, the largest agricultural exposition in Iowa except the Iowa State Fair.

**Residential Features:** Mostly one-family homes; residences are practically all modern; very few poor houses can be found in the city.

**Retail Shopping Section:** Extends from C. M. & St. P. tracks south on 2nd St., for seven blocks and around a triangle, in which city library is located; also two blocks each way on Willis Ave. and Warford Ave. There are five grocery stores in the residential district.

**Trading Area:** Extends 25 miles west; 10 miles north; 10 miles east; 15 miles south, although some business is secured from a greater district.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, 7; Commercial Auto. Agencies, 8; Automobile Accessories, 10; Automobile Tire Agencies, 7; Bakers, 2; Cigar Stores and Stands (including Hotels), 11; Confectioners (including hotel stands), 9; Dressmakers, 6; Druggists, 4; Dry Goods, 4; Department Stores, 1; Electrical Supplies, 3; Florists, 2; Furniture, 1; Garages (public), 5; Grocers, 12; Hardware, 5; Jewelry, 3; Meat Markets, 4; Men's Furnishings, 5; Men's Clothing, 5; Merchant Tailors, 4; Milliners, 4; Opticians, 2; Photographers, 2; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 3; Restaurants (including hotels), 7; Shoes, 4; Sporting Goods, 2; Stationers, 2; Women's Apparel, 4.

**SIoux CITY, IOWA**

1920 Population, 73,639.

City and Suburban Estimate, 400,000.

**Native Whites, 85%; Negroes, 4%; Foreign Born, 11%; Industrial Workers, 24%; English Reading, 96%; Families, 14,000.**

**Schools:** Public Grade, 30; High, 2; Junior High, 3; Parochial, 15; Number of Pupils, 13,000.

**Churches:** Baptist, 5; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 5; Methodist, 11; Presbyterian, 8; Roman Catholic, 13; Miscellaneous, 24.

**Banks:** National, 5; State, 10; Total Resources, \$50,000,000; Savings Banks Deposits Total, \$32,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

**Location:** In the heart of the tall corn country on the Missouri River at junction point of Iowa, Nebraska and South Dakota, dominating a trading field consisting of southwestern Iowa, northeastern Nebraska and southern half of South Dakota and southwestern Minnesota. Served by C. & N. W., I. C., C. M. & St. P., C. St. P., M. & O. G. N., and Burlington.

**Principal Industries:** Live stock center, dairy products, grain, jobbing and retail center.

**Manufacturing Establishments:** Armour, Swift, Cudahy, American Pop Corn Co., Hanford's Produce, largest creamery in the state, Fairmount Creamery, Blue Valley Creamery, Robb Rosa Pancake Flour and Syrup, Mystic Milling Co., Albertson Machine Works, Hawkeye Truck Co., Perfection Corn Planter Co., Sioux City Seed and Nursery, Wertz Seed Co., Norfolk Furnace Co.

**Special Information:** Sioux City is the logical outlet for merchandise to northwestern Iowa, northeastern Nebraska, southern half of South Dakota and part of Minnesota. Sioux City is also the marketing place of all the agricultural products from this field. Sioux City is large livestock, grain and produce center, and ranks fourth among the world's hog markets.

**Residential Features:** Decidedly a city of homes, very few apartments. The average income for this section is from \$2,000 to \$5,000. This enables almost every one to own his home. Wealth is more evenly distributed in the heart of the tall corn country than in any other section of the country.

**Retail Shopping Section:** Fourth and Pierce Sts. are considered the main retail streets, 10 blocks on Fourth St. and 5 blocks on Pierce St. The downtown retail section is seven blocks long and 5 blocks wide. Sioux City has 4 large department stores, among the largest in Iowa. This is made possible because over 60% of the sales of leading retail establishments is derived from the surrounding territory rather than from the city.

**Trading Area:** Extends about 50 miles east, 40 to 120 miles and more west and into South Dakota, 60 miles north and 40 miles south.

**Wholesale Houses:** Groceries, 5; Meats, 10; Fruits, 6; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Shoes and Findings, 4; Drugs, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 39; automobile accessories, 29; automobile tire agencies, 50; bakers, 13; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 38; delicatessen, 5; druggists, 47; dry goods, 9; department stores, 4; florists, 6; fruits, 4; furniture, 17; furriers, 4; garages (public), 50; grocers, 298; hardware, 11; jewelry, 20; meat markets, 28; men's furnishings and men's clothing, 8; milliners, 5; opticians, 10; photographers, 10; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 105; shoes, 15; sporting goods, 4; stationers, 11; women's apparel, 8.

## IOWA and KANSAS Daily Newspaper Markets in Standard Surveys

## IOWA (Cont'd)

## VINTON, IOWA

1920 Population, 4,012.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 975.

Schools: Public Grade, 2; High, 1; Junior High, 1. Number of Pupils, 900.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian, 1; United Brethren, 1; Lutheran, 1.

Banks: National, 1; State, 3; Total Resources, \$2,000,000. Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: On Chicago-Misconsin line of Rock Island and Cedar Rapids-Sioux Falls line of same road. Excellent service east, north and south. Vinton is 25 miles from transcontinental C. &amp; N. W., thus has excellent service by rail to all points.

Principal Industries: Printing and binding plant, employing about 40 people. Noted for fine work. A city establishment in a small town.

Manufacturing Establishments: 2; Leading firms: Iowa Canning Co's two largest factories. Vinton is a very large canning center, as high as 6,000,000 cans of their products having been turned out in a season.

Residential Features: One family houses of high grade.

Retail Shopping Section: Fourth St. 3 blocks; 5th St. 3 blocks; 1st Ave. 3 blocks; 2nd Ave. 2 blocks; Ave. A, 3 blocks; 3rd St. 2 blocks; 2nd Ave. 2 blocks. Other streets aggregate about 4 full blocks.

Trading Area: North 10 miles, south 25 miles, east 15 miles, west 17 miles.

Wholesale Houses: Miscellaneous Lines, Wholesale bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 8; Commercial Auto. Agencies, 2; Automobile Accessories, 16; Automobile Tire Agencies, 12; Bakers, 2; Cigar Stores and Stands (including hotel stands), 10; Confectioners (including hotel stands), 2; Dressmakers, 10; Druggists, 4; Dry Goods, 5; Department Stores, 1; Electrical Supplies, 1; Florists, 3; Furniture, 2; Garages (public), 6; Grocers, 14; Hardware, 2; Jewelry, 2; Meat Markets, 5; Men's Furnishings, 3; Men's Clothing, 3; Merchant Tailors, 2; Milliners, 3; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 2; Restaurants (including hotels), 5; Shoes, 3; Sporting Goods, 4; Women's Apparel, 3.

## WATERLOO, IOWA

1920 Population, 36,230, (1924) Est. 38,000.

City and Suburban Estimate, 200,000, (Figures taken from A. B. C. statement).

Native Whites, 89.6%; Negroes, 2.3%; Foreign Born, 8.1%; Industrial Workers, 14%; English Reading, 98.8%; Families, 9,071.

Schools: Public Grade, 21; High, 2; Junior High Manual, 2; Parochial, 4; Number of Pupils, 6,500.

Churches: Baptist, 5; Christian Science, 1; Congregational, 3; Episcopal, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 12; Lutheran, 4.

Banks: National, 4; State, 2; Total Resources, \$16,847,039. Savings Bank Deposits Total, \$13,944,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: On Cedar River, 276 miles west of Chicago, 222 south of Minneapolis, 420 north of St. Louis, 240 northeast of Omaha. Railroads: I. C., C. &amp; G. W., Rock Island, and local line. Waterloo, Cedar Falls and Northern, which provides direct connection with 2 other trunk lines, giving access to 5 trunk lines. Excellent bus service, 3 lines operating south to Marshalltown and Des Moines and north and west to Cedar Falls, Charles City and Mason City.

Principal Industries: Railroad shops, farm machinery, meat packing, gasoline engines, cream separators, spreaders, refrigerators and printing.

Manufacturing Establishments: 162; Leading firms: Rath Packing Co., The Wm. Galloway Co., Associated Manfg. Co., Herrick Refrigerator Co., Lichty Manfg. Co., Litchfield Manfg. Co., Northey Mfg. Co., National Safety Device Co., Waterloo Gasoline Engine Co.

Total value of yearly output of factories estimated at \$38,000,000.

Special Information: Factories produce more than 3,000 different articles, and one fifth of all stationary gas engines in the U. S. Third largest producer of cream separators. Waterloo farm machinery distributed throughout the world. A great amount of small and moderate sized concrete mixers produced here. 16 well established jobbing houses, annual business \$30,000,000. Home of Dairy Cattle Congress and National Belgian Horse show, second in importance only to National Dairy Show. Railways employ 1,658 people.

Residential Features: Mostly one and two

family houses; limited section devoted to workmen's homes near factories. Private homes predominate, 78% owned. This is unusually large. Homes in residential section average \$10,000.

Retail Shopping Section: Extends along east and west 4th St. as main artery for about 9 blocks, with considerable retail business on Fifth and connecting streets. No outlying retail business sections, but several small neighborhood sections with usual small shops.

Trading Area: About 25 miles south and east, and considerable further north and west. Considerable business secured at greater distances at certain times of the year, because of good roads. A. B. C. says: "Trading territory within an average radius of 55 miles and extends as follows: north to Cresco, 70 miles; east to Manchester, 55 miles; southeast to Center Point, 40 miles; south to Gladbrook, 28 miles; west to Ackley, 58 miles and northwest to Osage, 70 miles, including all intervening points.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Neckwear, 1; Saddles, 1; Paper, 1; Cigars, 2; Coffee, 7; Spice, 1; Prioter, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 25; Commercial Auto. Agencies, 4; Automobile Accessories, 48; Automobile Tire Agencies, 6; Bakers, 7; Cigar Stores and Stands (including hotel stands), 28; Confectioners (including hotel stands), 15; Dressmakers, 1; Druggists, 53; Druggists, 16; Dry Goods, 4; Department Stores, 4; Electrical Supplies, 11; Florists, 6; Fruits, 5; Furniture, 6; Furriers, 1; Garages (public), 38; Grocers, 33; Hardware, 6; Jewelry, 6; Meat Markets, 21; Men's Furnishings, 15; Men's Clothing, 15; Merchant Tailors, 13; Milliners, 10; Opticians, 4; Photographers, 8; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 15; Restaurants (including hotels), 24; Shoes, 10; Sporting Goods, 2; Stationers, 23; Women's Apparel, 11.

## WASHINGTON, IOWA

1920 Population, Trifle under 5,000.

City and Suburban Estimate, 15,000.

Native Whites, practically all; Negroes, very few; Foreign Born, very few; English Reading, all; Families, 1,250.

Schools: Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 5; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$5,000,000. Savings Bank Deposits Total \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,500.

Location: On Kansas City branch of Rock Island; some branch of C. M. St. P. C. E. &amp; Q. has a branch from Burlington to Washington. Good shipping facilities.

Principal Industries: Principally an agricultural region. Has one pearl button factory. Railway division point for freights. Good stores, homes, schools and churches. Country round about devoted to farming and stock raising.

Manufacturing Establishments: Leading firms: American Pearl Button Co., McCleary Calendar Factory, Hartman Ice Cream Factory, Carris Manufacturing Co., Putnam Cloth Coat Co.

Residential Features: A city of nice homes, bungalows, one and two story residences, with large well-kept lawns. Many retired farmers reside here.

Retail Shopping Section: Built on a square; most retail business done on this square. Four little stores about 7 blocks from the square. One in each direction, principally groceries.

Trading Area: 12 to 15 miles in each direction on average, but draws some from greater distance.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 9; Automobile Accessories, 12; Automobile Tire Agencies, 12; Bakers, 3; Cigar Stores and Stands (including hotel stands), 3; Confectioners (including hotel stands), 3; Delicatessen, 2; Dressmakers, 3; Druggists, 4; Dry Goods, 6; Department Stores, 1; Electrical Supplies, 2; Florists, 2; Furniture, 2; Garages (public), 5; Grocers, 9; Hardware, 3; Jewelry, 3; Meat Markets, 4; Men's Clothing, 4; Merchant Tailors, 1; Milliners, 4; Opticians, 1; Photographers, 2; Pianos (and miscellaneous musical instruments), 1; Radio Supplies, 2; Restaurants (including hotels), 5; Shoes, 4; Stationers, 1; Women's Apparel 1 (with dry goods).

## WEBSTER CITY, IOWA

1920 Population, 5,857.

Native Whites, 93%; Foreign Born, 7%; Industrial Workers, 10%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,476.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$4,624,181; Savings Bank Deposits Total, \$530,345.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: In Central Iowa. On best highways through the state both east and west and north and south. Served by C. &amp; N. W., main line of Ill. Central and the Fort Dodge, Des Moines and Southern (elec.) Railroad. Railroad facilities and connections excellent.

Principal Industries: Printing, sewer pipe and tile, brick; building block, atock feeders and waterers, threshing machine, axes, screen doors and woodwork, tile spades, wagon and gates, Therm-a-Jogs, stecco, ironing boards, oil burners, hospital beds and invalid chairs, brood coops, hog oilers, feed and flour.

Manufacturing Establishments: 12. Leading firms, Therm-a-Jug Co., Monarch Co., National Sewer Pipe Co., Closs Slevco Co., Lavender Oil Burner Co., McCulloch Mfg. Co., Swanson Cement Factory, Stucco Retarder Co., Osmundson Tile Spade Co., A. C. Hoot Mills, Schroeder Sash and Door Factory, Fred Hahne Printing Co., LaForge Rendering Plant.

Special Information: City owns and operates the electric light and power plants, the water works and the gas plant, giving the city lowest rates in the state with excellent service. Railroad facilities make this an ideal town for traveling men to reside; rents and public utilities are lower than in most other places.

Residential Features: Mostly one and two-family houses—some apartments. Section devoted to workmen's homes. Very fine private residence section. Practically all streets paved.

Retail Shopping Section: Extends on Second St. for 5 blocks, Seneca St. 4 blocks, Wilson Ave. 2 blocks and on Des Moines St. 4 blocks. Some outlying groceries, etc.

Trading Area: Extends about 40 miles in each direction. Several outstanding retail establishments bring in a large volume of business. Good many shoppers from a greater distance.

Wholesale Houses: Miscellaneous Lines, Greenhouse, 1, Bakeries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; garages (public), 9; grocers, 20; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 3; women's apparel, 2.

Standard Surveys  
of  
KANSAS

## ABILENE, KANS.

1920 Population, 51,186.

Native Whites, 97%; Negroes, 3%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 11,480.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, \$3,132,479; Savings Bank Deposits Total \$450,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,050.

Location: On main line of U. P., Kansas City to Denver, 165 miles west of K. C. On branch line of Santa Fe between Strong City, Kans. and Superior, Nebr., and on branch of R. 1. between Herington and Solla.

Principal Industries: Milling, creamery.

Manufacturing Establishments: 6. Leading firms, Abilene Flour Mills, Security Mills, Mid-West Mill, Belle Springs Creamery, Pioneer Produce Co. (dressed poultry for shipping); Abilene Company (mineral water).

Special Information: Located in one of the best agricultural counties of the state. Wheat principal crop, but value of livestock, poultry and dairy products increasing. 6,000 motors in country, little more than 1 car for each family. Probably largest number of farm lighting plants of any county in state. Extensive use of electric power on farms. Main office of United Power and Light Corp., supplying power to almost half of the state.

Residential Features: Mostly one family houses. Only four apartment houses. Noted throughout state for large number of fine homes. Newer ones of bungalow type. Average \$3,500 to \$4,000. Many more expensive homes built for permanent residences. Extensive paving and improving now under way.

Retail Shopping Section: Second to Fourth streets on Buckeye, Spruce, Broadway and Cedar streets. One developing business section on south side outside this district.

Trading Area: About 25 miles, which extends perhaps further north and south. Extensive campaign now under way by Chamber of Commerce to extend and develop trading area.

Wholesale Houses: Miscellaneous Lines, Western Mde. Co., Union Electric Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotel stands), 6; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; garages (public), 11; grocers, 10; hardware, 3; jewelry, 3; meat

markets, 4; men's furnishings, 1; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3.

## ARKANSAS CITY, KANS.

1920 Population, 11,253.

City and Suburban Estimate, 33,320 (1924 est. 16,000).

Native Whites, 93%; Negroes, 4.3%; Foreign Born, 2.4%; English Reading, 99%; Families, 3,420.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,781.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 1.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,500.

Location: On the south line of Kansas, 200 miles from the east line and 220 from the west line, the gateway to the great agricultural and oil section of Oklahoma and Kansas, on the Santa Fe, Frisco, Missouri Pacific, Midland Valley, and Kansas Southwestern Railways, three railway divisions. One interurban line.

Principal Industries: One of the largest oil refining centers of Kansas. Five large refineries, one meat packing plant, two overall factories, two candy factories, two coffee plants, windmill plant, two foundries, two oil machinery plants, two flour mills, printing, railroad shops, wholesale and jobbing center.

Manufacturing Establishments: Leading firms, Roxana, Moore, Kanotex, Lesh and Empire, oil refineries, Heeneberry Packing Company, Santa Fe Shops, Peerless Candy Factory, A. C. and New Era Flour Mills, A. C. Ice Company.

Total value of yearly output of factories estimated at \$150,000,000.

Residential Features: Arkansas City has many new modern homes built within the last four years. They are five and six-room structures of the bungalow type. Ninety per cent of the older houses have been made over. Three new residential sections are now in process of construction.

Retail Shopping Section: Summit St. from the 100 blocks north to the 600 blocks south is solid business houses (7 blocks). Fifth Ave. from 200 blocks west to the 300 blocks east (4 blocks). Central Ave. 2 blocks east and west, Chestnut Ave., and Washington and Adams Aves., the same. In all, 200 business blocks.

Trading Area: North 30 miles, east 60 miles, south and southeast 100 miles, southwest 55 miles, and northwest 30 miles.

Wholesale Houses: Grocers, 3; Meats, 1; Fruits, 3; Hardware (mixed merchandise); Dry Goods (general merchandise); Miscellaneous Lines, Candy, Coffee, Ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 15; automobile accessories, 14; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 8; druggists, 7; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 3; furniture, 9; garages (public), 10; grocers, 65; hardware, 4; jewelry, 6; meat markets, 8; men's furnishings, 7; men's clothing, 9; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 26; shoes, 5; sporting goods, 4; stationers, 9; women's apparel, 6.

## ATCHISON, KANS.

1920 Population, 12,630.

City and Suburban Estimate, 40,000.

Native Whites, 81.5%; Negroes, 11.9%; Foreign Born, 6.8%; Industrial Workers, 2,000; English Reading, 100%; Families, 15,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Atchison, Topeka &amp; Santa Fe, Rock Island, Burlington, Ruio Branch, Central Branch. Bus line between Atchison and St. Jo, daily hour service.

Principal Industries: 2 foundries, 3 wholesale hardware houses, 1 wholesale drug house, 2 wholesale fruit houses, 2 wholesale grocery houses, 2 bottling works, 2 candy mfg., 1 office furniture supplies, 3 milling companies, 3,500 bla. capacity per day, 1 wholesale coffee roasting plant, 1 metal works.

Manufacturing Establishments: 20. Leading firms, Locomotive Finish Material Co., Thayer Foundry, Bailor Plow Co., Wela Mfg. Co., Wilson &amp; Co., Stein Electrical Co.

Residential Features: Eighty per cent of the people own their own homes. Only 75 apartments in the city. Homes are all substantial.

**KANSAS (Cont'd)**

**Retail Shopping Section:** Eight blocks on Commercial street and all side streets parallel Commercial, between Commercial and Kansas Ave. and Commercial and Main St. Also several outlying grocery, drug stores and meat markets.

**Trading Area:** Extends 100 miles west, 15 miles south, 25 miles north and 10 miles east. On account of the Missouri River Atchison does not handle much of the Missouri trade on the east, but our best trading territory is on the west and extends for 200 miles. Good train service.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 2; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Drugs, Candy, Ice Cream, etc.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 12; bakers, 10; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 35; delicatessen, 3; dressmakers, 3; druggists, 10; dry goods, 5; department stores, 3; electrical supplies, 6; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 20; grocers, 58; hardware, 7; jewelry, 4; meat markets, 23; men's furnishings, 6; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

**AUGUSTA, KANS.**

1920 Population, 4,219.

City and Suburban Estimate, 12,000.

**Native Whites, .99%; Foreign Born, .1%; Industrial Workers, 35%; English Reading, .99%; Families, 1,015.**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,370.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; State, 2; Total Resources, \$2,975,312.00.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 900.

**Location:** 24 miles east of Wichita at junction of Whitewater and Walnut rivers. On St. Louis & San Francisco and Santa Fe Railways. Direct line from Kansas City on Santa Fe and from St. Louis on the Frisco R. R. Trading territory extends 45 miles east.

**Principal Industries:** Oil and gas production, refineries and oil-well drilling, tool factories, glass factory, dairying, White Eagle Oil & Refining Co.

**Manufacturing Establishments:** 22. Leading firms, White Eagle Oil & Refining Co., Grant Oil Co., Mecca Refining Co., Victory Window Glass Co., Federal Machine & Supply Co., Knapp-Flah Rig Co., Eureka Tool Co.

Total value of yearly output of factories estimated at \$8,000,000.

**Special Information:** City is in heart of Kansas oil fields, surrounded by oil camps and smaller communities. Sixty-nine per cent of residents own their own homes. No unpaved streets within city limits.

**Residential Features:** Practically all one-family houses. Seventy per cent of houses built in last 8 years when population grew from 1,000 to present figures. No section devoted to poorer homes or tenements.

**Retail Shopping Section:** 6 blocks on State St. and one block on each side of State St. on 4th, 5th, 6th and 7th Sts. Number of suburban groceries and oil camps nearby have small stores.

**Trading Area:** Extends 45 miles east, 25 miles south, 10 miles west, and about 15 miles north. Fine roads east of the city. Hard-surfaced roads south and west.

**Wholesale Houses:** Miscellaneous Lines, Confectionery 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 7; grocers, 23; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 5.

**BELOIT, KANS.**

1920 Population, 3,315.

City and Suburban Estimate, 13,262.

**Native Whites, 95%; Negroes, .01%; Foreign Born, 4.9%; English Reading, all; Families, 900.**

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 925.

**Churches:** Baptist, 1; Christian Science, 1;

Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 1; State, 2; Total Resources, \$2,000,000.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2 (Park and High School). Total number of seats, 4,000.

**Location:** On the Solomon River in the midst of the wheat belt. Served by branches of the Union Pacific and Missouri Pacific Railroads. Well maintained motor highways. Roosevelt National Midland Trail west and east outlet. Logged road north and south.

**Principal Industries:** Agriculture. Oil prospecting in progress 15 miles south.

**Manufacturing Establishments:** 1. Leading firms, The Beloit Milling Co.

**Special Information:** School facilities are excellent for students under college age and attract many farmers. Town has well organized Chamber of Commerce, Women's Civic Club and private golf course. Attractive and convenient tourist park with community auditorium.

**Residential Features:** One-family houses; average value about \$3,000. Comfortable farm homes in surrounding territory.

**Retail Shopping Section:** Covers 7 blocks north from the Beloit Mill, on Hill St., for 3 blocks; east and west on Main, Court and South Sts. There are no outlying shops.

**Trading Area:** Shoppers drive regularly from villages 30 miles distant. Paved roads extending east 13 miles are a great asset. Good roads at all seasons attract business to Beloit.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 5; grocers, 11; hardware, 3; jewelry, 3; meat markets, 3; men's clothing, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; sporting goods, 1; stationers, 2; women's apparel, 1.

**BURLINGTON, KANS.**

1920 Population, 2,240.

**Native Whites, 95%; Negroes, .2%; Foreign Born, .3%; English Reading, 99.5%; Families, 650.**

**Schools:** Public Grade, 350; High, 350; Number of Pupils, 700.

**Churches:** Baptist, 1 (colored); Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 1; State, 1; Total Resources, \$1,250,000.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. High School Auditorium. Total number of seats, 1,700.

**Location:** On Santa Fe R. R. and M. K. & T. R. R.

**Principal Industries:** Is strictly an agricultural community.

**Special Information:** Burlington has 4 miles of paving, new water-works plant, complete sewerage system, 3 city parks, active Commercial Club with 240 members, 55-acre Country Club grounds with club house, golf links.

**Residential Features:** Has excellent residence section. Homes are mostly small but modern houses. Large per cent of population own homes.

**Retail Shopping Section:** Neosho St., 5 blocks; Third St., 3 blocks; Fourth St., 1 block, with business houses on both sides of the streets.

**Trading Area:** Burlington has steady trade from 15 miles or more in each direction. Is noted for being a good place to trade. The nearest large city is 40 miles away.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 9; grocers, 9; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 4; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 6; sporting goods, 4; stationers, 1; women's apparel, 4.

**CHANUTE, KANS.**

1920 Population, 10,286; 1924, est. 10,527.

City and Suburban Estimate, 5,500.

**Native Whites, 91.2%; Negroes, 3.6%; Foreign Born, 5.1%; Industrial Workers, 25%; English Reading, 98%; Families, 2,837.**

**Schools:** Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,277.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

**Banks:** National, 1; State, 4; Total Resources, \$3,363,100; Savings Bank Deposits Total, \$437,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,850.

**Location:** On Neosho River, 127 miles southwest of Kansas City, Mo. Served by Southern Kansas division of the A. T. & S. F. R. R. and the M. K. & T. R. R. Bus lines operate over hard-surfaced highways to the east, north, south and southeast. Division point on Santa Fe

Branch Santa Fe lines extend from this point to Emporia, Kansas, and Joplin, Mo.

**Principal Industries:** Ash Grove lime and Portland cement, gas mantles, brooms, gasoline, lubricating oils, grease, oil-well drilling machinery, railroad shops, condensary, soda and ice cream factories.

**Manufacturing Establishments, 28. Leading firms,** Sunshine Mantle Co., Ash Grove Lime & Portland Cement Co., Peerless Oil & Refining Co., Chas. Brick & Tile Co., Griffin Broom Co., Central Milk Products Co., Davis Cigar Co., Mutual Oil & Refining Co., Neosho Valley Mills, Chanute Ice & Light Co., Clitt's French Creamery Co., Koenig Bros. Planing Mill.

Total value of yearly output of factories estimated at \$17,750,000.

**Special Information:** Chanute has efficient and up-to-date telephone service. Various rural lines connect with the neighboring towns. There are 1,529 registered automobiles. Splendid wholesale center on account of railway facilities. Shallow oil-field district. Rhubarb growing center.

**Residential Features:** Mostly one-family houses. No workmen's home district. The approximate average cost per home is \$3,500. The cost per home ranges from \$1,500 to \$65,000.

**Retail Shopping Section:** Main St. business district 9 blocks in area. Side streets—Evergreen, Central, Highland, Lincoln, Santa Fe, Grant, Forest and Stenben. Business district covers approximately 20 blocks. Also the usual suburban sections including barber shop, grocery and meat stores.

**Trading Area:** Extends approximately 10 miles in every direction. The local merchants intermittently advertise to reach 15,000 with circulars. Every day-in-the-year trade is increasing trade from a distance; 4,300 cars were registered in this county last year.

**Wholesale Houses:** Groceries, 3; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 13; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 2; exclusive furniture, 8; garages (public), 7; grocers, 43; hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 20; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 12.

**CHERRYVALE, KANS.**

1920 Population, 4,698.

City and Suburban Estimate, 7,000.

**Native Whites, 87%; Negroes, 6.5%; Foreign Born, 6.5%; Industrial Workers, 23%; English Reading, 92%; Families, 1,272.**

**Schools:** 6; Number of Pupils, 1,225.

**Churches:** 8.

**Banks:** 3; Total Resources, \$1,100,000.

**Theatres:** 2. Total number of seats, 790.

**Residential Features:** One family houses.

**Retail Shopping Section:** About four blocks.

**Trading Area:** 8 miles radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 1; dressmakers, 3; druggists, 4; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 3; grocers, 13; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 3; stationers, 3; women's apparel, 2.

**COFFEYVILLE, KANS.**

1920 Population, 13,452; 1924, est. 18,000.

City and Suburban Estimate, 30,000.

**Native Whites, 86%; Negroes, 11%; Foreign Born, 2.7%; Industrial Workers, 60%; English Reading, 99 1/2%; Families, 7,000.**

**Schools:** Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,000.

**Churches:** Baptist, 4; Christian Science (Reading Room); Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

**Banks:** National, 2; State, 1; Total Resources, \$6,000,000; Savings Bank Deposits Total, \$500,000 (exclusive of Savings & Loan Association).

**Theatres:** Legitimate, 1; Moving Picture, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

**Location:** On southern border of state, served by M. K. & T. Missouri Pacific and Santa Fe Railroads, also interurban line north and south, 75 miles long, extending from Nowata, Okla., through Coffeyville.

**Principal Industries:** Oil refineries, smelter, brick manufacturing, roofing tile, building tile, and other clay products. Flouring mills and car shops.

**Manufacturing Establishments:** 20. Leading firms, Sinclair Refining Co., National Refining Co., Rea-Patterson Milling Co., Ludovic-Celadon Co., Shervin-Williams Oxide Smelter, Acme Foundry & Machine Co., O. C. S. Mfg. Co., Coffeyville Vitriol Brick & Tile Co., Kansas Oil Refinery, American Car Co., Robinson

Packer Co., All factories employ 8,000 men; annual payroll, \$8,000,000.

Total value of yearly output of factories estimated at \$15,000,000.

**Special Information:** Coffeyville has Mo. Pac. railway shops, which employs 700 men; annual payroll \$1,200,000, which is not included in foregoing.

**Residential Features:** Mostly modest, but modern, homes; some larger and more expensive.

**Retail Shopping Section:** Center of city, extending from Seventh to Thirteenth streets, on Walnut street (the east and west dividing line), and from one to six blocks on either side of Walnut street. Large number of grocery stores in outlying districts.

**Trading Area:** Thirty miles or more on all sides; interurban running north and south. Good roads east and west. Population of trading area, exclusive of incorporated towns, 12,000.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; automobile accessories, 16; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 14; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 2; furniture, 10; garages (public), 4; grocers, 82; hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 25; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 9.

**CONCORDIA, KANS.**

1920 Population, 4,705.

**Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 2%; English Reading, 99%; Families, 1,065.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,329.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

**Banks:** National, 1; State, 3; Total Resources, \$2,500,000; Savings Bank Deposits Total, \$250,000. (Also Bldg. & Loan Association, but not included in figures.)

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800.

**Location:** On Republican River, 155 miles west of Atchison, Mo. Pac., Union Pac., C. B. & Q., and A. T. & S. F. R.R.s. Regular truck lines to neighboring towns; auto stage to Salina.

**Principal Industries:** Flour mills, ice and broom factory, concrete silo factory, alfalfa mill, creamery, 2 egg and poultry plants (packers of poultry), brick plant, iron foundry.

**Manufacturing Establishments, 6. Leading firms:** Concordia Ice Co., Concordia Milling Co., Concordia Creamery Co., Concrete Silo Co., Balley's Broom Factory, Beatrice Creamery Co., Tickling Foundry.

**Special Information:** Big wholesale trade in mercantile lines; rich agricultural section, considerable dairying. Coal and building stone found in this vicinity. Assembling point for shipping eggs, poultry, milk and cream.

**Residential Features:** Majority of one-family homes. Good Building & Loan Association enables most people to own their homes. No congested districts. Homes in principal residence districts average in value \$4,000 to \$8,000.

**Retail Shopping Section:** Sixth Street, from State to Lincoln, 3 blocks; Washington from Fifth to Seventh, 2 blocks; Broadway from Fifth to Seventh, 2 blocks.

**Trading Area:** From 18 to 30 miles.

**Wholesale Houses:** Groceries, 2; Fruits, 2; Miscellaneous Lines: Ice, Field and Garden Seeds, etc.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 2; druggists, 5; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1 excl. (8); furniture, 3; furriers, 1; garages (public), 4; grocers, 9; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 3.

**COUNCIL GROVE, KANS.**

1920 Population, 2,713.

**Schools:** Public Grade, 3; High, 1; Number of Pupils, 650.

**Churches:** Baptist, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 1; Total Resources \$1,502,300.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 750.

**Location:** On Missouri Pacific and M. K. & T. Railroads.

**Principal Industries:** Independent Creamery

**Residential Features:** Cottages and bungalow type of houses predominate. Average valuation \$4,000.

**Retail Shopping Section:** Main street, 4 Corp., Mo. Pac. division points, blocks.

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## KANSAS (Cont'd)

### Council Grove (cont')

Trading Area: Extends twenty miles, north, east and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotel stands), 2; dressmakers, 1; druggists, 4; dry goods, 3; electrical supplies, 1; florists, 2; furniture, 3; garages (public), 4; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 1.

## DODGE CITY, KANS.

1920 Population, 5,061.

City and Suburban Estimate, 8,500.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 23%; English Reading, 97.5%; Families, 1,852.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,725.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, \$1,986,843; Savings Bank Deposits Total, \$425,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,900.

Location: Atchison, Topeka & Santa Fe, Rock Island, Dodge City & Cimarron Valley Railroads. Many motor truck lines to north, south, west and southwest.

Principal Industries: Railroad operating and shop work, flour milling, poultry packing, felpar refining, dairy products manufacturing.

Manufacturing Establishments: 16. Leading firms, Dodge City Flour Mills, Western Spar Products Company, Faden-Thompson-Buckley, Dodge City Ice Cream Company.

Total value of yearly output of factories estimated at \$2,500,000.

Special Information: Being one of the largest cities in western Kansas, Dodge City is the retail and wholesale center for the entire district.

Residential Features: Mostly one-family houses. Some apartment houses; no tenements. Most of the residents own their own homes.

Retail Shopping Section: Five blocks on Second avenue, two blocks on First avenue, two blocks on Central avenue, four blocks on Chestnut street, three blocks on Front street, three blocks on Walnut street. Four neighborhood shopping sections.

Trading Area: Forty miles to the east, north, and south; 100 miles to the west; 130 miles to the southwest.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines—1 Candy, Bottled Goods, and Ice Cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 13; automobile accessories, 13; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 10; florists, 3; fruits, 22; furniture, 3; garages (public), 14; grocers, 22; hardware, 6; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 11; sporting goods, 5; stationers, 7; women's apparel, 8.

## EL DORADO, KANS.

1920 Population, 10,995.

City and Suburban Estimate, 5,000.

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 25%; English Reading, 95%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1; Municipal Auditorium; Total number of seats, 4,000.

Location: Main line Missouri Pacific R.R. Two branches of Santa Fe, one connecting with main line at Florence, the other traversing the Flint Hills cattle country, and connecting with the main line at Ellinor. Good bus service to Wichita, Augusta, and Bureka, quick and direct passenger train service to Kansas City, and St. Louis.

Principal Industries: Oil production and refining, agriculture and cattle-raising.

Manufacturing Establishments: Small concerns only for oil field supplies.

Special Information: El Dorado is the capital and geographical center of Kansas oil production. Its territory produces over 100,000 barrels of oil per day. Headquarters for 16 oil-well supply companies, and 43 producing companies. Has 4 refineries with total capac-

ity of 21,500 barrels daily. Center great cattle-raising region in which more than 100,000 head are grazed annually. Monthly payroll of oil and allied concerns totals \$300,000. County seat of Butler, with area of 1,512 square miles, and population of 40,000. Fine herd of Hereford cattle at Hazard Ranch, 1 mile north of town. Over \$3,000,000, added to town's building program in past two years. Redmery investment, \$6,000,000.

Residential Features: Mostly one-family houses. Small houses in oil fields for field workers. El Dorado's population tripled in three years, and the town has more than the average number of new bungalows and two-story residences, ranging in value from \$5,000 to \$10,000.

Retail Shopping Section: Extends seven blocks on Main street and four blocks on Central avenue, which bisect at center of town. Many stores on side streets, and about court house square; all in convenient walking distance from intersection of Main and Central streets.

Trading Area: Covers whole of Butler County, except extreme northwest and southwest portions. Large oil-field communities west of town within radius of eight miles; north of town within radius of 8 and 10 miles, and south and southeast within radius of 10 and 15 miles. Oil Hill, a mile northwest, has population of 2,500 persons.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 2; automobile accessories, 14; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotel stands), 4; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 3; furriers, 4; garages (public), 5; grocers, 38; hardware, 3; jewelry, 5; meat markets, 9; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 8.

## EMPORIA, KANS.

1920 Population, 11,273.

City and Suburban Estimate, 24,000.

Native Whites, 88.9%; Negroes, 4.2%; Foreign Born, 6.9%; Industrial Workers, 18%; English Reading, 93%; Families, 3,087.

Schools: 8; Number of Pupils, 2,176.

Churches: 12.

Banks: 5; Total Resources, \$7,250,500.

Theatres: 4; Total number of seats, 2,250.

Residential Features: One family houses.

Retail Shopping Section: About six blocks.

Trading Area: Radius 16 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 7; automobile accessories, 11; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotel stands), 6; dressmakers, 20; druggists, 7; dry goods, 5; department stores, 2; electrical supplies, 6; florists, 3; fruits, 3; furniture, 6; garages (public), 7; grocers, 28; hardware, 7; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 6; sporting goods, 2; stationers, 7; women's apparel, 5.

## FORT SCOTT, KANS.

1920 Population, 10,693; 1924, est. 12,300.

Native Whites, 89.6%; Negroes, 7.7%; Foreign Born, 2.7%; Industrial Workers, 25%; English Reading, 96%; Families, 3,087.

Schools: Public Grade, 6; High, 1; Junior High, 2; Colored, 1; Parochial, 1; Number of Pupils, 2,760.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, \$3,250,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,237.

Wholesale Houses: Groceries, 1; Meats, 3; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 10; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotel stands), 5; confectioners (including hotel stands), 9; druggists, 4; dry goods, 8; department stores, 5; florists, 2; furniture, 5; garages (public), 5; grocers, 18; hardware, 2; jewelry, 5; meat markets, 2; men's clothing, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 1.

## FREDONIA, KANS.

1920 Population, 3,954.

City and Suburban Estimate, 8,000.

Native Whites, 96%; Negroes, 5%; Foreign Born, 3.5%; Industrial Workers, 30%; English Reading, 99%; Families, 725.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 3; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On Santa Fe, Frisco and Mo. Pac. Rys. Situated in Wilson County, Southeast corner of state.

Principal Industries: Glass, cement, linseed oil, banknote printing, dairying, fruit growing.

Manufacturing Establishments: Leading firms, Fredonia Portland Cement Co., Kansas Banknotes Co., Burke Printing Co., Fredonia Glass Factory, Kansas Linseed Oil Co.

Special Information: County seat of Wilson County. Beautiful scenery; all streets paved. Has one of the largest cement manufacturing plants in Southwest.

Residential Features: Has reputation of being a homelike town. Homes mostly of the well-to-do type, has no so-called "lower" section.

Retail Shopping Section: Madison, Monroe, Seventh to Third Sts. Section surrounds public square, upon which court house is situated.

Trading Area: Area of about 18 square miles.

Wholesale Houses: Groceries, 1; Fruits, 1; Hardware, 1; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 7; automobile accessories, 3; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 7; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 4; grocers, 8; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 2; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

## GALENA, KANS.

1920 Population, 4,712.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 98%; Families, 1,316.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 12,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$987,600.32.

Theatres: Moving Pictures, 1. Total number of seats, 700.

Location: On M. K. & T.; Frisco line; Interurban connects with Kansas City Southern and Missouri Pacific Rys. Good interurban service to east and west, and Oklahoma. Located in center of concrete highways connecting with surrounding territory.

Principal Industries: Farming, lead and zinc mining, dairying, fruits.

Manufacturing Establishments, 8. Leading firms, Empire District Elec. Co. power plant, Galena Smelter, Galena Perforating Co.

Residential Features: One-family residences.

Retail Shopping Sec: Main St. is 23 blocks long, extending 20 blocks east and 10 blocks west. Four smaller neighborhood sections with the usual small shops.

Trading Area: 12 miles.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 6; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 1; automobile accessories, 15; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 5; dressmakers, 8; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 7; grocers, 20; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; women's apparel, 4.

## GREAT BEND, KANS.

1920 Population, 6,175.

Native Whites, 94%; Negroes, 2%; Foreign Born, 4%; English Reading, 98%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,303.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, \$2,081,115.12; Savings Banks Deposits Total, \$32,161.20.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On the big bend of the Arkansas River in the geographical center of Kansas. Served by main line of Santa Fe and Mo. Pac. Railroads. Excellent bus service in all directions.

Principal Industries: Flour milling, creameries.

Manufacturing Establishments, 8. Leading firms, Barton County Milling Co., Moses Bros. Milling Co., Walnut Creek Milling Co., Merritt-Schweir Creamery, Grovier-Starr Produce Co.

Special Information: Location of the city makes it the milling center of Kansas. Great Bend grows a fine grade of wheat, and is the wheat shipping center of western Kansas.

Residential Features: Mostly one family houses, private homes predominating.

Retail Shopping Section: Shopping district is built around public square. Several suburban grocerie and filling stations.

Trading Area: Extends 25 miles south and east, and from 50 to 125 west and 30 miles north.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, Creamery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 4; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotel stands), 5; confectioners (including hotel stands), 1; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 3; grocers, 16; hardware, 3; jewelry, 2; meat markets, 5; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 2; women's apparel, 6.

## HUTCHINSON, KANS.

1920 Population, 23,298; 1923, est. 26,798.

City and Suburban Estimate, 125,000.

Native Whites, 91.5%; Negroes, 4%; Foreign Born, 4.5%; Industrial Workers, 22%; English Reading, 94%; Families, 5,836.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,240.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 18.

Banks: National, 2; State, 4; Total Resources, \$12,500,000; Savings Bank Deposits Total, \$650,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: Just southwest of the center of Kansas. Served by Santa Fe Railroad in four directions. Missouri Pacific in two directions. Rock Island in three directions. Arkansas Valley Interurban in one direction, automobile bus service over paved roads in three directions, over hard roads two more directions. Southwestern Kansas can be served economically only from Hutchinson.

Principal Industries: Flour milling, salt mining and refining. Hardware, groceries, motor supplies, steel tanks, galvanized tanks, meat packing.

Manufacturing Establishments: 27. Leading firms, Solvay Process Co., Carey Salt Co., Morton Salt Co., Barton Salt Co., Richard-Scheble Candy Co.

Total value of yearly output of factories estimated at \$26,183,362.

Special Information: Location of the city and the state, and existing railroad connections make Hutchinson the only practical point of distribution for southwestern Kansas, eastern Colorado, northwestern Oklahoma, and northern Texas. There are 49 wholesale jobbing concerns in the city. It is also the wheat, poultry, and cream center of central and western Kansas. More than 100,000 bushels of wheat were handled through Hutchinson last year. Grain receipts approached those of Kansas City, and were greater than receipts of Chicago, St. Louis, or Omaha.

Residential Features: A vast majority of one-family houses. Two industrial districts conveniently located to salt mines and Solvay Process Industries. No tenement houses, few apartment houses. Several restricted residential areas where building is governed by the planning commission.

Retail Shopping Section: Extends from the Court House 12 blocks north, Washington St. and Walnut St. parallel Main St., and are active commercial streets in half of this district. There are three suburban trading districts, with grocery, drug, and general stores.

Trading Area: Extends northwest on the Missouri Pacific 30 miles, with morning trains to Hutchinson and evening trains returning. Northwest on the Santa Fe R.R., and paved roads 36 miles through Great Bend. West on Santa Fe, and hard roads to Stafford, 40 miles. Southwest on the Rock Island to Pratt, 44 miles. East on the Santa Fe and Arkansas Valley Interurban to Halstead, 23 miles. South on the Santa Fe to Kingman, 30 miles.

Wholesale Houses: Groceries, 7; Meats, 2; Fruits, 1; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Confectionery, 3; Motor Supplies, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 7; automobile accessories, 21; automobile tire agencies, 29; bakers, 6; cigar stores and stands (including hotel stands), 14; delicatessen, 6; druggists, 11; dry goods, 5; department stores, 3; electrical supplies, 14; florists, 3; fruits, 4; furniture, 7; garages (public), 35; grocers, 105; hardware, 7; jewelry, 6; meat markets, 69; men's furnishings, 11; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 14; restaurants (including hotels), 20; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 7.

KANSAS (Cont'd)

INDEPENDENCE, KANS.

1920 Population, 11,920. City and Suburban Estimate, 16,000. Native Whites, 90.8%; Negroes, 6.6%; Foreign Born, 2.6%; Industrial Workers, 20%; English Reading, 98%; Families, 3,192. Schools: 9; Number of Pupils, 3,500. Churches: 8. Banks: 6; Total Resources, \$13,200,000. Theatres: 3. Total number of seats, 1,600. Residential Features: One and two family houses. Retail Shopping Section: About six blocks. Trading Area: 15 to 20 miles north and 10 miles south. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 13; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 1; furniture, 4; garages (public), 7; grocers, 45; hardware, 4; jewelry, 4; meat markets, 15; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 8.

IOLA, KANS.

1920 Population, 8,513. City and Suburban Estimate, 9,000. Native White, 98%; Negroes, 2%; Industrial Workers, 25%; English Reading, 99%. Schools: Public Grade, 5; Junior High, 1; Junior College, 1; Number of Pupils, 2,500. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5. Banks: National, 1; State, 3; Total Resources, \$3,000,000; Savings Bank Deposits Total \$150,000. Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,500. Location: 120 miles south of Kansas City on main line of Santa Fe, also M. P. and M. K. T. B. service to towns within 50 miles. Principal Industries: Cement, iron, brick, buttons, overalls, candy, butter, condensed milk. Manufacturing Establishments: 36. Leading firms, Pet Milk Co. Condensary, Lehigh Portland Cement plant, United Iron Works, J. B. Kirk Gas and Smelters, Iola and Union Brick Co., Wheeler Mottier Overall factory, Iola Plant factory, Brownfield-sifers Candy Factory. Total value of yearly output of factories estimated at \$15,000,000. Special Information: Iola being at the junction of two National Highways, enjoys a heavy tourist traffic during the summer. Being the county seat of Allen Co. it gets the trade of a rich agricultural district, which is stabilized by 72 miles of hard surface roads. Iola plant of Lehigh Portland Cement is the second largest west of Mississippi River. Residential Features: Mostly one family houses, owned. Exceptional number of new homes being built, averaging \$4,000. Retail Shopping Section: From Public Sq. one or two blocks in all directions. Trading Area: 21 miles west, 20 south, 25 east and 35 north. Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, Eggs and Poultry, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 12; automobile accessories, 2; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 25; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 20; grocers, 45; hardware, 5; jewelry, 3; meat markets, 40; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 7.

JUNCTION CITY, KANS.

1920 Population, 7,533. City and Suburban Estimate, 15,000. Native Whites, 91%; Negroes, 3%; Foreign Born, 6%; Industrial Workers, 29%; English Reading, 94%; Families, 1,953. Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,150. Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 2; State, 2; Total Resources, \$3,000,000. Theatres: Legitimate, 1; Moving Pictures, 2; Community Auditorium, 1. Total number of seats, 3,000 to 4,000. Location: In central Kansas, between Smoky and Republican Rivers. Served by Union Pac., M. K. & T., and Interurban lines. Also bus service west.

Principal Industries: Agricultural, milling, railroad shops.

Manufacturing Establishments: Leading firms, Hogan Mill and Tyler Mill.

Special Information: Geographical center of America; great wheat section. Considerable jobbing. Adjacent to Fort Riley Army post.

Residential Features: Mostly one and two-family houses. Few apartments.

Retail Shopping Section: Washington St. and side streets from Eleventh St. to Fourth St. Unusually large business section for city this size.

Trading Area: Approximately 20 mile radius. Geary County depends largely on Junction City for merchandise.

Wholesale Houses: Groceries, 2; Fruits, 1; Miscellaneous Lines, 2; Produce, Grain, Mills, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 6; garages (public), 8; grocers, 50; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.

KANSAS CITY, KANS.

1920 Population, 101,177. City and Suburban Estimate, 197,000. Native Whites, 76%; Negroes, 13%; Foreign Born, 11%; Industrial Workers, 40%; English Reading, 90%; Families, 25,009. Schools: Public Grade, 53; High, 4; Junior High, 5; Parochial, 16; Number of Pupils, 27,100. Churches: Baptist, 18; Christian Science, 2; Congregational, 7; Episcopal, 1; Methodist, 17; Presbyterian, 7; Roman Catholic, 16; Miscellaneous, 22. Banks: National, 2; State, 23. Theatres: Moving Pictures, 7; Vaudeville, 1. Location: On Santa Fe, Burlington, Chicago & Alton, Chicago Great Western, Chicago, Milwaukee & St. Paul, Kansas City Southern, Missouri, Kansas & Texas, Missouri Pacific, Chicago, Rock Island & Pacific, Frisco Lines, Union Pacific, and Wahash railroads.

Principal Industries: Peet Bros. Mfg. Co., Procter & Gamble Co., Cudahy Packing Co., Swift & Co., Armour & Co., Wilson Packing Co., Morris & Co., Joseph Baum Packing Co., K. C. Stock Yards, Decorey Creamery, Meyers Sanitary Milk Co., Ismert-Hincke Mfg. Co., K. C. Refining Co., K. C. Soap Co., K. C. Structural Steel Co., Kaw Boiler Works, Kopp Bakery, National Zinc Co., Southwest Milling Co., West Side Machine Works, and many others.

Manufacturing Establishments: Leading firms, K. C. Fibre Box Co., K. C. Packing Co., N. A. Kenned Butter Tub Co., N. E. Strait Mfg. Co., Kelley Cooperage Co., Anderson Compling & Fire Supply Co., Philadelphia Quartz Co., Western Terra Cotta Co., West Side Foundry Co.

Special Information: Sixth in United States in home owners; sixteenth in United States in industries; largest city in the State of Kansas; second in meat packing industry.

Residential Features: Two restricted districts, Westheight Manor and Parkwood.

Retail Shopping Section: Minnesota avenue from 3d to 18th street; Central avenue from 5th to 18th; Kansas avenue from 5th to 10th; Osage avenue from 5th to 7th; Quindaro boulevard from 5th to 27th.

Trading Area: Twenty miles south, west and north.

Wholesale Houses: Groceries, 1; meats, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 35; bakers, 44; confectioners (including hotel stands), 60; delicatessen, 3; druggists, 58; dry goods, 66; department stores, 3; electrical supplies, 15; florists, 14; furniture, 40; grocers, 475; hardware, 59; jewelry, 21; meat markets, 8; men's furnishings, 17; merchant tailors, 29; milliners, 11; opticians, 6; photographers, 15; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 65; shoes, 24; sporting goods, 2; stationers, 2; women's apparel, 10.

LAWRENCE, KANS.

1920 Population, 12,456; 1924 State Report, 15,119. City and Suburban Estimate, 30,000. Native Whites, 78%; Negroes, 14.8%; Foreign Born, 7.2%; Industrial Workers, 6.7%; English Reading, 98%; Families, 3,450. Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,600. Churches: Baptist, 1 White, 3 Negro; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2 White, 2 Negro; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 14. Banks: National, 3; State, 3; Total Resources, \$6,160,453.51; Two Building and Loan Associations with loans of \$600,000. Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Irregular; Miscellaneous (Andi-

toriums, etc.), 4. Total number of seats, 2,900 (Theatres), 5,700 (Other Auditoriums).

Location: On Kansas River, 40 miles west of Kansas City. Served by main line of Atchison, Topeka & Santa Fe, Southern Kansas division of Atchison, Topeka & Santa Fe, main line Union Pacific, Leavenworth-Lawrence branch Union Pacific, Rock Island, Kansas City, Kaw Valley & Western (Interurban—hourly service to Kansas City), bus lines; two K. C.-Topeka; one each to Tonganoxie, Leavenworth and Ottawa.

Principal Industries: Flour and feed mills, straw paper and paper shipping cartons, pipe organs, ice cream, creamery butter, electric power, vinegar, car seats, cigars, brick and tile, horse collars, cannery, printing, foundry and machine shop, candy.

Manufacturing Establishments, 22. Leading firms, Bowersock Milling & Power Co., Lawrence Paper Mfg. Co., Renter Orga Co., Kansas Electric Power Co., Edgar Car Seat Co., Lawrence Brick & Tile Co., Herman Horse Collar Factory, Lawrence Iron Works, Kaw Valley Canning Co., Kaw Valley Creamery, Wiedemann's, Lawrence Sanitary Milk Co., Lawrence Milling & Elevator Co., August Pierson (cigars).

Total value of yearly output of factories estimated at \$10,266,000.

Special Information: The University of Kansas, with more than 5,000 students annually, is located at Lawrence; Haskell Institute (Government Indian School) with 800 or 900 students; Lawrence Business College, with an annual enrollment of 600. Lawrence is the center of a rich agricultural area, in the Kaw Valley. Kaw Valley potatoes are widely known. A large variety of agricultural products are shipped from here. More than 5,000 automobiles and trucks have been registered in this county this year.

Residential Features: Majority of residences are one-family bungalows, cottages and houses. Many large houses in the university district are used as rooming houses. There are also many large fraternity and sorority houses. Also a few apartments and kitchenette flats. The residence sections of Lawrence are for the most part quite pleasing. The average homes range in value from \$5,000 to \$12,000. A few are worth several times that amount. Frat houses range up to \$125,000.

Retail Shopping Section: Extends from north line of South Park (12th street) to Kaw River bridge at 8th street, on Massachusetts street (six blocks). On Vermont street from 6th to 9th (three blocks). New Hampshire street from 6th street to 11th (five blocks). Sixth, 7th, 8th, 9th and 10th streets, each have from two to three blocks of business. Locust street in North Lawrence (five blocks). Second street (one block). Elm street (two blocks). Numerous smaller neighborhood sections.

Trading Area: Most of Douglas County, the southern part of Leavenworth, and Jefferson counties, and points in other adjacent territory.

Wholesale Houses: Groceries, 1 (Grocery carries notion line); Fruits, 2; Miscellaneous Lines, Potatoes, 1; Nurseries, 2; Seeds, 2; Auto Accessories, 1; Brick and Tile, 1; Cigars, 1; Poetry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 7; most groceries, pharmacies and cafes also sell cigars; confectioners (including hotel stands), 9, exclusive; all drug stores and some cafes handle confectionery; dressmakers, 15; druggists, 11; dry goods, 4; department stores, 3; electrical supplies, 9; florists, 5; fruits, 1, exclusive; furniture, 6; furriers, 2; garages (public), 14; grocers, 47; hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 9; men's clothing, 12; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 2, exclusive; radio supplies, 15; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 9; women's apparel, 5.

LEAVENWORTH, KANS.

1920 Population, 16,912. City and Suburban Estimate, 25,000. Native Whites, 78.3%; Negroes, 11.8%; Foreign Born, 9.9%; Industrial Workers, 20%; English Reading, 95%; Families, 4,724. Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 3,200. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 15. Banks: National, 3; State, 2; Total Resources, \$11,500,000; Savings Bank Deposits Total \$2,225,000. Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,300. Location: Leavenworth is located on the bluffs overlooking the Missouri River, in the center of one of the richest agricultural districts in the West. It has eight lines of railroads: the Missouri Pacific, Union Pacific, Santa Fe, Burlington, Rock Island, Chicago, Great Western, L. T., and Kansas City, Leavenworth and Western (Interurban line).

Principal Industries: Furniture, stoves and ranges, ice machines, structural iron and steel, wagons and trailers, road equipment, screens, sashes and doors, mattresses, amusement devices, coal.

Manufacturing Establishments, 55. Leading firms, Great Western Stove Co., Great Western Mfg. Co., Missouri Valley Bridge Co., Parker

Continued on page 76

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KANSAS (Cont'd)

Leavenworth (con't)

Amusement Co., Helmers Furniture Co., Abernathy Furniture Co., Kiepp Furniture Co., National Bedding Co., Goodjohn Sash & Door Co., Fisher Machine Works, Hesse Manufacturing Co., Riverside Mining Co.

Special Information: Fort Leavenworth, established in 1827, occupies 1,800 acres of land adjoining the city on the north. Army service schools for officers located here, also the United States military prison, motor transport shops and federal prison, with 2,800 prisoners.

Residential Features: Mostly one-family houses with a few two-family houses and apartments. Residential section has well paved streets, beautiful shade trees and well-kept lawns.

Retail Shopping Section: Extends from the Missouri river, our east boundary line, west for seven blocks, on three streets, with a number of suburban sections throughout the resident districts.

Trading Area: Extends to about an average of 15 miles east, north and south, and about 25 miles west.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 32; automobile tire agencies, 32; bakers, 11; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 15; dry goods, 7; department stores, 4; electrical supplies, 14; florists, 6; fruits, 4; furniture, 11; garages (public), 9; grocers, 50; hardware, 4; jewelry, 7; meat markets, 10; men's furnishings, 7; men's clothing, 7; milliners, 3; opticians, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 15; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 7.

LYONS, KANS.

1920 Population, 3,000.

Native Whites, 99%; Negroes, 1%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1. Location: On Santa Fe, Mo. Pac. and Frisco Railroads.

Principal Industries: Salt and flour.

Manufacturing Establishments: Leading firms, American Salt Co., Western Salt Co., Lyons Milling Co., Central Kansas Milling Co.

Special Information: 40 cars salt and 10 cars flour daily.

Retail Shopping Section: Main, East and West avenues, Commercial street, 10 blocks.

Trading Area: North 22 miles, south 8, west 14, east 16.

Wholesale Houses: Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 1; florists, 2; furniture, 2; garages (public), 1; grocers, 4; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 3.

MANHATTAN, KANS.

1920 Population, 7,989.

City and Suburban Estimate, 15,000.

Native Whites, 94.5%; Negroes, 2.5%; Foreign Born, 3%; Industrial Workers, 28%; English Reading, 97%; Families, 2,112.

Schools: 9; Number of Pupils, 1,900.

Churches: 6.

Banks: 2; Total Resources, \$2,200,000.

Theatres: 3. Total number of seats, 1,700.

Residential Features: All one family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: About 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 31; hardware, 7; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 6; milliners, 6; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

McPHERSON, KANS.

1920 Population, 5,000.

City and Suburban Estimate, Population of County, 22,000.

Native Whites, 85% Foreign Born, 15%; Industrial Workers, 5%; English Reading, 90%; Families, 1,100.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,110.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 4; Total Resources \$1,873,573.00; Savings Banks Deposits Total, \$300,000.00.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: McPherson is located in the heart of a rich general farming section; is the county seat of McPherson County in the central part of Kansas. Served by the Santa Fe, Rock Island, Union Pacific and Missouri Railroads; also by two transcontinental highways—the National Old Trails Road and the Meridian Highway.

Principal Industries: Agricultural; Milling; Poultry Packing, Printing; Distribution and Shipping of Food and Farm Products.

Manufacturing Establishments: 8. Leading Firms: Wall-Bozalsky Milling Co., Colburn Bros. Milling Co., Interlocking Cement State Silo Co., Sunflower Packing & Produce Co., McPherson Creamery Co., McPherson Ice Co.

Total value of yearly output of factories estimated at \$2,000,000.00.

Special Information: Splendid railway facilities for distributing merchandise to western and central Kansas and eastern Colorado. Also good roads leading out in all directions. Good schools, churches, parks and other civic improvements. Two colleges, making McPherson not only a good commercial center but also a center of education.

Residential Features: Private homes; no tenements; no slums or so-called undesirable element. Most residents own their own homes. Wide paved streets well lighted.

Retail Shopping Section: Practically all concentrated in five blocks on Main street—all lines of business represented. Fine retail stores, well-stocked and with modern buildings and equipment.

Trading Area: Approximately 20 miles in all directions, particularly in dry goods, clothing, and shoes. Not so far for groceries and other food products.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous Lines, Candy, Butter, Ice and Produce; Ice Cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 1; furniture, 3; garages (public), 6; grocers, 12; hardware, 6; jewelry, 4; meat markets, 4; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 3.

NEODESHA, KANS.

1920 Population, 3,943.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 95%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Main line of Frisco System and Missouri Pacific.

Principal Industries: Standard Oil Refining Co., brick manufacturers (2).

Manufacturing Establishments, 3: Standard Oil Co. of Kansas, Verdigris Valley Brick Co., Buff Brick Mfg. Co.

Special Information: A new and recent acquired gas supply adjoining Neodesha, which enables industries to again use gas for manufacturing purposes. It is estimated our present gas production will last for years for domestic and manufacturing consumption.

Residential Features: Mostly one-family houses. Homes average \$5,000 to \$10,000.

Trading Area: Extends for about 10 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger auto. agencies, 3; commercial auto. agencies, 3; auto. accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; garages (public), 8; grocers, 20; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; milliners, 4; opticians, 4; photographers, 2; pianos (and musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 1; stationers, 1; women's apparel, 1.

NEWTON, KANS.

1920 Population, 9,780.

City and Suburban Estimate, 20,000.

Native Whites, 87.5%; Negroes, 2.5%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 98%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,102.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, \$2,521,083.37.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Atchison, Topeka & Santa Fe R. R. and Arkansas Valley Interurban, on branch of Missouri Pacific. At crossing of the Meridian Highway and New Santa Fe Trail. Bus service to nearby towns.

Principal Industries: Milling, R. R. Shops, farming. Three large and one small flour mills. Main line repair shops for the Santa Fe R. R., one creamery, one large ice plant doing local and railroad business, 2 bottling works, one wholesale ice cream factory, 2 wholesale bakeries.

Manufacturing Establishments: Leading firms, Newton Milling & Elevator Co., Goetz Flour Mills, Consolidated Mills, Newton Ice Company, Newton Ice Cream Company.

Special Information: Newton is one of the mining centers of the State, the home of the second largest building and loan association in business in the state. Next to Topeka, Newton has the largest Santa Fe payroll in Kansas. The center of a rich farming community. Newton city water tests higher than any other in the state. Bethel College, a Mennonite school is located at Newton. Newton has paved streets, and natural gas for lights, fuel and power.

Residential Features: Newton appeals to people as a place of residence on account of the excellent water, high grade schools, paved streets and twenty churches.

Retail Shopping Section: Main street from First to Seventh—5 blocks; Broadway from First to Poplar—1 block; Sixth street from Oak to Poplar—2 blocks; Fifth street from Oak to Poplar, 2 blocks.

Trading Area: 30 miles north, 30 miles east, 20 miles west, 15 miles south.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines: Confectionery, 1; Cigars and Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 12; delicatessen, 1; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; garages (public), 14; grocers, 24; hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 4; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 21; shoes, 4; sporting goods, 5; stationers, 3; women's apparel, 5.

NORTON, KANS.

1920 Population, 2,166; 1924, est. 2,680.

City and Suburban Estimate, 10,000.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 2%; English Reading, 98%; Families, 1,600.

Schools: Public Grade, 13; High, 3; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Wesleyan, 1; Episcopal, 1; Methodist, 5; United Brethren, 2; Roman Catholic, 2; Miscellaneous, Christian, 3; Church of God, 1.

Banks: National, 3; State, 8; Total Resources, \$3,500,000.

Theatres: Legitimate, 3; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,500.

Location: On main Colorado-Kansas line, Rock Island, and branch of C. B. & Q. Rys. About equal distance from Kansas City, Omaha, and Denver.

Principal Industries: Agriculture. Standard Oil Co., two wholesale grocers, jobbing house, fruit and vegetable house; Independent Oil Co.

Manufacturing Establishments, 3. Leading firms, Norton Mfg. Co. (header barges and sweep reels), Keshner (road raders), Ambrose (ice cream and butter).

Special Information: Pike's Peak Ocean-to-Ocean Highway, Kansas City-Denver, air-line east and west, and Red Star Highway north and south, are distributing points.

Residential Features: Mostly one-family houses. No tenement section. Owners of homes predominate. Water, climate, church, school and other living conditions are good.

Retail Shopping Section: Extends from public square, 1 mile each direction; 84 blocks paved streets, 15 blocks "White Way." Fine highways make this a trading center for a territory 25 miles in each direction.

Wholesale Houses: Groceries, Jobbers, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 1 (wholesale and retail); fruits, 15; furniture, 2; garages (public), 8; grocers, 8; hardware, 4; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; women's apparel, 1.

OTTAWA, KANS.

1920 Population, 9,018; 1923 State Census, 10,165.

City and Suburban Estimate, 25,000.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 95%; Families, 2,454.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,143.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 2; State, 3; Total Resources, \$4,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: On main transcontinental lines of the Atchison, Topeka & Santa Fe, and Missouri Pacific, is addition to being the terminus of four branch lines covering the local territory. Bus service and motor truck lines augment this.

Principal Industries: Railroad shops, fence, gasoline engines, creameries, printing, crushed rock, brooms, chicken coops.

Manufacturing Establishments, 25. Leading firms, Bennett Creamery Co., Ottawa Mfg. Co., J. V. Mitchell, Ross Crushed Rock Co.

Total value of yearly output of factories estimated at \$2,000,000.

Special Information: In addition to manufacturing, location of the city makes it the outlet for the rich surrounding farm and live stock country.

Residential Features: Mostly private homes. Workmen live in individual houses which they either own, or are paying for. Residential section has broad streets lined with large shade trees.

Retail Shopping Section: Extends for five blocks along main street with slight side street extensions. This is supplemented by neighborhood market and grocery stores, and a small retail district at Main and Logan streets.

Trading Area: Includes Franklin County principally, and extends about 20 miles in all directions, in a circle. Extends farther to the southwest, and is narrowed on the north by the Lawrence trading territory.

Wholesale Houses: Groceries, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 20; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 22; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; garages (public), 6; grocers, 36; hardware, 5; jewelry, 4; meat markets, 17; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 22; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 12.

PARSONS, KANS.

1920 Population, 16,028.

City and Suburban Estimate, 40,000.

Native Whites, 87.7%; Negroes, 8.4%; Foreign Born, 3.9%; Industrial Workers, 33%; English Reading, 94%; Families, 4,022.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 3,990.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Christian, 3.

Banks: National, 2; State, 4; Total Resources, \$3,850,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,600.

Location: Southern part of Kansas, 30 miles northeast of Coffeyville on M. K. & T. E. R. and Frisco Lines.

Principal Industries: Railroad shop, foundries, flour mills, bottling works, packing plants, truck bodies, dye works.

Manufacturing Establishments: 27.

Total value of yearly output of factories estimated at \$4,851,000.

Residential Features: Bungalows and one and two family frame houses. A few apartment houses.

Retail Shopping Section: 3 blocks on Broadway, 10 blocks on Main street, 3 blocks on 18th street.

A-No. 1

That's the Neodesha Daily Sun No Negroes; no foreigners

Kansas is a good field for the national advertiser. Neodesha is one of the best towns in Kansas. The home of the Standard Oil Co. (Kansas), largest refinery in west; railroad division point; dairy industry; small industries.

NEODESHA DAILY SUN

Neodesha, Kansas CHAS. P. BEEBE, Ed. and Mgr.



KANSAS (Cont'd)

vertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 31; hardware, 7; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

PITTSBURG, KANS.

1920 Population, 18,052. City and Suburban Estimate, 51,000. Native Whites, 77%; Negroes, 3%; Foreign Born, 20%; Industrial Workers, 75%; English Reading, 80%; Families, 5,500. Schools: Public Grade, 2,860; High, 960; Junior High, 650; Parochial, 1,200. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2. Banks: National, 3; State, 3; Total Resources, \$7,662,000; Savings Bank Deposits Total \$7,000,000. Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 8,100. Location: Kansas City Southern, Mo. Pac., Santa Fe, Frisco, Joplin and Pittsburg Elec. Principal Industries: Coal mining, machinery, railroad shops, brick, tile and pottery, printing, furniture, publishing and book binderies, candy manufacturers. Manufacturing Establishments: 74. Leading firms, Pittsburg Boiler & Machine Co., United Iron Works, Dickey Tile Works, Pittsburg Paving Brick Co., Metropolis Brick Co., Deckard Steel & Iron Co., Pittsburg Clay Products Co., Kansas City Southern Ry. Shops and coal mines. Special Information: Pittsburg is located in the center and is a trading point for 26 farming and mining towns of a population ranging from 100 to 3,500 and all connected by interurban, or good roads. Residential Features: Mainly one family houses, four large apartment houses, several small ones. Private homes predominate. Fine residential section in southwest corner of city. Kansas State Teachers College located here, with annual enrollment of 6,000. Retail Shopping Section: Extends for 15 blocks on Broadway, the principal business street. Locust street parallels Broadway and has a large number of business houses. Three outlying districts with usual neighborhood stores. Trading Area: 20 miles in each direction. Intermittent business from greater distances. Center of 125 miles interurban and bus lines. Hard roads in all directions. Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 4; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Plumbing, Barber, Notions, Candy (3). Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 11; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; delicatessens, 7; dressmakers, 20; druggists, 10; dry goods, 30; department stores, 3; electrical supplies, 10; florists, 2; fruits, 12; furniture, 14; furriers, 1; garages (public), 14; grocers, 125; hardware, 7; jewelry, 6; meat markets, 50; men's furnishings, 13; men's clothing, 13; merchant tailors, 5; milliners, 5; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 21; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 17.

PRATT, KANS.

1920 Population, 5,111. City and Suburban Estimate, 5,200 (1924 estimate). Native Whites, 90%; Negroes, 7%; Foreign Born, 3%; Industrial Workers, 16%; English Reading, 98%; Families, 1,363. Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,420. Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 1; State, 2; Total Resources, \$2,930,773.12; Savings Bank Deposits Total, \$179,008.39. Theatres: Motion Pictures, 2; Miscellaneous (Auditoriums, etc.); Total number of seats, 2,523. Location: In south central Kansas. Division point on Chi. Rock Island & Pacific, 276 miles southwest of Kansas City. Terminal of A. T. & Santa Fe Wichita Branch, Wichita North-western. On Atlantic-Pacific highway and

Cannon-ball route. Bna service to chief cities of southwestern Kansas. Principal Industries: Railroad Shops (Yearly payroll \$829,480.72). Flour Milling, Agriculture, Dairying, Poultry, Livestock and State Fish Hatcheries. Manufacturing Establishments: 3. Leading firms, Pratt Flour Mills, Kaufman Creamery, Pratt Ice Company. Total value of yearly output of factories estimated at \$1,365,000. Special Information: 1924 Wheat Crop just harvested 4 million bushels. Estimated acreage now ready for 1925 wheat crop 250,000 acres. 1924 corn crop 1 1/2 to 2 million bushels. The city being in the center of an agricultural district and division point on the Rock Island makes labor traffic heavy. Kansas State fish hatcheries are located here. Department stores here draw trade from as far as 60 miles distant. Residential Features: A city of private home almost in its entirety. A few workmen's tenements. The youth of the city makes all of the homes comparatively new. The average value of residences is \$4,000. Retail Shopping Section: Extends for seven blocks along Main street. Jackson and Ninnescah parallel Main and are business streets for the first six blocks. Small stores are found in the Mexican and Negro sections. Trading Area: Extends for over 50 miles south and west—28 miles north—and about 25 miles east. Wholesale Houses: Southwestern Produce Co., Pratt Poultry & Egg Co., Pratt Ice Company. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial agencies, 1; automobile accessories, 9; automobile tire agencies, 1; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 8; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; grocers, 22; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 2; sporting goods, 3; stationers, 5; women's apparel, 6. See announcement column 4.

SALINA, KANS.

1920 Population, 15,065; 1923, est. 16,801. City and Suburban Estimate, 25,000. Native Whites, 80.7%; Negroes, 0%; Foreign Born, 6.3%; Industrial Workers, 15%; English Reading, 94%; Families, 3,786. Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,273. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6. Banks: National, 2; State, 2; Total Resources, \$6,500,746; Savings Bank Deposits Total, Building and Loan Association, \$2,000,000. Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), Memorial Hall. Total number of seats, 6,900. Location: Salina is located near the center of the state in the Smoky Hill Valley, 187 miles west of Kansas City, and is served by the Union Pacific, Missouri Pacific, Santa Fe, Rock Island, and Sallina Northern railroads. Principal Industries: Flour mills, farm implements, automobiles, packing house products, groceries, hardware, candy, dairy products, metal products, brick and tile. Manufacturing Establishments, 23. Leading firms, Lee Flour Mill, Robinson Mills, Shellabarger Mills, Western Star Mills, Butzer Packing Co., Salina Candy Co., Wyatt Mfg. Co., Cement Products Co., Metal Products Co., Salina Brick and Tile Co. Total value of yearly output of factories estimated at \$20,000,000. Special Information: Salina, located, as it is, makes it the distributing point (wholesale and retail) for central and northwestern Kansas. Salina is the third largest city in the state, and eleventh in the United States. It is one of the largest cities in the northwest part of the state, a section of high per capita wealth and low illiteracy. Residential Features: Salina's residential district is made up almost entirely of one-family houses. There are two apartments and two family houses. Salina does not have an exclusive residential section. The working-class district is well built up, with small modern homes having all the conveniences supplied to other sections of the city. Many of these homes are owned by the occupants. Retail Shopping Section: Located in the center of the city, Santa Fe Ave. being the principal business street with three 800-ft. blocks; 5th and 7th paralleling Santa Fe Ave. with two 800-ft. blocks each, and Iron Ave. crossing the above streets with three blocks of retail business. Suburban stores, principally groceries, are located in all parts of the city. Trading Area: Extends about 150 miles west, 80 miles north and northeast, 60 miles east and 40 miles south. Considerable trade is also secured from a greater distance, in all directions. Towns in 125 miles east, Hutchinson 80 miles southwest and Wichita 108 miles southeast. Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 4; Hardware, 1; Miscellaneous Lines, Auto Accessories, 3; Plumbing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), total, 22; exclusive, 3; drug stores, 12; smokers, 7; confectioners (including hotel stands), 2; candy shops, 12; druggists, 12; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 3; furniture, 7; garages (public), 12; grocers, 48; hardware, 6; jewelry, 5; meat markets, 4; men's clothing, 14; merchant tailors, 4; milliners, 8; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 7; hotels (12 residential); shoes, 3; sporting goods, 3; stationers, 3; women's apparel, 3.

TOPEKA, KANS.

1920 Population, 50,022. City and Suburban Estimate, 60,000. Native Whites, 83%; Negroes, 8%; Foreign Born, 9%; Industrial Workers, 33%; English Reading, 97%; Families, 13,030. Schools: Public, 33; High, 6; Junior High, 4; Parochial, 4; Number of Pupils, 16,500. Churches: Baptist, 11; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 18; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 19. Banks: National, 4; State, 9; Total Resources, \$33,559,000; Savings Bank Deposits Total, \$4,000,000. Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 13,000. Location: On the Kaw River, 67 miles west of Kansas City, in one of the richest agricultural sections of the state. Is served by the Santa Fe, Union Pacific, Rock Island and Missouri Pacific railroads. Has motor stage lines to all nearby towns. Principal Industries: Flour milling, railroad shops, butter and ice cream, machine shops, bakery products, poultry and meat packing. Manufacturing Establishments, 160. Leading firms, Beatrice Creamery Co., Road Supply & Metal Co., Curtis, Towle & Payne, Perfection Metal Prod. Co., Hall Lithograph Co., Crane & Co., Santa Fe Railroad shops. Total value of yearly output of factories estimated at \$45,707,711. Special Information: The location of Topeka makes it an ideal city for big conventions because of the railroad facilities. It is the capital of the state, and possesses many historical places of interest. It is the headquarters of the Santa Fe R.R., with large office buildings, locomotive and car shops. Has extensive poultry packing plant. Residential Features: Fine residential city. Has a very large percentage of home owners, with a limited number of apartment houses. The homes in the better part of the city will average from \$5,000 to \$7,000. Retail Shopping Section: Extends from 4th to 10th St. on Kansas Ave., and on all side streets for one block, both east and west. There are several "neighborhood" sections with the usual groceries, meat markets, etc. Trading Area: Extends about 30 miles east, 40 miles south, 50 miles west and 35 miles north. Considerable outside business comes to Topeka because of good railroad facilities, and bar-surfaced roads in every direction. Wholesale Houses: Groceries, 7; Meats, 4; Fruits, 4; Hardware, 1; Miscellaneous Lines, Bakeries, 6; Ice Cream, 6. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 20; bakers, 16; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 24; delicatessens, 8; dressmakers, 21; druggists, 72; dry goods, 11; department stores, 6; electrical supplies, 14; florists, 9; fruits, 5; furniture, 29; furriers, 2; garages (public), 24; grocers, 177; hardware, 22; jewelry, 14; meat markets, 29; men's furnishings, 16; men's clothing, 32; merchant tailors, 29; milliners, 7; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 8; radio supplies, 11; restaurants (including hotels), 52; shoes, 44; sporting goods, 3; stationers, 3; women's apparel, 21.

WELLINGTON, KANS.

1920 Population, 7,048. Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 28%; English Reading, 96%; Families, 1,837. Schools: Public Grade, 5; High, 1; Junior High, 1. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 2; State, 1; Total Resources, \$2,542,570.68; Bank Deposits Total, \$2,331,147.94. Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500. Location: On Santa Fe and Rock Island railroads; 126 miles of paved roads in immediate vicinity. Principal Industries: Milling, Railroads, Farming. Manufacturing Establishments, 5. Leading firms, Hunter Milling Co., Wellington Mill & Elevator Co., Liance Mills, Wellington Ice Plant, Wellington Soda-Pop Factory, Wellington Broom Factory.

Residential Features: One and two-story residences, mostly home-owned. Home Foundation assists prospective home owners in building houses. Retail Shopping Section: Washington Ave., 5 blocks, with one block east and west on cross streets, Eighth, Seventh, Harvey, and Lincoln. Trading Area: Fifteen miles north, 15 miles east, 25 miles south and 30 miles west. Wholesale Houses: Groceries, 1 (branch); Fruits, 1; Miscellaneous Lines, Jeweler, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 3; grocers, 22; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 1.

WICHITA, KANS.

1920 Population, 72,217; 1924, est. 108,458. City and Suburban Estimate, 117,762 (Sedgewick County). Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 12%; English Reading, 90%; Families, 18,500. Schools: Public Grade, 17; High, 2; Junior High, 3; Parochial, 5; Fairmont College, 3 Business Colleges, Friends University, Miscellaneous, 10; Number of Pupils, 17,000. Churches: Baptist, 6; Christian Science, 2; Congregational, 4; Episcopal, 3; Hebrew, 2; Methodist, 14; Presbyterian, 7; Roman Catholic, 2; Christian, 8; Miscellaneous, 22. Banks: National, 4; State, 15; Total Resources, \$5,470,850; Savings Bank Deposits Total, \$41,250,780. Theatres: Legitimate, 3; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Municipal Forum. Total number of seats, 20,000. Location: Wichita is located in Sedgewick County, Kans., and its territory embraces one of the richest parts of Kansas and Oklahoma. Its transportation facilities comprise a network of railroads reaching every point in the southwest, viz.: the Santa Fe, Rock Island, Frisco, Missouri Pacific, Midland Valley and Orient. Wichita is also served by the A. V. I. Interurban Ry. and the Laird Aeroplane Line. Principal Industries: Flour milling, meat packing, oil refining, specialty manufacturing, gasoline lamps, steel tanks, work clothing, agriculture implements, brick, tile, incubators, wind-mills, gas mantles, automobile tires, tanneries, strawboard, printing, furniture, and railroad shops. Manufacturing Establishments, 350. Leading firms, The Coleman Lamp Co., Clear Vision Pumps Co., Derby Oil Co., Cudaby Packing Co., Dold Packing Co., Red Star Milling Co., Laird Aeroplane Co., Ralston Broom Factory, Western Iron & Foundry Co., Zona Toilet Co., Bridgeport, Machine Co., Johnson-Larimer Dry Goods Co. Total value of yearly output of factories estimated at \$200,000,000. Special Information: Wichita is a leading broom-corn market and a flour milling center. It has clean streets and little smoke because fuel oil and gas are used. Few business failures have been reported in the past 5 years. Population is almost 100% American and 97% white. Handless cash grain business annually of more than \$150,000,000. Near center of Kansas and northern Oklahoma oil fields, and live stock shipping point. Wholesale center for big area in southern Kansas and northern Oklahoma. Excellent transportation and hotel services make Wichita ideal convention city. Residential Features: Mostly one and two-family houses. Federal census of 1920 shows that 54% of the people of Wichita own and occupy their own homes. Residential sections are protected against "light" and "heavy" in-

Continued on page 78

4 Million Bushels of Wheat + \$900,000 Annual Payroll = PRATT, KANSAS A city of 5,344 population (1924 figures) with a trade territory of 38,000—In the heart of the Kansas wheat belt—a Rock Island division point—all covered by The Daily Tribune (Only daily in Pratt County) It covers The Field Completely.

**KANSAS (Cont'd)**

**Wichita (con't)**

dustries by zoning ordinance. While majority of residences are of "hungalow" type, street after street is lined with more costly and ornate homes. The more expensive homes are located in College Hill and Elverside sections.

**Retail Shopping Section:** Extends from Main and Douglas (which forms heart of business section and terminal for trolley and bus lines) for 20 blocks on E. Douglas Ave., 11 blocks on W. Douglas Ave., 8 blocks on N. Main St., 3 blocks on S. Main St. William, First and Second are business streets running parallel to Douglas Ave. and extends for six blocks. Water, Market, Lawrence, Topeka, Emporia and St. Francis are business streets running parallel to Main St. and extends for 3 blocks both ways from Douglas Ave., also 5 outlying retail business sections and several smaller "neighborhood" sections.

**Trading Area:** Extends to a radius of about 25 miles in all directions. Intermittent business is secured from people living at a greater distance because of the fine railway, trolley and bus service.

**Wholesale Houses:** Groceries, 8; Meats, 5; Fruits, 6; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Auto Accessories, 2; Shoe Findings, 2; Millinery, 2; Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 26; commercial auto. agencies, 11; automobile accessories, 89; automobile tire agencies, 37; bakers, 23; cigar stores and stands (including hotels), 52; confectioners (including hotel stands), 262; delicatessen, 15; dressmakers, 88; druggists, 70; dry goods, 24; department stores, 7; electrical supplies, 21; florists, 8; fruits, 200; furniture, 39; furriers, 2; garages (public), 72; grocers, 352; hardware, 23; jewelry, 24; meat markets, 112; men's furnishings, 26; men's clothing, 20; merchant tailors, 21; milliners, 17; opticians, 18; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 231; shoes, 33; sporting goods, 8; stationers, 4; women's apparel, 11.

**WINFIELD, KANS.**

1920 Population, 7,923.

City and Suburban Estimate, 8,500.

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 4%; English Reading, 100%; Families, 2,165.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: County seat of Gowley County, in south central portion of state. Served by Santa Fe system, with 3 lines and 22 passenger trains per day. Also by the Mo. Pacific and Frisco railroads.

Principal Industries: Butter, sheet metal articles, flour, oil and gas.

Manufacturing Establishments, 18. Leading firms, The A. Skirworth Provision Co., Gott Mfg. Co., Seymour Packing Co., Ice & Cold Storage Co., Consolidated Mills.

Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Educational center, besides regular public schools with more enrolled in high school than in grades. Two colleges of liberal arts, \$5,000,000 worth of creamery butter manufactured and \$1,000,000 of fancy poultry packed annually, besides shipping millions of eggs.

Residential Features: Small residential homes and cottages, modest but beautiful. Half of street mileage paved. Fine parks and beautiful shade trees, 200 houses built last year, over 100 now in course of construction.

Retail Shopping Section: Extends east and west on 9th Ave., from 1 to 3 blocks; north and south on Main St., each way, 4 to 5 blocks. Also numerous suburban and residential sections. Grocers, etc., widely scattered.

Trading Area: A radius of 12 to 20 miles, north, west and east, and 5 to 10 south.

Wholesale Houses: Groceries, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 3; furniture, 3; garages (public), 9; grocers, 30; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 7; merchant tailors, 1; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 5.

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# Space Buyers' Guide to Daily Newspaper Markets of KENTUCKY

## ASHLAND, KY.

1920 Population, 14,729; 1923, 25,120.  
City and Suburban Estimate, 100,000. Using ABC suburban limits.  
Native Whites, 97%; Negroes, 2.80%; Foreign Born, .20%; Industrial Workers, 30%; English Reading, 99%; Families, 5,021.  
Schools: Public Grade, 3,580; High, 576; Junior High, 490; Parochial, 300; Number of Pupils, 4,946.  
Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 3; Total Resources, \$9,712,000; Savings Bank Deposits Total \$1,203,500.  
Theatres: Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 3,500.

Location: On the Ohio River at the mouth of the Big Sandy River. On main line of C. & O., and terminal of the Big Sandy Div. and Lexington divisions of this line. N. & W. main line and B. & O. Junction with C. & O. three miles from this city at Kenova, W. Va. River makes transportation very heavy.

Principal Industries: Iron and steel and their products, coal by-products, leather, fire-brick and common brick, lumber.

Manufacturing Establishments: 14. Leading firms, American Rolling Mill Co., Ashland By-Products Coke Co., Ashland Leather Co., Ashland Fire Brick Co., Ashland Steel Co., Norton Iron Wks., Van Sant-Kitchen Lumber Co.

Special Information: Ashland is located at the mouth of the Big Sandy Valley, one of the richest coal, oil and gas regions of American Rolling Mill Co., has recently completed a plant costing \$13,000,000. The fact that coal and iron can reach the city at a minimum transportation cost has caused the rapid growth of the city and surrounding territory.

Residential Features: Wide paved and shady streets contain mostly one family houses of three classes. About 30% workingmen's homes, averaging \$2,500 to \$3,500. Second class, about 3% average \$5,000 to \$6,000, and remaining 2% are beautiful homes in newly made subdivisions, costly from \$8,000 to \$20,000.

Retail Shopping Section: Winchester Ave. for 18 blocks east and west contains most of the retail section. Greenup Ave. parallel and to the north has 4 squares of retail section and contains practically all of the wholesale houses.

Trading Area: North to Greenup 13 miles, east to Coal Grove, Ohio, 2 miles, west to Morehead 50 miles and south to Prestonsburg 50 miles is A. B. C. suburban radius. This is practically the trading area, except that much trade is drawn from the Big Sandy Valley to the south, including Pikeville and Jenkins. This is true because of the funnel-shaped valleys, the only outlet is through Ashland.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous Lines: Drugs, 1; Boots and Shoes 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 20; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 42; delicatessen, 3; dressmakers, 5; druggists, 12; dry goods, 12; department stores, 4; electrical supplies, 13; florists, 3; fruits, 7; furniture, 7; garages (public), 12; grocers, 80; hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 20; men's clothing, 20; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 18; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 12.

## BOWLING GREEN, KY.

1920 Population, 11,800.  
City and Suburban Estimate, 16,500.  
Native Whites, 75%; Negroes, 23%; Foreign Born, .2%; Industrial Workers, 1,200; Families, 2,850.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,500.  
Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Total Resources, \$5,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,750.

Location: L. & N. R. R.  
Principal Industries: Agricultural, oil asphalt, limestone, handle factory, cigar factory, re-handling tobacco houses and stemmeries, packing house, flour mills, oil fields of county yield more than \$1,000,000 annually.

Residential Features: Mostly one family homes, majority owned.

Retail Shopping Section: Approximately 8 blocks, with usual neighborhood stores.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; Dry Goods and Novelties, 7; Meats, 1; Fruits, 1; Hardware, 2; Miscellaneous Lines, Candy 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 22; automobile tire agencies, 12;

bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 2; druggists, 9; dry goods, 7; department stores, 6; electrical supplies, 2; florists, 5; fruits, 2; furniture, 6; garages (public), 10; grocers, 140; hardware, 6; jewelry, 3; meat markets, 3; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 13; shoes, 1; sporting goods, 2; stationers, 4; women's apparel, 3.

## COVINGTON, KY.

1920 Population, 57,000. Estimated, 1924, 65,000.  
City and Suburban Estimate, 70,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 20%; English Reading, 98%; Families, 18,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 16.

Churches: Baptist, 9; Episcopal, 3; Hebrew, 1; Methodist, 12; Presbyterian, 4; Roman Catholic, 12; Miscellaneous, Reformed, 1; Disciples of Christ, 4; Lutheran, 1; Protestant, 3; Protestant Missions, 3.

Banks: National, 3; State, 8; Total Resources, \$22,000,000.

Theatres: Moving Pictures, 9; Vandeville, 4; Miscellaneous (Auditoriums, Halls, etc.), 15. Total number of seats, 18,000.

Location: On main line of Louisville & Nashville, Chesapeake & Ohio, Cincinnati Southern Rys.

Principal Industries: Iron, cigars, soap machinery, boilers, bronze, safes, locks, cordage.

Manufacturing Establishments: 8. Leading firms, Stewart Iron Works, U. S. Motor Truck Co., Keiselett X-ray Mfg. Co. (largest in the world), Honston-Stanwood and Gambell (ball world), Lovell-Buffington Tobacco Co., Michaels Art Bronze Co.

Total value of yearly output of factories estimated at \$35,000,000.

Special Information: Latonia race track; St. Mary's Cathedral (exact copy of Notre Dame, Paris, France), 680 acre natural park, Reilly Dixie's Gateway, new improved roads from the south are rapidly giving Covington the greater part of the northern Blue Grass country's business.

Residential Features: Second most densely populated city in the United States. No residential districts being opened, just outside city limits on west and south. Beautiful hilltop sites. Will eventually come into city on account water, gas, etc.

Retail Shopping Section: Scott St. from 3rd to 7th; Madison Ave. from 4th to 11th; Pike St. from Madison to Main; 5th St. from Scott to Madison; 7th St. from Scott to Madison.

Trading Area: 40 miles south, 8 miles east and 30 miles west.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 22; cigar stores and stands (including hotels), 28 plus 50 stands in groceries, confectioneries, etc.; confectioners (including hotel stands), 115; delicatessen, 4; dressmakers, 52; druggists, 35; dry goods, 35; department stores, 2; electrical supplies, 7; florists, 11; fruits, 7; furniture, 16; furriers, 1; garages (public), 32; grocers, 223; hardware, 15; jewelry, 7; meat markets, 89; men's furnishings, 16; men's clothing, 9; merchant tailors, 25; milliners, 15; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 20; restaurants (including hotels), 24; shoes, 19; sporting goods, 3; stationers, 5; women's apparel, 19.

## DANVILLE, KY.

1920 Population, 5,000.  
City and Suburban Estimate, 7,500.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 100%; Families, 1,500.

Schools: Public Grade, 3; High, 1; Junior High, 2; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: 36 miles s. s. w. of Lexington in Boyle Co. on So. Ry. and C. N. O. & T. P.

Principal Industries: Agriculture, live stock, tobacco, wheat, 2,000 railroad shop men and other railroad employees, Education center with Centre College, Ky. College for Women and Ky. School for the Deaf. Large ice and coal Co. and one of the largest laundry and dry cleaning companies in the South.

Manufacturing Establishments: Flour mills, soap factory, two lumber companies, gas mask factory, printing.

Special Information: Located in Blue Grass section of the state, richest farm and grass land in the world.

Residential Features: Modern residences with beautiful lawns costing from \$3,000 to \$75,000. Number of apartment houses and small section

with tenements for railroad and other workmen. Private homes predominate.

Retail Shopping Section: Main street 6 blocks, principal section, although there are many business houses on other streets and near railroad station.

Trading Area: 25 miles in all directions, as Danville is the largest city in this section of the state.

Wholesale Houses: Groceries, 2; Dry Goods, 1; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 2; furniture, 3; furriers, 1; garages (public), 5; grocers, 16; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 1; sporting goods, 4; women's apparel, 4.

## FRANKFORT, KY.

1920 Population, 9,280.  
City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 95%; Families, 3,900.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,740.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources, \$7,740,623.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 1,800.

Location: North side of the river, C. & O., L. & N. P. & C. and L. & A. Rys. Bus and interurban to all central Kentucky, also to Louisville, 65 miles west of Frankfort. Steamboats to coal fields in eastern Ky. and west to Louisville connecting with Ohio River.

Principal Industries: Shoes, chairs, gloves, rope and twine, printing.

Manufacturing Establishments: 10. Leading firms, Hoge-Montgomery Shoe Co., Frankfort Chair Co., Frankfort Glove Co., Kentucky River Mills, Frankfort Lbr. Co., Banning Lbr. Co., Elevator Coal Co.

Total value of yearly output of factories estimated at \$3,500,000.

Special Information: Being the State Capitol makes it the objective point of tourists and the meeting place of many fraternal orders and other organizations over the state. River (Kentucky) makes good coal and lbr. business. Tobacco center.

Residential Features: Cottages and bungalows, apartment houses growing, although there are more private homes. Many old historic houses of great note.

Retail Shopping Section: 3 blocks Main street, 3 blocks St. Clair street, 3 blocks Broadway, 2 blocks Ann street with usual neighborhood groceries.

Trading Area: 20 miles west, 15 miles north, east and south.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, Shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 20; druggists, 7; dry goods 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 50; hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 6; sporting goods, 3; stationers, 3.

## FULTON, KY.

1920 Population, 3,415.  
City and Suburban Estimate, 6,000.

Native Whites, 80%; Negroes, 20%.

Schools: 5; Number of Pupils, 1,100.  
Churches: 4.

Banks: 3; Total Resources, \$1,870,000.  
Theatres: 2; Total number of seats, 700.

Residential Features: One family houses.  
Retail Shopping Section: Four blocks in center of town.

Trading Area: Fourteen miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 11; dressmakers, 25; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garments (public), 8; grocers, 30; hardware, 6; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 5; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous

musical instruments), 3; radio supplies, 1; restaurants (including hotels), 7; shoes, 8; sporting goods, 1; stationers, 1; women's apparel, 3.

## HENDERSON, KY.

1920 Population, 12,169; 1924, 16,000.  
Native Whites, 78.4%; Negroes, 20.3%; Foreign Born, 1.3%; Industrial Workers, 20%; Families, 6,788.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 3,476.

Churches: Baptist, 11; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, \$6,610,993.27.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,200.

Location: On the Ohio River L. & N. R. R. south and west, L. H. & St. L. east and west. The Ohio River is now equipped with locks and dams affording a steady 9 foot stage of water making river transportation available at all times.

Principal Industries: Coal mining and tobacco-rehabilitating the most important industries. Others being buggy manufacturing, furniture, cotton, milling, nicotine plant, grain and flour, pickling plant, brick and tile works, box and baskets, cigar factory.

Manufacturing Establishments: 41. Leading firms, Deiker Bros. Mfg. Co., Consolidated Textile Corp., H. J. Heinz Co., Klemmeyer-Klutey Brick and Tile Works, Anderson Box and Basket Co., Henderson Elev. Co., American Nicotine Co.

Special Information: Henderson has a large export trade in dark tobacco.

Residential Features: Mostly one family homes.

Retail Shopping Section: 2 blocks on Main, 2 on Second, 2 on First and 1 on Elm streets.

Trading Area: East 17 miles, south 59, southwest 43, north 6.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Miscellaneous Lines, Chero-Cola plant.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 8; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 1; dressmakers, 20; druggists, 11; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 14; garages (public), 10; grocers, 73; hardware, 6; jewelry, 4; meat markets, 21; men's furnishings, 5; men's clothing, 6; merchant tailors, 1; milliners, 10; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 24; shoes, 11; sporting goods, 2; stationers, 2; women's apparel, 12.

## HOPKINSVILLE, KY.

1920 Population, 9,696.  
City and Suburban Estimate, 20,000.

Native Whites, 67%; Negroes, 33%.

Schools: 7; Number of Pupils, 1,350.  
Churches: 8.

Banks: National, 4; Total Resources, \$4,500,000.

Theatres: 3; Total number of seats, 1,500.  
Residential Features: One and two family houses.

Retail Shopping Section: About 10 blocks in center of city.

Trading Area: Radius 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 22; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 2; fruits, 3; furniture, 7; garages (public), 10; grocers, 54; hardware, 8; jewelry, 3; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 9; milliners, 11; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 13; sporting goods, 1; stationers, 2; women's apparel, 3.

## LEXINGTON, KY.

1920 Population, 41,394.  
City and Suburban Estimate, 292,000.

Native Whites, 68%; Negroes, 27%; Foreign Born, .5%; Families, 12,507.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 7,064.

Churches: Baptist, 17; Christian Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 27.

Banks: National, 4; State, 4; Total Resources, \$30,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 8,632.

Location: In central Ky. 87 miles south of Cincinnati and 84 miles east of Louisville. So. L. & N. and C. & O. Ry. The center of electric lines serving 5 of the principal towns of cen-

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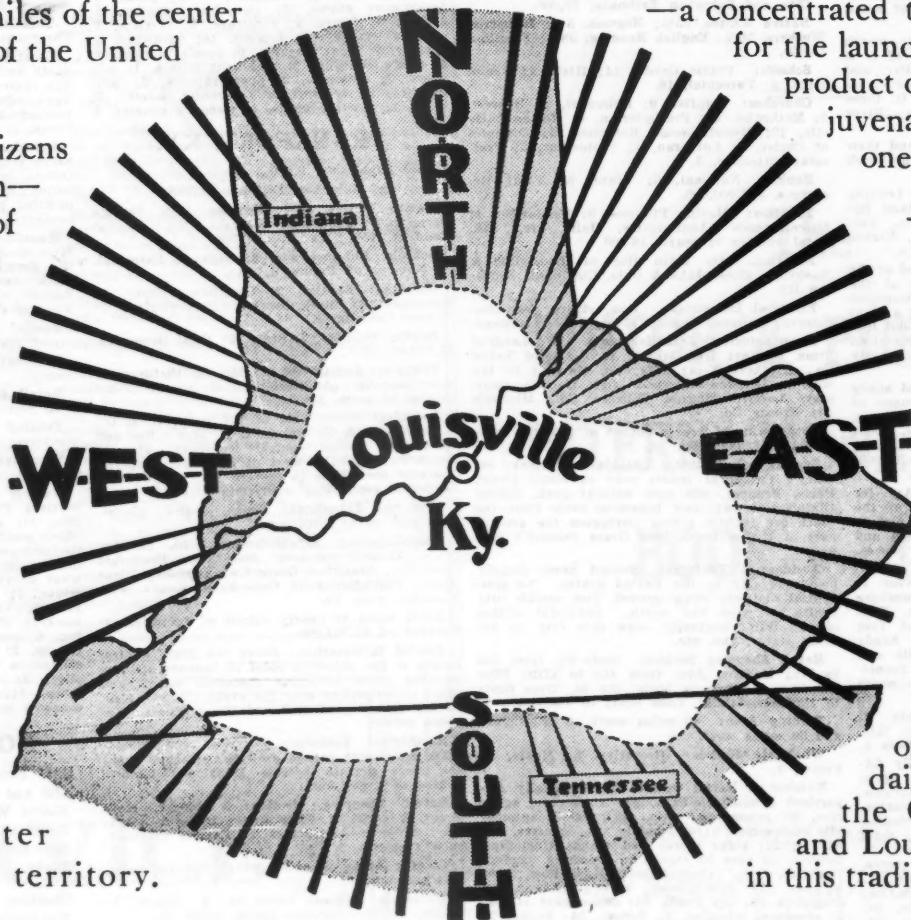
# LOUISVILLE

Where the North, South, East and West blend into the  
KEY CITY OF AMERICA'S POPULATION

—Within 80 miles of the center of population of the United States.

93% of its citizens are native born—where 29.3% of the homes are owned by the occupants.

Louisville ranks sixth among the cities of the United States in direct line railroad service and is the supply city and distributing center for a wide territory.



—a concentrated testing market for the launching of a new product or the sales rejuvenation of an old one.

—2,240,000 people who are easy to reach.

Economy and effectiveness of complete advertising coverage at one low cost, 124,849 circulation for 22 cents. 98.29% of the combined daily circulation of the Courier Journal and Louisville Times is in this trading zone.

National advertisers familiar with these facts are wisely turning to Louisville and to these newspapers for immediate action

## The Courier-Journal and LOUISVILLE TIMES

Morning, Evening and Sunday Combined

rank 10th in National Advertising in comparison with the other big newspapers of the country. Combined daily circulation, 124,849, Sunday, 90,185

Our merchandising department can assist the manufacturer to promote the sale of his commodity in this closely linked territory. Let us tell you how Maxwell House Coffee became the leader in this territory in less than four years.

Represented Nationally by The S. C. Beckwith Special Agency

**KENTUCKY (Cont'd)**

**Lexington (cont)**

tral Ky. and well organized bus service from all other towns in trading territory.

**Principal Industries:** Oil refining, flour milling, tobacco refining and conditioning; candy, cigar manufacturing, brick.

**Manufacturing Establishments:** 98. Leading firms: Great Southern Refining Co., Lexington Rolling Mills, Kentucky Tobacco Refining Co., American, Liggett and Myers and R. J. Reynolds Co., leaf departments; Lexington Candy Mfg. Co., Lexington Brick Mfg. Co., John C. Guy Cigar Co., Lexington Brewing Co.

**Special Information:** Center of the Blue Grass region and horse breeding industry. World's largest tobacco market. Headquarters of Burley Tobacco Growers' Co-Operative Marketing Assn. (100,000 members). Approximate yearly sales, \$75,000,000. Seat of University of Kentucky, Transylvania Society and other educational institutions. Principal outlet and location of offices for rich eastern Kentucky coal, oil and timber interests.

**Residential Features:** City of private homes. Five prominent sub-divisions built up in last 10 years, 5 more now building. Restrictions \$3,000 to \$10,000 homes. High per cent homes owned.

**Retail Shopping Section:** Main street, 8 blocks; Short street, parallel to Main, 5 blocks. All cross streets connecting these and extending one block other side of Main street toward wholesale district. Also several small outlying sections.

**Trading Area:** North and West 30 miles, 60 miles east, 50 miles south and 100 miles southeast on two branches of L. & N. R. R.

**Wholesale Houses:** Groceries, 7; Meats, 4; Fruits, 4; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, 20.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 30; commercial auto. agencies, 9; automobile accessories, 10; automobile tire agencies, 11; bakers, 10; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 31; delicatessen, 7; dressmakers, 87; druggists, 8; dry goods, 9; department stores, 6; electrical supplies, 9; florists, 6; fruits, 8; furniture, 12; furriers, 1; garages (public), 57; grocers, 150; hardware, 12; jewelry, 12; meat markets, 19; men's furnishings, 5; men's clothing, 8; merchant tailors, 6; milliners, 14; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 62; shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 12.

**LOUISVILLE, KY.**

1920 Population, 234,891.

City and Suburban Estimate, 608,948.

**Native Whites, 75.1%; Negroes, 17.1; Foreign Born, 7.8%; Industrial Workers, 18%; English Reading, 99.9%; Families, 79,000 (including New Albany and Jeffersonville).**

**Schools:** Public Grade, 74; High, 5; Parochial, 43; Number of Pupils, 60,000.

**Churches:** Baptist, 80; Christian Science, 2; Congregational, 1; Episcopal, 16; Hebrew, 2; Methodist, 52; Presbyterian, 26; Roman Catholic, 38; Miscellaneous, 59; Colored Churches, 5.

**Banks:** National, 4; State, 10; Total Resources, \$112,000,000; Savings Bank Deposits Total \$23,168,000 (164,846 accounts).

**Theatres:** Legitimate, 1; Moving Pictures, 29; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

**Location:** On Ohio River, served by L. & N., I. C., Penna., Big Four, Southern, C. & O. Ry., B. & O., Monon, Henderson, Interstate Public Service to Indianapolis.

**Principal Industries:** Bath tubs, farming implements, flour mills, railroad shop, soap factory, furniture, hardwood, wagons, men's clothing, auto bodies, ice and refrigerating machines, hickory handles, tin foil.

**Manufacturing Establishments:** 775. Leading firms, Standard Sanitary Mfg. Co., L. & N. shops, Van Camp Co., B. F. Avery Co., Mengel Co., Kentucky Wagon Works, Ballard Flour Mills, Belknap Hdwe. Mfg. Co., Inman Furn. Co., Wood Mosaic Co., Vogt. Mfg. Co., Turner, Day and Woolworth Co., U. S. Tin Foil Co.

**Total value of yearly output of factories estimated at \$318,000,000.**

**Residential Features:** Louisville is a city of homes, has only 2,764 apartment houses.

**Retail Shopping Section:** Fourth street from Main to Broadway, Market street from Hancock to Seventh, Jefferson, Walnut, Gathrie and Chestnut from 3rd to 5th. Neighborhood sections Bardstown Road, Shelby street, Preston 18th, Parkland and Portland.

**Trading Area:** 90 miles in Kentucky and 55 miles in southern Indiana.

**Wholesale Houses:** Groceries, 19; Meats, 8; Fruits, 16; Hardware, 4; Dry Goods, 8.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 47; commercial auto. agencies, 16; automobile accessories, 83; automobile tire agencies, 35; bakers, 103; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 98; delicatessen, 32; dressmakers, 224; druggists, 183; dry goods, 153; department stores, 6; electrical supplies, 22; florists, 42; fruits, 48; furniture, 52; furriers, 8; garages (public), 37; groceries, 931; hardware, 65; jewelry, 62; meat markets, 62; men's furnishings, 41; men's clothing, 18; merchant tailors, 69; milliners, 52; opticians, 22; photographers, 32; pianos (and miscellaneous musical

instruments), 11; radio supplies, 14; restaurants (including hotels), 140; shoes, 80; sporting goods, 4; stationers, 6; women's apparel, 31.

**MADISONVILLE, KY.**

1920 Population, 5,030; present, 8,000.

City and Suburban Estimate, 15,000.

**Native Whites, 80%; Negroes, 20%; Industrial Workers, 50%; English Reading, 100%; Families, 2,000.**

**Schools:** Public Grade, 3; High, 1; Number of Pupils, 1,172.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Miscellaneous, 1.

**Banks:** National, 1; State, 3; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,250.

**Location:** In the heart of west Kentucky coal field at junction of L. & N., I. C. and M. H. & B.

**Principal Industries:** Coal mining, Madisonville being in the center of the famous west Kentucky field. Farming, the city being surrounded by a fertile farming territory.

**Manufacturing Establishments:** 3. Leading firms, branch factory of American Cigar Co., West Kentucky Coal Co., Hart Coal Corp., Reinecke Coal Mining Co.

**Special Information:** In addition to splendid railroad facilities, Madisonville has an abundance of water and electric power, and growing rapidly. A live Chamber of Commerce and Kiwanis Club now negotiating with several large manufacturers looking towards locating here. Local mines have been bought by West Kentucky Coal Co., capitalized at \$15,000,000, and large developments are imminent.

**Residential Features:** One family houses predominate although there are a number of two family homes and quite a few apartments. Homes rented by workmen are for the most part well kept and a rapidly growing Building and Loan Association is conducting a successful home ownership campaign.

**Retail Shopping Section:** Centers about a court square, extending 1 block south on Main street, 1 block north on Main street, 2 blocks east on Center and 2 blocks west on Center, also 1 block on Sugg street, which branches off Main. Neighborhood groceries dot the town.

**Trading Area:** 25 miles in every direction, served by railroads and bus lines in three directions and a railroad interurban service. City has no competitor of any size as a shopping center and is drawing from a constantly widening area as roads are improved.

**Wholesale Houses:** Groceries, 2; Fruits, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 19; bakers, 21; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 1; dressmakers, 16; druggists, 4; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 1; fruits, 1; furniture, 6; garages (public), 7; grocers, 68; hardware, 4; jewelry, 2; meat markets, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 1; stationers, 1; women's apparel, 2.

**MAYFIELD, KY.**

1920 Population, 8,000.

City and Suburban Estimate, 10,500.

**Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 90%; English Reading, 100%.**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Colored Grade, 1; Colored High, 1.

**Churches:** Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Church of Christ, 2.

**Banks:** National, 2; State, 1.

**Theatres:** Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

**Location:** On Illinois Central Ry.

**Principal Industries:** Pants manufacturing, tobacco.

**Manufacturing Establishments:** 2. Leading firms, Mayfield Woolen Mills.

**Special Information:** Large loose leaf tobacco market. Independent and Association marketing handle approximately 20,000,000 pounds of tobacco per year.

**Residential Features:** Mostly one family houses. Section devoted to colored.

**Retail Shopping Section:** Broadway, south, 5, 6, 7, 8, 9; north 5, 6, 7, 8, 9.

**Trading Area:** 40 miles.

**Wholesale Houses:** Groceries, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 6; furniture, 6; garages (public), 8; grocers, 51; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 3.

**MAYSVILLE, KY.**

1920 Population, 6,107.

City and Suburban Estimate, 10,000.

**Native Whites, 80%; Negroes, 20%.**

**Schools:** 7; Number of Pupils, 1,468.

**Churches:** 4.

**Banks:** 3; Total Resources, \$5,500,000.

**Theatres:** 2; Total number of seats, 800.

**Residential Features:** One and two family houses.

**Retail Shopping Section:** Six blocks center of town.

**Trading Area:** About 10 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 19; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 40; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 9; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 4.

**OWENSBORO, KY.**

1920 Population, 21,060.

City and Suburban Estimate, 100,000.

**Native Whites, 16,016; Negroes, 4,212; Foreign Born, 832; Industrial Workers, 1,872; English Reading, 90%; Families, 4,680.**

**Schools:** Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

**Churches:** Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 10; Colored, 11.

**Banks:** National, 2; State, 3; Total Resources, \$10,002,276.50.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 4,950.

**Location:** On Ohio River, 115 miles west of Louisville and 40 miles east of Evansville. I. C., L. & N. and L. H. & St. L.

**Principal Industries:** Auto bodies, buggies and delivery wagons, wheels for light vehicles, stock feed, forgings, harness, etc. Farm and log wagons, gray castings, flour and cereal mills, chairs, electric lamps, cigars and tobacco.

**Manufacturing Establishments:** 51. Leading firms, Anglo-American Mill Co., Owensboro Wagon Co., F. A. Ames Co., Owensboro Ditcher and Grader Co., Owensboro Wheel Co., Owensboro Sewer Pipe Co.

**Residential Features:** Mostly one family houses. No segregation of working men's homes. Negroes segregated in two districts. Many beautiful homes in suburbs.

**Retail Shopping Section:** Second street 7 blocks, Frederica 4; Third 3; St. Ann 2.

**Trading Area:** 50 miles south, 25 east and 25 west.

**Wholesale Houses:** Groceries, 5; Meats, 1; Fruits, 3; Hardware, 1; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 10; bakers, 4; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 29; druggists, 17; dry goods, 10; department stores, 5; electrical supplies, 2; florists, 4; fruits, 12; furniture, 14; garages (public), 4; grocers, 115; hardware, 3; jewelry, 7; meat markets, 10; men's furnishings, 7; men's clothing, 6; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 8; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 7.

**PADUCAH, KY.**

1920 Population, 24,735; in 1923, 32,850.

**Native Whites, 76.2%; Negroes, 22.6%; Foreign Born, 1.2%; Industrial Workers, 6,978%; English Reading, 94%; Families, 6,430.**

**Schools:** Public Grade, 10; High, 2; Junior High, 1; Number of Pupils, 4,798.

**Banks:** National, 2; State, 2.

**Theatres:** Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

**Location:** On Ohio and Tenn. Rivers. I. C., C. B. & Q., N. C. & St. L. Steamers services to Ohio, Tenn. and Cumberland Rivers. Bus service to many points.

**Principal Industries:** I. C. shops, shoes, hosiery, hardwood, rope and cordage, shipyards, textile, machinery.

**Manufacturing Establishments:** 78. Leading firms, International Shoe Co., American Cigar Co., Southern Textile and Machine Co.

**Total value of yearly output of factories estimated at \$19,951,000.**

**Special Information:** Largest retail, wholesale and manufacturing city in Kentucky west of Louisville. Best distributing point in state because of waterways and railroads.

**Residential Features:** Mostly one and two story houses, beautiful residences, and several apartment houses. Building going on rapidly.

**Retail Shopping Section:** Broadway, Jefferson street and Kentucky avenue 7 blocks on each.

**Trading Area:** 50 miles, including western Kentucky, southern Illinois and western Tennessee. Paducah is the center of this shopping district, being connected by water, bus and railroads.

**Wholesale Houses:** Groceries, 5; Meats, 4; Fruits, 2; Dry Goods, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 11; automobile accessories, 9; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; druggists, 22; dry goods, 36; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 19; garages (public), 15; grocers, 111; hardware, 5; jewelry, 6; meat markets, 23; men's furnishings, 12; men's clothing, 7; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 22; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 7.

**RICHMOND, KY.**

1920 Population, 5,688.

City and Suburban Estimate, 7,500.

**Native Whites, 65%; Negroes, 35%.**

**Schools:** 4; Number of Pupils, 1,650.

**Churches:** 5; Total Resources, \$5,000,000.

**Theatres:** 2; Total number of seats, 1,000.

**Residential Features:** One and two family houses.

**Retail Shopping Section:** Four blocks in center of town.

**Trading Area:** Radius about 18 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; garages (public), 12; grocers, 21; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 2; sporting goods, 2; stationers, 4; woman's apparel, 5.

**WINCHESTER, KY.**

1920 Population, 8,333, 1924 9,100.

City and Suburban Estimate, 11,000.

**Native Whites, 66%; Negroes, 33%; Foreign Born, 1%; Families, 2,500.**

**Schools:** Public Grade, 2; High, 2; Parochial, 1; number of pupils, 1,909.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; First Christian, 3; Miscellaneous, 11.

**Banks:** National, 2; State, 3; Total Resources, \$6,778,074; Savings Bank Deposits Total \$1,763,000.

**Theatres:** Moving Pictures, 1; Total number of seats, 250.

**Location:** Center of Clark County. C. & O., L. & N. Trunk line, L. & E., and W. & L. Rys. Good bus service to surrounding towns.

**Principal Industries:** Harvesters, hardwood flooring, banquet tables, tobacco hogheads, bottling works.

**Manufacturing Establishments:** 5. Leading firms, Kentucky Flooring Co., McCormick Bros. Harvesters, Tomlinson's banquet tables and tobacco hogheads, Watson's bottling works, two wholesale lumber mills.

**Special Information:** Intersection of Midland and Dixie "A" highways and National Trails. Outlet to eastern Kentucky coal and oil fields.

**Residential Features:** Private homes, mainly, with large lawns.

**Retail Shopping Section:** Main street 5 blocks, Lexington avenue 3 blocks, Broadway 3 blocks, around Court House Square. Neighborhood stores.

**Trading Area:** Clark County. Intermittent business from eastern Kentucky points, over 100 traveling men make Winchester their headquarters.

**Wholesale Houses:** Groceries, 2; Hardware, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 12; druggists, 7; dry goods, 8; electrical supplies, 3; florists, 1; fruits, 8; furniture, 6; garages (public), 15; grocers, 13; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 5; women's apparel, 6.

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LOUISIANA Daily Newspaper Markets in Standard Surveys

ALEXANDRIA, LA.

1920 Population, 17,510.

City and Suburban Estimate, 30,000.

Native Whites, 54%; Negroes, 42%; Foreign Born, 4%; Industrial Workers, 20%; English Reading, 85%; Families, 5,112.

Schools: Public Grade, 5; High, 2; Parochial, 4; Number of Pupils, 5,173.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 4; Total Resources, \$11,946,162.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: Served by T. & P., Mo. Pac., and A. & A. L. R. & N. S. P., C. R. 1. & P., and A. & W. Bus service for passengers to every important town and city in main highways within radius of 60 miles, also to Baton Rouge, Monroe and Lake Charles. Freight truck service to towns within radius of 60 miles.

Principal Industries: Saw mills for pine and hardwood; cotton oil mills; foundries and machine shops; mineral oil refinery; broom handles, tatum powder, brick, building materials and railroad repair shops.

Manufacturing Establishments: 110. Leading firms, Ferd. Brenner Lumber Co., Red River Oil Co., Enterprise Lumber Co., N. O. Boiler Works.

Annual output, \$10,000,000.

Special Information: Headquarters for oil well drilling machinery, developing oil wells in central and northern Louisiana. Five gravel companies supply gravel from pits within 40 miles of this city. Because Alexandria is the hub of good roads system of the state, many conventions meet here annually. 33 wholesale houses and many foreign firms warehouse and distribute their products from here.

Residential Features: Chiefly a city of private homes. There are a few apartment houses, both of rebuilt and modern type. Residential development is greatest on west side of the city. Value of homes range from \$2,500 to \$50,000 and in some cases more.

Retail Shopping Section: Third St., 6 blocks; Second St., 4 blocks; Lee St. (colored section), 4 blocks; Gould Ave. (poorer section), 5 blocks. Business section extends from Beauregard to Lee, Front to Fifth, and Jackson St. to Tenth.

Trading Area: Retail trade area extends within a radius of 40 to 50 miles, because of excellent motor bus service, truck delivery service and excellent highways. A number of communities are located in this area, which only affects a small part of the general trade, such as dry goods, groceries, etc.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 18.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; delicatessen, 3; druggists, 21; dry goods, 14; department stores, 6; electrical supplies, 3; florists, 2; fruits, 4; furniture, 2; furriers, 1; garages (public), 3; grocers, 23; hardware, 2; jewelry, 4; meat markets, 17; men's furnishings, 12; men's clothing, 12; merchant tailors, 4; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 9.

BATON ROUGE, LA.

City and Suburban Estimate, 42,000.

Native Whites, 65%; Negroes, 35%; Foreign Born, few; Industrial Workers, 15%.

Schools: Public Grade, 9; High, 3; Junior High, 2; Parochial, 5; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 1; State, 2; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$12,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6.

Location: On east bank of Mississippi River, about 140 miles from Gulf, V. & M. V. R. R., Gulf Coast Lines, So. Pac., L. R. & N., Baton Rouge, Hammond & Eastern, Texas & Pacific R. R. Water transportation by Mississippi, Warrior Service Co. and Bradford Transportation Co.

Principal Industries: Standard Oil Co. of La., foundries, box factories, lumber mills, rice mills, brick, veneering plant, chemical plant.

Manufacturing Establishments, 40. Leading firms, S. O. Co. of La., Istrouma Foundry, R. R. Sash & Door Co., H. R. Rice Mill, McCarrall Lumber Co., C. C. Meugel Co., Texas Chemical Co.

Special Information: Location makes it the gateway for the great southwestern territory of Southern Louisiana, Texas and Oklahoma. It is a deep sea port for water transportation from the north and northeast as far as the Pittsburgh steel district. Also a wholesale center for southern and western Louisiana.

Residential Features: Mostly family homes with fine suburban residential districts. Average value \$2,500 to \$4,000, many higher priced.

Retail Shopping Section: Extends the entire length of 3rd St., 9 blocks on Main, 2 on Laurel.

3 on Florida, 3 on Convention, 2 on No. Boulevard, with several outside districts.

Trading Area: 50 miles in a circle.

Wholesale Houses: Groceries, 8; Meats, 2; Fruits, 2; Hardware, 3; Miscellaneous Lines, Jewelry, Ice Cream, Confectionery Ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 12; automobile accessories, 15; bakers, 8; cigar stores and stands (including hotel stands), 33; druggists, 25; dry goods, 30; department stores, 10; electrical supplies, 8; florists, 1; fruits, 25; furniture, 11; garages (public), 35; grocers, 300; hardware, 8; jewelry, 3; meat markets, 34; men's furnishings, 5; men's clothing, 5; merchant tailors, 17; milliners, 3; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 34; shoes, 9; sporting goods, 10; stationers, 3.

CROWLEY, LA.

1920 Population, 6,280.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 50%; Families, large number of French.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 650.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3 negro.

Banks: National, 1; State, 2; Total Resources, \$2,750,000; Savings Bank Deposits Total, \$275,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 2,000.

Location: So. Pac. Gulf Coast Line, T. & P.

Principal Industries: Rice and products.

Manufacturing Establishments, 10. Leading firms: 5 rice mills located here. Large number of machinery company headquarters with branch houses.

Special Information: A breakfast food factory making "Rice-O-La" made of rice is a new industry and is gaining a wide reputation.

Residential Features: Residential section made up of bungalows and cottages, with some fine houses. Practically all own homes. Very few renters. Negro section in one part of the city. Value of homes in residential section \$5,000 to \$20,000.

Retail Shopping Section: Practically all on main street, Parkerson Ave.

Trading Area: 15 miles, except from the south we draw from 20 to 30 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; fruits, 5; furniture, 2; garages (public), 5; grocers, 8; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; merchant tailors, 2; milliners, 3; opticians, 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

LAFAYETTE, LA.

1920 Population, 7,855; uow 10,000.

City and Suburban Estimate, 30,841.

Native Whites, 64%; Negroes, 35.1%; Foreign Born, .9%; Industrial Workers, 18%; English Reading, 59.3%; Families, 6,044.

Schools: Public Grade, 13 White, 4 Colored; High, 6 White; Junior High, 1 White; Parochial, 4; Number of Pupils, 6,691.

Churches: Baptist, 1 White, 1 Colored; Episcopal, 1.

LAKE CHARLES, LA.

1920 Population, 13,088.

City and Suburban Estimate, 17,825.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 50%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Colored, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 2; Total Resources, \$19,080,520. Two trust companies. R. & L. Assn. Assets over \$1,300,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,900.

Location: On the Calcasieu River and on Lake Charles in southwest Louisiana, about 30 miles air-line from the Gulf. On the main line Southern Pacific System, 219 miles west of New Orleans. Lake Charles is the closest possible outlet on the Gulf coast to the Great Originating Territory of the Central West, being only 697 miles from St. Louis, 741 miles from Kansas City and 925 miles from Omaha, and on a one line rail haul. Served by Mo., Pac., K. C. Southern and three branch lines.

Principal Industries: Sawmilling, woodworking, shipbuilding plants, building materials, brick plants, heading plant, rice mills, feed plants,

feuce factories, mattress factories, sulphur by-products plant, oil refinery and numerous smaller institutions. Caldeu Parish has been a pioneer in the good roads movement and Lake Charles is the hub of the 800 mile system of surfaced roads and is on the Old Spanish Trail and Gulf Coast Highway.

Manufacturing Establishments: Lake Charles has just perfected arrangements with the U. S. Government to dredge a 30-foot channel to the Gulf, making Lake Charles a port, and at the present time has large connections with the Sabine River on the west, and east to the Mississippi River via International Canal, which inland waterway when completed will connect the Mississippi River with the Rio Grande River.

Special Information: Gum, ash, pecan and pine woods are available for the manufacture of furniture, crates and boxes, and wagon and truck bodies. Raw materials for the manufacturer of paper from both wood pulp and rice straw pulp, also for corrugated board containers and allied industries.

Residential Features: Mostly one-family homes, many with spacious grounds.

Retail Shopping Section: Fourteen blocks on Ryan St.

Trading Area: 30 mile radius.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 41; automobile tire agencies, 15; bakers, 10; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 15; delicatessen, 14; dressmakers, 7; druggists, 12; dry goods, 21; department stores, 2; electrical supplies, 4; florists, 4; fruits, 14; furniture, 7; furriers, 1; garages (public), 5; grocers, 123; hardware, 5; jewelry, 5; meat markets, 24; men's furnishings, 8; men's clothing, 31; merchant tailors, 10; milliners, 18; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 42; shoes, 3; sporting goods, 7; stationers, 2; women's apparel, 21.

MONROE, LA.

1920 Population, 13,000. (At present 18,000.)

City and Suburban Estimate, 25,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 90%; Families, 4,500.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National 1; State, 2; Total Resources, \$12,000,000; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,000.

Location: In Central North Louisiana on the Ouachita River. Served by Vicksburg, Shreveport & Pacific R. R., Mo. Pac. R. R., Monroe & Little Rock R. R., Ark., La. & Mo. R. R. Excellent bus service to all parts of the State.

Principal Industries: Carbon black, pulp and paper, lumber, staves, automobile spokes, cotton gins, cotton compresses, cottonseed oil and glass.

Manufacturing Establishments, 80. Leading firms, Brown Paper Mill Co., So. Carbon Co., Consolidated Carbon Corporation. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Location of the city on edge of extensive gas field, producing 80% of the world's carbon black. Located on the Ouachita River, the only navigable river west to the Mississippi River, making Monroe, La., the distributing point for a large territory in Louisiana and Arkansas.

Residential Features: Mostly one and two family homes. A considerable number of three and four-family apartments now being built. Private homes predominate. One of the finest private residential sections of any city in the State.

Retail Shopping Section: Covers that portion in the center of the city extending from the banks of the Ouachita River eastward 7 blocks along De Sird St., and for two blocks north and south. There is one small outlying retail business section in the southern part of the city near the Missouri Pacific Railway system with the usual grocery, confectionery, eating and small shops.

Trading Area: Extends for a radius of about 30 or 40 miles in all directions. Considerable business is secured from people living at a greater distance on account of good bus service.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 1; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 12; druggists, 18; dry goods, 31; department stores, 5; electrical supplies, 3; florists, 2; fruits, 12; furniture, 4; furriers, 1; garages (public), 12; grocers, 115; hardware, 8; jewelry, 3; meat markets, 21; men's furnishings, 12; men's clothing,

ing 12; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 11; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 7.

NEW ORLEANS, LA.

1920 Population, 387,210.

City and Suburban Estimate, 525,000.

Native Whites, 67%; Negroes, 28%; Foreign Born, 6.7%; Manufacturing Workers, 10%; Families, 85,188.

Schools: Public Grade, 102; High, 6; Parochial, 66; Number of Pupils, 104,000.

Churches: Baptist, 110; Christian Science, 2; Congregational, 5; Episcopal, 18; Hebrew, 6; Methodist, 42; Presbyterian, 18; Roman Catholic, 63; Miscellaneous, 34.

Banks: National, 1; State, 8; Total Resources, \$252,469,741; Savings Bank Deposits Total, \$49,821,431.

Theatres: Legitimate, 2; Moving Pictures, 54; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 85,000, estimated.

Location: Between Lake Pontchartrain (an arm of the Gulf of Mexico) and the Mississippi River, from the mouth of which it is 110 miles; 12 main line railroads: I. C., So. Pac., T. & P., Y. & M. V., L. & N., Southern, Gulf Coast Lines, Mo. Pac. and Louisiana Ry. and Nav. Co.; 90 steamship lines to all world ports.

Principal Industries: Manufacturing wash suits, sugar refining, vegetable oil refining, mineral oil refining, syrup canning, seafood packing, rice milling and cotton goods making, candy, lumber manufacturing, rope making, furniture.

Manufacturing Establishments: 2,000.

Special Information: Second port in U. S. in value of foreign commerce; leading oil, steel, gasoline, banana and mohogany. The equipment of the port of New Orleans is valued at over \$100,000,000, and makes it one of the model ports of the world. Financial center of the south. No other city in the U. S. can compare with New Orleans in romantic interest, because of its age, picturesque Mardi Gras activities and the quaint customs of its Creole inhabitants.

Residential Features: The area of New Orleans is 196 square miles and has made tenement dwelling or crowding unnecessary. One story, double cottages house most of the working classes. The middle classes live in two-story frame residences with large yards. Apartment houses not as popular as in northern cities. New suburb subdivisions developing rapidly.

Retail Shopping Section: Center—Canal St. 15 blocks from river to Claiborne Ave., St. Charles St., a lateral connection with Canal, 10 blocks, devoted to men's shops; Baronne St. 6 blocks, furniture and women's shops; Royal St. 10 blocks, antique shops and perfumery; Magazine St., 60 blocks, connecting Canal with uptown sections, dotted with cheap stores; Rampart St. and Dryades—the Bowery of New Orleans—30 blocks; Frenchman St. 15 blocks, the shopping center for Creole New Orleans.

Trading Area: North 50 miles; east and west 100 miles. The area is larger than usual, because of other large city is near New Orleans and the immediate vicinity of the city is marsh land and water. Two interurban lines and five bus lines now connect the city with towns to the west within a radius of 100 miles.

Wholesale Houses: Groceries, 27; Meats, 9; Fruits, 63; Hardware, 13; Dry Goods, 20; Miscellaneous Lines, 230.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 70; commercial auto. agencies, 2; automobile accessories, 64; automobile tire agencies, 31; bakers, 117; cigar stores and stands (including hotels), 85; confectioners (including hotel stands), 98; delicatessen, 10; dressmakers, 470; druggists, 225; dry goods, 120; department stores, 11; electrical supplies, 45; florists, 70; fruits, 115; furniture, 100; furriers, 16; garages (public), 45; grocers, 1,774; hardware, 94; jewelry, 101; meat markets, 185; men's furnishings, 18; men's clothing, 70; merchant tailors, 132; milliners, 33; opticians, 23; photographers, 33; pianos (and miscellaneous musical instruments), 11; radio supplies, 5; restaurants (including hotels), 243; shoes, 128; sporting goods, 7; stationers, 25; women's apparel, 80.

RUSTON, LA.

1920 Population, 3,389.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%; English Reading, 85%; Families, 745.

Schools: 3; Number of Pupils, 1,430.

Churches: 4.

Banks: 2; Total Resources, \$1,500,000.

Theatres, 2. Total number of seats, 700.

Location: Sixty-five miles east of Shreveport on Rock Island and V. S. & P. R.R.'s.

Principal Industries: Agriculture, lumber, fire clay and lignite.

Residential Features: One and two-family homes.

Retail Shopping Section: Six blocks on Railroad Ave., also part of Trenton Ave.

Trading Area: Radius of 10 miles.

Wholesale Houses: Groceries, 3; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile

# Space Buyers' Guide to Markets of LOUISIANA and MAINE

## LOUISIANA (Cont'd)

accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), dressmakers, 11; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; furniture, 5; garages (public), 9; grocers, 2; hardware, 6; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 3.

## SHREVEPORT, LA.

1920 Population, 43,874.  
City and Suburban Estimate (June, 1924), 72,000.  
Native Whites, 57.1%; Negroes, 39.9%; Foreign Born, 3%; Industrial Workers, 12.54%; English Reading, 94%; Families, 11,729.  
Schools: Public Grade, 23; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 8,140.  
Churches: Baptist, 30; Christian Science, 2; Episcopal, 1; Hebrew, 4; Methodist, 17; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 12.  
Banks: National, 4; State, 6.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 2.  
Total number of seats, 10,100.  
Location: Shreveport located in the northwest part of State in the Parish of Caddo and is at the head of navigation on Red River. Elevation 251 ft. Largest manufacturing city and distributing point within a radius of 200 miles. On two national highways, Jefferson Highway and the Dixie Overland. Served by 8 railroads with 12 outlets; 70 motor buses are operated on hourly schedules in and out of Shreveport, for 65 miles in every direction. Has 52 passenger trains daily.  
Principal Industries: Largest glass center in the southwest. Lumber, gas, oil, fertilizers, oil well supplies, machine shops, cottonseed oil, oil refineries, chemicals, heavy hardware.  
Manufacturing Establishments, 133. Leading firms, W. K. Henderson Iron Works & Supply Co., U. S. Sheet & Window Glass Co., Continental Flat Glass Co., Southern States Bottling Co., Meridian Fertilizer Co., Shreveport Fertilizer Works, Virginia-Carolina Chemical Co., Victoria Lumber Co., Frost-Johnson Lumber Co., Peavy-Byrne Lumber Co., Allen Lumber Mfg. Co., Pelican Well Tool & Supply Co., Shreveport Producing & Refining Corp., Louisiana Oil Refining Corp., Caddo-Central Oil Refining Corp. Total value of yearly output of factories estimated at approximately \$32,600,000.  
Special Information: Center of large combined oil, lumber and agricultural section. Has enjoyed largest growth during time of the oil depression. Building permits for 1923 were \$9,467,382, which included 1,419 new homes. Total volume of business for 1923, \$1,633,000,000. At head of navigation on Red River; 150,000 bales cotton produced in Shreveport immediate territory last year, with cash value of \$25,000,000. Has 13 oil refineries. Is lumber center of the South and Southwest; 75,000 cars of lumber handled annually. Biggest glass manufacturing center in South with four large glass factories and three wholesale glass houses. Through train service to New York City.  
Residential Features: Shreveport stands 5th in home ownership in the U. S. Most of working people own their homes; 1,419 new homes built during 1923. Shreveport is divided into four residential sections, with the recent divisions of beautiful Broadmoor, subdivision, in the Fairfield Section and South Highlands are some of the most beautiful homes in the South. Is noted throughout the South for its lovely homes?  
Retail Shopping Section: The principal retail streets are Milam and Texne Sts. from Spring to Common Sts.; Marshall St. from Travis to Crockett; McNeil St. from Travis to Crockett; Edwerde and Louisiana Sts. from Travis to Crockett, and Common St. from Texas to Crockett, a total of 24 blocks in the immediate downtown section. Texas Ave. from Common St. to the K. O. S. crossing is almost entirely a retail street, as is Marshall St. from Crockett to Stoner Ave., a total number of 23 blocks.  
Trading Area: Shreveport's retail shopping area covers a territory extending approximately 50 miles in each direction. In addition to 52 passenger trains daily that furnish a complete service for retail shoppers, a local transit company operates 72 buses daily in and out of Shreveport, coming the territory from tea to 65 miles in every direction.  
Wholesale Houses: Groceries, 11; Meats, 5; Fruits, 5; Hardware, 5; Dry Goods, 3; 94 wholesale houses, including 4 wholesale paper, 2 furniture, 3 glass, etc.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 12; automobile accessories, 18; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotels), 65; confectioners (including hotel stands), 50; delicatessen, 42; dressmakers, 25; druggists, 41; dry goods, 42; department stores, 7; electrical supplies, 5; florists, 7; fruits, 56; furniture, 26; furriers, 1; garages (public), 14; grocers, 337; hardware, 12; jewelry, 10; meat markets, 52; men's furnishing, 11; men's clothing, 11; merchant tailors, 27; milliners, 15; op-

ticsiana, 7; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 107; shoes, 18; sporting goods, 7; stationers, 5; women's apparel, 42.

## Standard Surveys of MAINE

### AUGUSTA, ME.

1920 Population, 14,114.  
City and Suburban Estimate, 45,000.  
Negroes, 25 people; Foreign Born, 3,500; English Reading, 13,400; Families, 3,419.  
Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 2,825.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 1; State, 4; Total Resources, \$29,270,207; Savings Bank Deposits Total, \$21,857,185.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,900.  
Location: On west bank of Kennebec River and on main line of Maine Central R. R. in summer time steamers of Augusta, Gardiner and Boothbay Steamboat Co. connect with points down the river and on seacoast. These carry passengers and freight. Augusta is the head of navigation. Coal barges have ample water and are continual callers.  
Principal Industries: Cotton mills, boots and shoes, shirt factory, paper, pulp and lumber manufacturing. Augusta is the capital of the State and the site of the big Maine State hospital for the insane. At the State House alone nearly 400 people are employed. The patient population of the hospital is 1,100. Collector of Internal Revenue for Maine also has his offices here with his full force.  
Manufacturing Establishments, 10. Leading firms: Edwards Manufacturing Co., cotton goods; L. A. Crossett Co. and Capital City Corporation, manufacturers of boots and shoes; Augusta Lumber Co., lumber products; Hume-Newhall Co., lumber and doors, window and cabinet work; N. M. Mayehoff Co., manufacturers of Goodwill machinery; Webber Auto Electric Service, automobile batteries.  
Residential Features: Great majority of houses are single family and a very fair percentage owned. No apartment houses as such; many families have one small apartment in home which is rented. Several tenement houses of small size near Edwards Mill. City covers territory with many residents in rural section.  
Retail Shopping Section: Within past year has spread to both sides of the Kennebec River. Five new brick business blocks erected on east side of river to supplant burned wooden structures. About 70 good stores of all kinds.  
Trading Area: Fifteen miles each side of the Kennebec River from 40 miles up stream to 20 miles down stream. Many mail orders handled by stores from rural sections and nearby towns, while good roads provide easy access for shoppers coming by automobiles and trolleys.  
Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 1; Miscellaneous Lines, Candy, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 12; druggists, 8; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 2; fruits, 6; furniture, 4; furriers, 5; garages (public), 16; grocers, 50; hardware, 5; jewelry, 5; meat markets, 12; men's furnishings, 10; men's clothing, 10; merchant tailors, 5; milliners, 12; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 15; shoes, 9; sporting goods, 6; stationers, 6; women's apparel, 7.

### BANGOR, ME.

1920 Population, 26,000.  
City and Suburban Estimate, 60,000.  
Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 95%.  
Schools: Public Grade, 18; High, 2; Parochial, 2.  
Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 1; Hebrew 3; Methodist, 3; Roman Catholic, 2; Miscellaneous, 10.  
Banks: National, 2; State, 4; Total Resources, \$44,690,850.05; Savings Bank Deposits Total, \$26,479,332.75.  
Theatres: Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.  
Location: Maine Central R. R., Bangor & Aroostook R. R., Eastern Maine Steamship Lines, Inc. Six branch lines out of Bangor. Every section is thoroughly covered by the main lines and the six branches. Four trolley lines connect suburbs.  
Principal Industries: Lumber, paper manufacturing, meat products, beverages, cast stone

products, gas, tar, coke, mattresses, optical lenses, and supplies, packing house products, raw furs, books, jewelry, fish, ice cream, boots and shoes, taxidermist products, harnesses, cant dogs, axes, foundry products, machinery etc., candy, coffee, tea, stoves, furnaces, ranges, tinware, shirte, canvas products, leather products, bricks.  
Manufacturing Establishments: Union Iron Works, Wood & Bishop, C. H. Rice Co., Orono Pulp & Paper, Noyes & Nutter Mfg. Co., Morse & Co., Easton Mill Co., Great Northern Paper Co., Snow & Neffley Co., Alfred Jones Co., Swift & Co., Caldwell Sweet Co., Acme Mfg. Co., Armour & Co., Bangor Cast Stone Products Co., S. F. Adams Cigar Co., Walter S. Allen Cigar Co., Angley & Co., Bangor Gas Light Co., 112 in all.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district and is the home of a large number of well-to-do people and contains many fine and costly residences.  
Retail Shopping Section: Main St., Exchange St., Barlow St., Broad St., State St., Hammond St.  
Trading Area: 75 miles.

Wholesale Houses: Groceries, 9; Meats, 6; Fruits, 5; Hardware, 1; Dry Goods, 4; Shoes, 2; Confectioners, 2; Druggists, 2; Milkmen, 8; Potatoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 30; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district and is the home of a large number of well-to-do people and contains many fine and costly residences.  
Retail Shopping Section: Main St., Exchange St., Barlow St., Broad St., State St., Hammond St.  
Trading Area: 75 miles.  
Wholesale Houses: Groceries, 9; Meats, 6; Fruits, 5; Hardware, 1; Dry Goods, 4; Shoes, 2; Confectioners, 2; Druggists, 2; Milkmen, 8; Potatoes, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 30; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

### BATH, ME.

1920 Population, 14,731.  
City and Suburban Estimate, 26,000.  
Native Whites, 86.2%; Negroes, 0.3%; Foreign Born, 13.5%; Industrial Workers, 33%; English Reading, 94%; Families, 3,430.  
Schools: 15; Number of Pupils, 3,570.  
Churches: 13.  
Banks: 4; Total Resources, \$16,350,000.  
Theatres: 3. Total number of seats, 2,600.  
Location: On Main Central R. R.  
Principal Industries: Steel and wooden ships.  
Residential Features: Mostly one family houses.  
Retail Shopping Section: 1/4 mile on Front and Center streets.  
Trading Area: Radius of about 10 miles.  
Wholesale Houses: Groceries, 1; Meats, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 11; dressmakers, 13; druggists, 9; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 5; furriers, 2; garages (public), 7; grocers, 36; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 22; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 4.

### BIDDEFORD, ME.

1920 Population, 18,008 (Saco, across the river, 6,817.) Total population, 24,825.  
City and Suburban Estimate, 70,696, York County.  
Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 33%; English Reading, 80%.  
Schools: Public Grade, 5; High, 1; Parochial, 3; Number of Pupils, 7,159.  
Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 1; Universalist, 1.  
Banks: National, 1; Total Resources, \$452,000; Savings Bank Deposits Total, \$5,000,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.  
Location: On Saco River at head of navigation. Served by Boston & Maine R. R., both eastern and western divisions. Motor express lines to Boston.  
Principal Industries: Cotton mills, cotton mill machinery, lumber, boots and shoes.  
Manufacturing Establishments: Leading firms, Pepper Mfg. Co., Saco-Lowell shops (cotton machinery), Diamond Match Co., Deering Lumber Co., Hodson Mfg. Co. (shoes), Mechanic Shoe Co., York Mfg. Co. (cotton mill in Saco). Wage earners in December, 1919, according to census, 5,501.  
Total value of yearly output of factories estimated at, \$20,634,401.

Residential Features: A large number of good residences owned by their occupants. The usual three-story tenement houses in which mill workers live. Very few large or expensive houses. Homes in best section probably average less than \$10,000 in value.  
Retail Shopping Section: Main St., extending half a mile from bridge crossing the Saco River to Elm St. and a little beyond. Alfred, Water, Washington, Jefferson and Elm Sts., each leading off Main St. Small neighborhood stores.  
Trading Area: About 18 miles west and southwest. Center of trade for trolley line of York Utilities Co., which runs to Kennebank, Kennebankport and Sanford. Connected with Old Orchard by trolley, from which town a good trade is received the year around and a large business in summer season.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 4; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 22; dressmakers, 13; druggists, 8; dry goods, 14; department stores, 2; electrical supplies, 6; florists, 2; fruits, 21; furniture, 9; garages (public), 9; grocers, 70; hardware, 4; jewelry, 8; meat markets, 60; men's furnishings, 14; men's clothing, 14; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 17; sporting goods, 2; stationers, 4.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district and is the home of a large number of well-to-do people and contains many fine and costly residences.  
Retail Shopping Section: Main St., Exchange St., Barlow St., Broad St., State St., Hammond St.  
Trading Area: 75 miles.  
Wholesale Houses: Groceries, 9; Meats, 6; Fruits, 5; Hardware, 1; Dry Goods, 4; Shoes, 2; Confectioners, 2; Druggists, 2; Milkmen, 8; Potatoes, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 30; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

### LEWISTON-AUBURN, ME.

1920 Population, 48,476.  
City and Suburban Estimate, 125,000.  
Native Whites, 80%; Negroes, 1%; Foreign Born, 20%; English Reading, 90%; Families, 10,000.  
Schools: Public Grade, 45; High, 2; Junior High, 3; Parochial, 2; Number of Pupils, 9,000.  
Seat of Bates College and Bates Business College, and Auburn is seat of Maine School of Commerce.  
Churches: Baptist, 3; Christian Science, 2; Congregational, 2; Episcopal, 1; Methodist, 3; Roman Catholic, 4.  
Banks: National, 3.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 8,000.  
Location: Maine Central R. R. Ieterurban Electric, Androscoggin & Keeseeb Electric, connecting with excellent service, nil important outlying territory for some 50 miles.  
Principal Industries: Cotton manufacturing, boots and shoes, Tuner Centre System (dairymaking).  
Manufacturing Establishments, 25. Leading firms, Bates Mfg. Co., Androscoggin Mills, Continental Mills, Hill Mfg. Co., Barker Mill, Lunn & Sweet Shoe Co., Dingley-Fess Shoe Co., Cushman Hollis Shoe Co., Amt-Williamson Shoe Co., Field Bros. and Gross Shoe Co. Total value of yearly output of factories estimated at several million.  
Residential Features: Largely middle class of people living in single houses and flats and tenements.  
Retail Shopping Section. Extends from Union Square, the center of business section and terminus of trolleys, several blocks on Lisbon, Main, Court, Park and Middle Sts.  
Trading Area: 30 miles.  
Wholesale Houses: Groceries, 1; Meats, 3; Fruits, 2; Hardware, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 23; automobile tire agencies, 11; bakers, 18; cigar stores and stands (including hotels), 24; confectioners (including hotel stands) and fruits, 54; delicatessen, 2; dressmakers, 20; druggists, 20; dry goods, 26; department stores, 1; electrical supplies, 8; florists, 2; furniture, 19; furriers, 2; garages (public), 13; grocers, 140; hardware, 16; jewelry, 19; meat markets, (included in grocers); men's furnishings and men's clothing, 38; merchant tailors, 28; milliners, 20; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 23; shoes, 20; sporting goods, 4; stationers, 8; women's apparel, 16.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district and is the home of a large number of well-to-do people and contains many fine and costly residences.  
Retail Shopping Section: Main St., Exchange St., Barlow St., Broad St., State St., Hammond St.  
Trading Area: 75 miles.  
Wholesale Houses: Groceries, 9; Meats, 6; Fruits, 5; Hardware, 1; Dry Goods, 4; Shoes, 2; Confectioners, 2; Druggists, 2; Milkmen, 8; Potatoes, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 30; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district and is the home of a large number of well-to-do people and contains many fine and costly residences.  
Retail Shopping Section: Main St., Exchange St., Barlow St., Broad St., State St., Hammond St.  
Trading Area: 75 miles.  
Wholesale Houses: Groceries, 9; Meats, 6; Fruits, 5; Hardware, 1; Dry Goods, 4; Shoes, 2; Confectioners, 2; Druggists, 2; Milkmen, 8; Potatoes, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; Automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 30; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

### PORTLAND, ME.

1920 Population, 69,272.  
City and Suburban Estimate, 140,000.  
Native Whites, 80.4%; Negroes, .4%; Foreign Born, 19.1%; Industrial Workers, 13%; English Reading, 98%; Families, 16,801.  
Schools: Public Grade, 85; High, 2; Parochial, 9; Number of Pupils, 11,814. Two private schools, 1 seminary.  
Churches: Baptist, 6; Christian Science, 2; Congregational, 14; Episcopal, 6; Hebrew, 2; Methodist, 17; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 23.  
Banks: National, 4; Trust Companies, 5; Total Resources, \$26,540,614 for 1922; Savings Bank Deposits Total \$31,943,000. Trust Co. and banks additional.  
Continued on page 84

# MAINE and MARYLAND Newspaper Markets in Standard Surveys

## MAINE (Cont'd)

### Portland (con't)

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Burlesque, 1; Miscellaneous (amphitheatrons, etc.), 2. Total number of seats, 14,300.

Location: On Casco Bay, served by M. C. B. & M., and G. T. R. R. Steamboat to N. Y., Boston and eastern points. Transatlantic steamship and to Pacific Coast.

Principal Industries: Canned goods, extracts, boxes, breadstuffs, screens, boots and shoes, confectionery, drain pipe, paving brick, marine hardware, lumber, paints and oils, stoves, furnaces, foundries, marble and slate works, fish, iron works, silverware.

Manufacturing Establishments: 400; Leading firms, Barrows Screen Co., T. A. Huxton Co., A. S. Hinds Co., Burnham & Morrill Co., Portland Packing Co.

Residential Features: Mainly one and two-family houses.

Retail Shopping Section: Congress street west to State street from Monument Square, also Middle street and Congress street east of Monument Square. Several small neighborhood sections. All trolley lines of the city and suburban points pass through Monument Square and Congress street.

Trading Area: Would be included within an average of 15 miles, some retail merchants include all of 30 miles in some directions. Excellent suburban trolley lines.

Wholesale Houses: Groceries, 16; Meats, 11; Fruits, 4; Hardware, 4; Dry Goods, 2; Miscellaneous lines, many and varied.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 38; commercial auto. agencies, 21; automobile accessories, 60; automobile tire agencies, 22; bakers, 45; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 45; dressmakers, 101; druggists, 67; dry goods, 23; department stores, 4; electrical supplies, 13; florists, 24; fruits, 41; furniture, 37; furriers, 5; garages (public), 24; grocers, 289; hardware, 19; jewelry, 24; men's furnishings, 10; men's clothing, 23; merchant tailors, 50; milliners, 33; opticians, 19; photographers, 28; pianos (and miscellaneous musical instruments) 17; radio supplies, 20; restaurants (including hotels), 115; shoes, 39; sporting goods, 5; stationers, 4; women's apparel, 9.

See announcement below

## WATERVILLE, ME.

1920 Population, 13,351.

City and Suburban Estimate, 49,000.

Native Whites, 50%; Foreign Born, 50%; Industrial Workers, 40%; English Reading, 80%; Families, 3,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 2; State, 2; Total Resources, \$9,000,000; Savings Bank Deposits Total \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,800.

Location: Junction point for lines of Maine Central Railroad and three electric lines.

Principal Industries: Paper, cotton, wool, car shops, foundry, printing, paprus plates, traction engines, canoes.

Manufacturing Establishments: Leading firms, Hollingsworth & Whitney Co., Lockwood Co., Waterville Iron Works, Wyandotte Woolen Co., Keves Fibre Co., Lombard Iron Engine Co., Central Maine Power Co., Kennebec Boat & Canoe Co.

Residential Features: Mostly one and two-family houses a large part of which are owned. A very few large apartment houses. No particularly elaborate places and very few poor ones.

Retail Shopping Section: Maine street five blocks; Temple street, 2 blocks; Common street, 1 block; Charles street, 1 block; Silver street, 1 block; Water street, 3 blocks; Front street, 3 blocks. Some small outlying sections devoted to neighborhood stores.

Trading Area: North to Jackman 90 miles, south to Augusta 20 miles, east to Belfast and Newport 35 miles, west to Farmington, 40 miles.

Wholesale Houses: Groceries, 1; Meats, 4; Fruits, 2; Miscellaneous Lines, Merrill-Mayo Co., Hay & Grain.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 9; dressmakers, 7; druggists, 10; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 3; fruits, 19; furniture, 5; garages (public), 14; grocers, 57; hardware, 3; jewelry, 6; meat markets, 15; men's furnishings, 12; men's

clothing, 12; merchant tailors, 8; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 17; shoes, 13; sporting goods, 4; stationers, 3; women's apparel, 9.

## Standard Surveys of MARYLAND

### ANNAPOLIS, MD.

1920 Population, 11,000 not including naval academy.

City and Suburban Estimate, 16,000 including Eastport, W. Annapolis, Homewood and Camp Parole, adjoining.

Native Whites, 50%; Negroes, 50%; English Reading, 100%; Families, 2,700.

Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, \$7,000,000.

Theatres: Moving Pictures, 3. Total number of seats, 2,000.

Location: On Severn River (11 mile wide), 1 mile from Chesapeake Bay. Washington, Baltimore and Annapolis R. R.

Principal Industries: Annapolis is not an industrial city, but a city of homes. Outside of Naval Academy which employs many people, biggest industry is lumber and building. Much building is being done on waterfronts near Annapolis.

Special Information: Annapolis, county seat of Anne Arundel Co., Capital of Maryland, is on a peninsula almost surrounded by water. Taxable basis is \$7,000,000. The Naval Academy Reservation, including experimental station, post-graduate school for naval officers and radio station, represents an outlay of \$25,000,000.

Residential Features: Two residential sections, colonial Annapolis and a new residential section with modern homes. Several small apartment houses in older section to accommodate naval families. City is an hour's distance by train and motor from Baltimore and an hour and a half from Washington. Anne Arun-

del Co. is deeply indented with arms of Chesapeake Bay and in summer there is a population of 10,000 summer residents who come to Annapolis to shop.

Retail Shopping Section: Main street and West street. Naval tailors and men's shops as good as any in the United States.

Trading Area: Fifteen miles into Anne Arundel County.

Wholesale Houses: Hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 2; delicatessen, 2; druggists, 10; dry goods, 12; electrical supplies, 12; florists, 3; fruits, 20; furniture, 3; garages (public), 6; groceries, innumerable; hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 12; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 6.

### BALTIMORE, MD.

1920 Population, 733,826.

City and Suburban Estimate, 850,000.

Native Whites, 73.6%; Negroes, 14.6%; Foreign Born, 11.4%; Industrial Workers, 115,727; English Reading, 90%; Families, 166,857.

Schools: Public Grade, 132; High, 5; Junior High, 10; Parochial, 45; Number of Pupils, 121,373.

Churches: Baptist, 123; Christian Science, 3; Congregational, 3; Episcopal, 40; Hebrew, 43; Methodist, 87; Presbyterian, 47; Roman Catholic, 70; Miscellaneous, 16.

Banks: National, 11; State, 44; Total Resources, \$561,236,505; Savings Bank Deposits Total \$191,461,674.58, (500,251 accts); average, \$383 each.

Theatres: Legitimate, 3; Moving Pictures, 111; Vaudeville, 4; Burlesque, 3; Miscellaneous (auditoriums, etc.), 1. Total number of seats, Legitimate, burlesque and vaudeville, 14,071. M. P. houses average 800.

Location: On the Patapsco River 5 miles from Chesapeake Bay, served by B. & O., Penn., and Western Md. railroads and by 27 other lines including electric and interurban. Excellent bus service to central and western Maryland.

Continued on page 86

# Portland Evening Express

Circulation Concentrated Where You Want It!

IN MAINE'S LARGEST AND BEST MARKET

### Best Coverage!

Portland, Maine, and its immediate trading zone (within approximately 25 miles) forms the most populous and prosperous merchandising area in Maine, wholesale and retail, and one of the best markets of its size in the United States.

IN THIS ZONE  
**The Evening Express**  
has, by far, the largest circulation  
of any daily paper

"COVERAGE!"  
Comparison of census figures with city circulation of the Express indicates that more than 15 out of 16 Portland families take the Express.  
"A Truly Remarkable Coverage"

### Most Lineage!

First ten months, 1924, compiled by De Lisser Bros.

#### TOTAL ADVERTISING

Eve. Express & Sun. Telegram.....7,986,060  
Lead over other Daily and Sunday...1,945,273

#### Local Display Advertising

Eve. Express & Sun. Telegram.....5,387,143  
Lead over other Daily and Sunday...1,057,531

#### National Advertising

Eve. Express & Sun. Telegram.....1,658,975  
Lead over other Daily and Sunday... 636,201

#### Classified Advertising

Eve. Express & Sun. Telegram..... 939,942  
Lead over other Daily and Sunday... 251,541

Our Sunday  
Edition

# Portland Sunday Telegram

Has the largest Sunday  
circulation east of Boston

National Advertising Representatives

THE JULIUS MATHEWS  
Boston

New York

SPECIAL AGENCY  
Detroit

Chicago



# Chaperoned Distribution

¶ It's a short trip and a safe one from the doorstep to the hearthstone—or its modern equivalent. That's as far as most Sunpapers have to travel unchaperoned by a guardian with a real interest in their welfare.

¶ These guardians of the Sunpapers' journey from the press to the privacy of Baltimore's homes are the capable and energetic business men who own and operate the Sun Carrier Service.

¶ Through their efforts the larger part of the Sunpapers' circulation goes directly to the one place where a newspaper is really read and read thoroughly.

¶ The Sunpapers have street sales, of course, but the fact remains and the figures prove that the copies delivered to the homes of Baltimore by the exclusive Sun Carriers are the real backbone of their circulation.

¶ It's a strong backbone, too, and it grows stronger as the years roll by. Plenty strong enough to carry your message in the most effective way right where you want it to go—straight into the hands of men and women who have time to read it and the most comfortable place in the world in which to do that reading.

### *November Average Net Paid Circulation*

Daily (M. & E.) . . . 247,023

Sunday . . . . 181,673

A Gain of 4,676 Daily and 4,008 Sunday over November, 1923

*Everything in Baltimore Revolves Around*

JOHN B. WOODWARD  
Bowery Bank Bldg., New York

GUY S. OSBORN  
360 N. Michigan Ave., Chicago

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

*Baltimoreans Don't Say "Newspaper"; They Say "SUNpaper"*

# MARYLAND and MASSACHUSETTS Markets in Standard Surveys

## MARYLAND (Cont'd)

### Baltimore (cont')

**Principal Industries:** Iron, steel, copper, fertilizers, straw hats, drugs, spices, underwear, sugar refining, electrical goods, casing, tin decorating and pork and beef packing.

**Manufacturing Establishments:** Leading firms, Baltimore Copper Smelting and Rolling Co., Bethlehem Steel Co., M. S. Levy, Towson Grace, McCormack & Co., American Sagar Refining Co., Faultless Nightwear Corporation, General Electric Co. Total value of yearly output of factories estimated at \$700,000,000.

**Special Information:** Baltimore is the most western of the big eastern ports enjoying an advantage of nearly 200 miles over Boston, measured from Chicago. Rates to and from the Middle West are very low. Baltimore stands first in manufacture of straw hats, fertilizer, has exceedingly large copper smelting plant, great coal loading pier, is center of cotton duck industry.

**Residential Features:** Of the 25 largest cities in the U. S. Baltimore ranks first in home ownership. There are in the neighborhood of 199,000 families in the city and 136,000 separate dwellings. Of these more than \$0,000 own their homes. Building & Loan Associations flourish, the 600 of them carrying over 200,000 accounts with an estimated value of \$75,000,000; 729 more residences were actually built in the first nine months of 1922 than were built during all of 1921.

**Retail Shopping Section:** Extends for 7 blocks east and west of Baltimore street, 6 or 7 blocks west on Lexington street and about 6 blocks north on Charles street. Intersecting streets are well lined with stores. The most important are Howard street, north for 6 blocks, and Euter street north 6 blocks. There are 8 outlying retail business sections including smaller neighborhood stores.

**Trading Area:** Baltimore's trading area is very compact, the metropolitan district containing some 184,000 acres, the center of a prosperous trading area of rich farm land and industrial towns. It has been estimated that the 10,000 rural families in a 30 mile radius buy 40 per cent of their pianos, 60 per cent clothing, 44 per cent dress goods, 46 per cent jewelry, 34 per cent of furniture and 52 per cent automobile accessories here. The annual retail volume of the city is roughly \$400,000,000. It is a city of comparatively short distances, no long hauls, no elevated, no subway.

**Wholesale Houses:** Groceries, 23; Meats, 20; Fruits, 24; Hardware, 12; Dry Goods, 20.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 137; automobile accessories, 125; automobile tire agencies, 78; bakers, 261; cigar stores and stands (including hotel stands), 239; confectioners (including hotel stands), 1,107; delicatessen, 62; dressmakers, 508; druggists, 400; dry goods, 334; department stores, 29; electrical supplies, 80; florists, 155; fruits, 92; furniture, 125; furriers, 61; garages (public), 289; grocers, 2,500; hardware, 350; jewelry, 175; meat markets, 332; men's furnishings, 110; men's clothing, 141; merchant tailors, 645; milliners, 210; opticians, 20; photographers, 69; pianos (and miscellaneous musical instruments), 47; radio supplies, 30; restaurants (including hotels), 776; shoes, 240; sporting goods, 25; stationers, 68; women's apparel, 25.

See page 85

## CAMBRIDGE, MD.

1920 Population, 7,500.

City and Suburban Estimate, 10,000.

**Native Whites,** 80%; **Negroes,** 20%; **Industrial Workers,** 20%; **English Reading,** 90%.

**Schools:** Public Grade, 6; High, 1; Number of Pupils, 1,350.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 2; State, 2; Total Resources, \$12,500,000; Savings Bank Deposits Total, \$6,000,000.

**Theatres:** Moving Pictures, 3. Total number of seats, 2,800.

**Location:** On Choptank River 60 miles from Baltimore with daily boat service. Branch line Pea, R. E. N. P. & N. connects at Seaford, Del. Ship car lots opened oysters direct to the west by fast freight and express.

**Principal Industries:** Canning tomatoes; opening oysters. Box, barrel and lumber business heavy. Can plants make millions of tin cans. Flour and corn mills. Six shirt factories. Fertilizer and shell mills.

**Manufacturing Establishments:** 27. Phillips Packing Co. and Cambridge Mfg. Co. Goods sent all over the world. A. Phillips & Co., L. B. Phillips & Co., W. G. Winterbottom & Co., Andrews & Woolford, John M. Clayton & Co., large oyster packers. BVD shirt people have large factory here, all women workers. Labor contented and live well. Annual output, \$7,500,000.

**Special Information:** Situated on deep wide river. Plenty of fish, oysters and game, with good farming and truck land adjacent makes living good and reasonable. Good American labor plentiful. Cement roads in every direction. Maryland roads connect every town from the Atlantic to the Blue Ridge Mountains. No color trouble.

**Residential Features:** Mostly two-story houses, frame construction, 50% owned. Mostly all industries gathered around Railroad and River Front. Town divided by creek. Draw bridge connects two sections. Houses kept in good repair and painted.

**Retail Shopping Section:** Business street extends six blocks in center of town. Poplar St. 1 block, Race St. 4 blocks, High St. 1 block.

**Trading Area:** Cement roads bring people from all over the country; 30 miles in one direction to the Delaware line, 25 miles in the other. Boats bring people 30 miles to trade; 80% farmers on state road own automobiles.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Provisions, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 6; dry goods and department stores, 4; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 4; grocers, 20; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, stationers, 2; women's apparel, 1.

## CUMBERLAND, MD.

1920 Population, 29,837.

City and Suburban Estimate, 40,000.

**Native Whites,** 91%; **Negroes,** 5%; **Foreign Born,** 4%; **Industrial Workers,** 32%; **English Reading,** 97%; **Families,** 6,433.

**Schools:** Public Grade, 12; High, 1; Junior High, 3; Parochial, 5; Number of Pupils, 6,176.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 23.

**Banks:** National, 2; State, 4; Total Resources, \$19,538,860; Savings Bank Deposits Total \$10,751,398.43.

**Theatres:** Legitimate, 1; Moving Pictures, 6; Miscellaneous (auditoriums, etc.), 5.

**Location:** In Allegheny County at eastern terminal of C. & O. canal. Served by Cumberland and Penns., Baltimore and Ohio, and Western Maryland railroads. On national highway with excellent bus service to central and western parts of state and Pennsylvania towns. State roads connect city with W. Va. and Pa. towns also.

**Principal Industries:** Iron and steel, rails, fire brick, automobile tires, dye works, plaster, tin plate, steel shafting, silk throwing, flour, mattresses, sash and doors, castings, glassware, brick, cement, leather, hides, extensive trade in bituminous coal, sand, lime, clay, lumber, fruit and truck growing and dairying.

**Manufacturing Establishments:** Leading firms, Kelly-Springfield, Foster's Dye Works, Klotz Throwing Mills, America Cellulose Co., Potomac Glass Co., Martland Glass Co., Taylor Tin Plate Co.

**Special Information:** Railroad center for coal mines in Pennsylvania and West Virginia and western Maryland, and apple and peach belts of Maryland and West Virginia. Second largest city in Maryland. Recent establishment of Kelly-Springfield Tire Co. and American Cellulose Co., employing more than 1,000 people.

**Residential Features:** Private homes with lawns predominate. Limited sections in double houses and rows. Exclusive section on corporation has served with city water and electric power. Another suburban section within 10 minutes ride. Homes in better section of city average \$10,000.

**Retail Shopping Section:** From City Hall square 4 blocks through heart of city to terminal for suburban car lines, south to Harrison street. Bounded east and west by Baltimore and Ohio and W. M. R. R. crossings, extending 5 blocks in either direction. Another retail shopping section is located on Virginia avenue in south end of city extending about 8 blocks. Other neighborhood sections.

**Trading Area:** Twenty-five mile east, west, north and south. Residents of farming sections of West Virginia and Pennsylvania and miners from nearby towns make Cumberland shopping center.

**Wholesale Houses:** Groceries, 4; Meats, 4; Fruits, 4; Hardware, 1; Dry Goods, 2; Miscellaneous lines, Flour, 3; Candy, 2; Toys, 2; Barrels, 1; Building supplies, 4; Ice Cream, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 11; bakers, 12; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 34; dressmakers, 33; druggists, 15; dry goods, 6; department stores, 8; electrical supplies, 6; florists, 4; fruits, 10; furniture, 11; furriers, 2; garages (public), 10; grocers, 184; hardware, 9; jewelry, 9; meat markets, 30; men's furnishings, 11; men's clothing, 9; merchant tailors, 12; milliners, 8; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 46; shoes, 14; sporting goods, 4; stationers, 6; women's apparel, 14.

## FREDERICK, MD.

1920 Population, 11,066.

City and Suburban Estimate, 15,000.

**Native Whites,** 87.6%; **Negroes,** 11.2%; **Foreign Born,** 1.2%; **English Reading,** all but 316 Families, 2,765.

**Schools:** Public Grade, 5; High, 2; Parochial, 2; Hood College for Women, 500 students.

**Churches:** Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 3; State, 1; Trust, 1; Savings Bank, 1; Total Resources, \$26,000,000; Savings Bank Deposits Total \$22,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 3.

**Location:** In the heart of rich agricultural country and served by Hagerstown & Frederick trolley line, B. & O. and Penna. A number of passenger and freight buses operate to Baltimore, Washington and other points. Excellent roads.

**Principal Industries:** Brushes, iron and steel, kitting mills, men's clothing, casing factories, silos, flour mills, milk receiving plants, abattoir, fertilizer plants, tannery, brick ice cream, lime kilns, etc. With the exception of brushes, hosiery and clothing, most of the industries are associated with the main industry of the section, which is agriculture. Frederick County is one of the richest agricultural counties in the state.

**Manufacturing Establishments:** 25; Leading firms, United Manufacturing Co., Ox Fibre Co., Frederick Iron & Steel Co., Frederick City Packing Co., M. J. Grove Lumber Co.

**Special Information:** Frederick is the business center for Frederick and adjoining counties which is rich farm country. Frederick county is the largest county in Maryland, having 3,817 farms, each farm being a small plant or factory in itself requiring supplies and materials. Frederick's hosiery and brush factory are among the largest in the country. Frederick is very prosperous, per capita deposits \$2,000, which is one of the highest for any city in the world.

**Residential Features:** Mostly one-family houses. Large proportion working people own their homes. Attractive suburban sections recently developed.

**Retail Shopping Section:** Market and Patrick streets are main business blocks.

**Trading Area:** A radius of about 20 miles, some from even greater distances. Good roads and excellent stores offering better values than found in city stores furnish the inducement.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 4; Miscellaneous lines, Confectionery, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 12; dressmakers, 15; druggists, 5; dry goods, 10; department stores, 1; electrical supplies, 5; florists, 2; fruits, 4; furniture, 3; garages (public), 15; grocers, 61; hardware, 5; jewelry, 7; meat markets, 14; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 10.

## HAGERSTOWN, MD.

1920 Population, 28,064; present, 35,000.

City and Suburban Estimate, 60,000.

**Native Whites,** 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 30%; **English Reading,** 100%; **Families,** 7,500.

**Schools:** Public Grade, 9; High, 2; Parochial, 1; Number of Pupils, 6,500.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

**Banks:** National, 3; State, 6.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 5,000.

**Location:** In the western part of Maryland and is the hub city of the Cumberland valley, Pennsylvania, N. & W., B. & O., and W. M. railroads. Located on National highway to the west, 74 miles from Washington and Baltimore.

**Principal Industries:** Shoes, leggings, gloves, silk, knit underwear, automobiles, organs, furniture, machinery supplies, sand blast equipment, railroad shops, cement mill, printing, hosiery.

**Manufacturing Establishments:** 113; Leading firms: Hagerstown Shoe and Legging Co., Byron Shoe Co., Moller Organ Works.

**Special Information:** Hagerstown has an electric line reaching 15 towns and passing through a richly wooded district. Bus lines reaching 30 towns. Cement mill located mile and half from city with a capacity of 3,000 bbls. a day.

**Residential Features:** Practically all one- and two-family houses, private homes predominate. The most beautiful residential section in western Maryland is located in the northern section of the city.

**Retail Shopping Section:** From Public Square which is terminus for trolleys and buses, on West Washington street 1 block, on N. Potomac

street 1 block, on S. Potomac street, 1 block. On these streets the large stores are located. Smaller business located on 2 blocks on W. Franklin, 1 block on E. Franklin, 1 block on E. Washington, 1 block on N. Jonathan street, 1 block on S. Jonathan, and a large number of outlying stores.

**Trading Area:** Extends about 25 miles north, east and west and as far as 45 miles south.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 3; Hardware, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 22; automobile tire agencies, 22; bakers, 12; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 13; delicatessen, 2; druggists, 15; dry goods, 5; department stores, 3; electrical supplies, 9; florists, 3; fruits, 3; furriers, 7; garages (public), 40; grocers, 133; hardware, 3; jewelry, 7; meat markets, 31; men's furnishings, 20; men's clothing, 19; merchant tailors, 4; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 26; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 12.

## Standard Surveys of MASSACHUSETTS

### AMESBURY, MASS.

1920 Population, 10,035.

**Native Whites,** 95%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 2,300.

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,200.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 4.

**Banks:** National, 1; State, 1; Total Resources, \$7,871,935; Savings Bank Deposits Total, \$4,369,587.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

**Location:** Boston & Maine R. R. Industrial Railroad connects factories with B. & M. wharves on Merrimack River.

**Principal Industries:** Automobile body making, iron, brass and composition factories, abrasives, shoes, peanut products, auto lamps and accessories, counter and heel board, hats, boots.

**Manufacturing Establishments:** 35. Biddle & Smart Co., Walker Body Co., Merrimack Hat Corp., F. M. Hoyt Co., G. H. J. Murphy Co., Witham Body Co., Merrimack Valley Iron Foundry, Amesbury Brass and Foundry Co., Bryant Body Co., Commonwealth Supply Co.

Total value of yearly output of factories estimated at: \$10,000,000.

**Special Information:** Large manufacturers of automobile bodies. One of the largest manufacturers of felt and straw hats, and also of peanut products. Large manufacturer of carborundum abrasives; only manufacturer of chilled sand abrasives. Manufacturers of high class skiffs and dories, also large power boats.

**Residential Features:** With few exceptions, one and two-family houses, large proportion owned. One of the finest residential sections this side of Boston.

**Retail Shopping Section:** Main St. from Market Square to Strand Theatre. Elm St. from Market Square to Railroad Ave. Market Square to Baptist Church, Friend St.; Main St. to Town Hall.

**Trading Area:** Extends 5 miles east, 6 north and west, bounded by Merrimack River on the south. Very little retail trade coming beyond this.

**Wholesale Houses:** Fruits, 1; Miscellaneous Lines, Auto. and Carriage Supplies, 1; Tobacco, 1; confectioners, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 9; department stores, 5; electrical supplies, 4; florists, 3; fruits, 22; furniture, 3; garages (public), 8; grocers, 36; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 4; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 6.

**Equipment Manufacturers!**  
Tell the newspaper world about your product in the advertising columns of  
**EDITOR & PUBLISHER**

**MASSACHUSETTS**  
(Cont'd)

**ATTLEBORO, MASS.**

1920 Population, 23,019.  
Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 25%.  
Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1. Number of Pupils 3,684.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 15.  
Banks: National, 1; State, 4.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,182.

Location: Between Boston and Rhode Island along the main line of New Haven Railroad. Southeastern part of state, in Bristol County, with an area of 28 square miles. Also served by Interstate Consolidated Street Ry. passenger service hourly to N. Y. and Boston and half hourly by trolley to Providence.

Principal Industries: Jewelry, tools, optical goods, boxes, cotton and woolen goods.

Manufacturing Establishments: Leading firms: R. F. Simmons Co., Bay State Optical Co., Mossberg Pressed Steel Corp., Frank Mossberg Co., R. Wolfenden & Sons, C. H. Eden Co., James E. Blake Co., M. S. Co., McRae & Keeler, Inc., L. G. Balfour Co., Bates & Bacon, Baer & Wilde Co., and Robbins Co., Marathon Co., Mason Box Co., The Watson Co.

Special Information: Attleboro has 95 miles of streets. Attleboro is considered the hub of the jewelry industry of America, and has immense dyeing and bleaching establishment.

Residential Features: Mostly two and three family houses, although many beautiful houses scattered through the city. No section occupied entirely by residences and no section of city occupied entirely by workmen's tenements.

Retail Shopping Section: Extends from the beginning (west end) of Park Street, 7 blocks. The larger stores located on Park St., while there are several small stores on streets crossing Park.

Trading Area: About 6 miles north, 8 south, 10 east and west. Trolley lines in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 10; Automobile Accessories, 14; Automobile Tire Agencies, 6; Bakers, 5; Cigar Stores and Stands (including Hotels), 10; Confectioners (including hotel stands), 20; Delicatessen, 2; Dress-makers, 20; Druggists, 6; Dry Goods, 7; Department Stores, 4; Electrical Supplies, 3; Florists, 6; Fruits, 4; Furniture, 4; Garages (public), 10; Grocers, 80; Hardware, 2; Jewelry, 2; Meat Markets, 20; Men's Furnishings, 5; Men's Clothing, 7; Merchant Tailors, 9; Milliners, 7; Opticians, 3; Photographers, 2; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 4; Restaurants (including hotels), 15; Shoes, 7; Sporting Goods, 1; Stationers, 1; Women's Apparel, 9.

**AYER, MASS.**

1920 Population, 3,052.  
Native Whites, 90%; Negroes, .025%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 95%; Families, 650.  
Schools: Public Grade, 11; High, 1; Number of Pupils, 516.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1. Total Resources over \$1,000,000. Savings Banks Deposits total over \$2,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats 2,500.

Location: Thirty-six miles west of Boston on Boston & Maine. Trolley lines to Fitchburg and Lowell. Steam lines to Boston, Lowell, Worcester, Fitchburg, and to Nashua, Manchester and Granville in New Hampshire. One of several freight transfer points of New England; large railroad yards. One quarter of male population employed on railroads.

Principal Industries: Boston & Maine R. R., leather, machinery, chemicals, flags, cutlery.

Residential Features: Mostly one family houses. 665 dwelling houses to 3,052 population. City water from wells of first quality.

Retail Shopping Section: Extends five blocks east and west on Main street and north one block on Columbia, Washington, Pleasant, West and Park streets.

Trading Area: North and east about ten miles; south and west about seven miles; includes towns of Grotton, Pepperell, Townsend, Westford, Shirley, Harvard, Littleton and Acton. All these towns are served by Ayer newspapers and can best be reached by same.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 17; delicatessen, 1; dress-makers, 5; druggists, 2; dry goods, 2; electrical supplies, 4; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 8; hardware, 3; jewelry, 2; meat markets, 5; men's furnishing, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including

hotels), 6; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 3.

**BEVERLEY, MASS.**

1920 Population, 22,561.  
City and Suburban Estimates, 35,000.  
Native Whites, 74%; Negroes, 1%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 80%; Families, 5,463.  
Schools, 13. Number of pupils, 4,638.  
Churches, 17.  
Banks, 4. Total Resources, \$10,750,200.  
Theatres, 3. Total number of seats, 1,890.  
Location: About 18 miles northeast of Boston on Gloucester branch of B. & M. R.R.  
Principal Industries: Shoes, shoe machinery, paper boxes, sails, special machinery, bottle caps, boot and shoe findings, tools.  
Residential Features: One, two and three-family houses.

Retail Shopping Section: Six blocks in center of city.  
Trading Area: North to Boxford; east to Gloucester; west to Danvers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 20; bakers, 3; cigar stores and stands (including hotels), 23; confectioner (including hotel stands), 28; delicatessen, 1; dressmakers, 28; druggists, 11; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 10; fruits, 15; furniture, 6; furriers, 1; garages (public), 13; grocers, 51; hardware, 7; jewelry, 7; meat markets, 21; men's furnishings, 6; men's clothing, 7; merchant tailors, 15; milliners, 6; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 11; shoes, 14; sporting goods, 6; stationers, 5; women's apparel, 1.

**BOSTON, MASS.**

City Classed as—The City of Boston is the twenty-eighth city in the world. It is one of the greatest industrial and commercial centers in the United States. Second largest importing seaport in western hemisphere. The leading educational center of New England, second in America. One of the world's greatest fresh fish ports. The supply center of retail trade throughout central and eastern New England.

Population	
1910 Census	670,585
1910 Census, Metropolitan District	1,531,138
1915 State Census	745,439
1920 Census	748,060
1920 Census, Metropolitan District*	1,772,254
Chamber of Commerce estimate, July 1, 1924	853,029
Chamber of Commerce estimate, Metropolitan Boston, July 1, 1924	1,925,000

\*Note—As defined by the U. S. census, Metropolitan Boston includes besides the central city only those divisions within the 10-mile limit in which the population at the census was at least 150 persons per square mile. This shows 19 cities and 23 towns.

Native white	65.7%
Foreign Born	31.9%
Negro	2.2%
Students	22,500
English Reading	96%
Factory Workers	
Municipal Boston	75,857
Met. Boston	178,343
Families	
Municipal Boston	164,785
Met. Boston	236,844
Dwellings	
Municipal Boston	79,597
Met. Boston	175,084
Summer Residents	
Met. Boston*	75,000

\*Note—Figures for Metropolitan Boston include beaches as far north as 5 miles and as far south as 7 miles; also farms and country hotels within same area. It does not include the thousands of vacationists or motorists who come to Boston for the summer or who make it their headquarters for trips into mountains and to the shore. These latter transients cannot be definitely estimated.

Comparison of Municipal Boston's Population		
	1910	1920
Male	329,703	368,756
Female	340,882	379,304
White, native parents	157,870	181,811
White, foreign parents	193,422	238,241
White, mixed parents	61,682	71,514
White, foreign born	240,722	238,919
Negro	13,564	16,350
Other races	2,405	1,225
Males of voting age	208,321	235,790
Illiterates over ten years	24,468	24,524
No. School age 6-20 years	169,116	169,250

Nativity of Foreign Born		
	1910	1920
Armenia	Not given	1,472
Austria	2,413	1,530
Canada (French)	3,068	1,743
Canada (other)	47,697	40,265
Denmark	1,631	935
England	13,901	12,408
France	1,073	1,299
Germany	8,709	5,915
Greece	1,497	3,054
Ireland	66,038	57,011
Italy	31,380	38,179
Lithuania	Not given	4,127
Newfoundland	493	2,797
Norway	1,914	1,875
Poland	Not given	7,850
Portugal	1,225	957
Russia	41,891	28,021
Scotland	5,062	5,079
Sweden	7,122	6,780
Syria	Not given	1,756
Other countries	3,162	6,066

Continued on page 88

**Population Classifies Itself by the Papers it Reads**

In the Boston Area, those on the way up and those who have arrived, attach themselves to the Boston Evening Transcript. They may read other papers for this news department or that—but the paper they read thoroughly, the paper they cannot do without, the paper they regard as their paper is the Boston Evening Transcript. It is the only Boston daily paper never sold for less than three cents per copy—the Saturday edition selling for five cents.

The Boston Evening Transcript is the advertiser's passport to the best buying element in the Boston market.

Recognition of Transcript superiority by National Advertisers has been evidenced in the most practical manner.

**Boston Evening Transcript**

Highest **RATIO** of buyers to readers

National Advertising Representatives

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles

The **Attleboro Sun**

(Daily Except Sunday)

Attleboro, Mass.

**The Center of the Jewelry Industry**

THE ONLY newspaper in the city and the ONLY paper to COVER the city. There are more Suns sold every day in Attleboro than there are houses.

**Every "Sun" Goes Home**

Population . . . . . 23,019 } Sun Circulation within city limits  
Houses . . . . . 3,763 } 4051

The Sun Also Serves Five Nearby Towns

**Total Sun Circulation (A. B. C.) . . . 5,730**

Member of  
**Associated Press** International News  
Audit Bureau of Circulations

**MASSACHUSETTS**  
(Cont'd)

**Boston (cont')**

**Suburban Residents**

These cities and towns are within what is commonly known as Metropolitan Boston showing population and relative distance from Boston.

Nabant (town) .....	4	1,387	1,318
Peabody (city) .....	10	18,625	19,352
Salem (city) .....	9 1/2	37,290	42,529
Swaugua (town) .....	5	10,226	10,874
Swampscott (town) .....	8	7,345	8,101
<b>Middlesex County</b>			
Arlington (town) .....	3	14,889	15,695
Belmont (town) .....	2	8,081	10,749
Cambridge (city) .....	borders	108,822	109,694
Everett (city) .....	borders	37,718	40,120
Framingham (town) .....	10	15,860	17,033
Lexington (town) .....	5	5,538	6,350
Lincoln (town) .....	7	1,310	1,042
Malden (city) .....	3	48,907	49,103
Medford (city) .....	3	30,509	39,038
Melrose (city) .....	4	18,880	18,204
Natick (town) .....	7 1/2	11,119	10,907
Newton (city) .....	borders	45,113	46,054
Sherborn (town) .....	8	1,696	1,558
Somerville (city) .....	borders	86,854	92,001
Stoneham (town) .....	5	7,480	7,873
Wakefield (town) .....	7	12,781	13,025
Waltham (city) .....	4	30,154	30,913
Watertown (town) .....	borders	16,515	21,457
Wayland (town) .....	7	2,033	1,835
Weston (town) .....	4	2,342	2,282
Winchester (town) .....	5	10,005	10,485
Woburn (city) .....	7	16,410	16,574
<b>Norfolk County</b>			
Braintree (town) .....	4	9,343	10,550
Brookline (town) .....	borders	33,490	37,748
Canton (town) .....	borders	5,623	5,945
Dedham (town) .....	borders	11,043	10,792
Dover (town) .....	3	960	987
Milton (town) .....	borders	3,643	3,593
Milford (town) .....	borders	8,600	9,282
Needham (town) .....	borders	6,542	7,012
Norwood (town) .....	4	10,977	12,627
Quincy (city) .....	borders	40,675	47,876
Randolph (town) .....	5	4,734	4,756
Sharon (town) .....	7	2,468	2,467
Walpole (town) .....	7	5,490	5,446
Wellesley (town) .....	4	6,439	6,224
Westwood (town) .....	2	1,448	1,558
Weymouth (town) .....	5	13,960	15,077
<b>Suffolk County</b>			
Chelsea (city) .....	borders	48,426	43,184
Revere (city) .....	borders	25,178	29,823
Winthrop (town) .....	borders	12,758	15,455

The Metropolitan District or "Greater Boston" as determined by the State of Massachusetts, only includes 40 municipalities, 14 cities and 26 towns, while the Federal Census includes 16 cities and 33 towns.

**Schools**

	No.	Enrollment
Public Grade (Elementary) .....	72	102,745
Kindergartens .....	69	10,135
High and Latins .....	15	23,191
Teachers College .....	1	493
Special Schools .....	6	1,603
Continuation .....	1	3,902
Parochial Schools .....	38	26,151

Boston maintains evening schools as follows:

Elementary .....	2	11,158
High .....	9	7,723
Trade .....	5	1,156

The importance of Metropolitan Boston as an education center is well illustrated by the following list of schools and colleges and their average enrollment.

	Location	Enrollment
Harvard University .....	Cambridge	2,931
College .....		6,733
Massachusetts Institute of Technology .....	Cambridge	2,949
Radcliffe College .....		
(Women's division of)		
Tufts College .....	Medford	2,061
(Harvard) .....	Cambridge	904
Boston University .....	Boston	10,515
Boston College .....	Newton	1,987
Simmons College .....	Boston	1,197
Wellesley College .....	Wellesley	1,535
Churches—Baptist, 3; Christian Science, 3;		
Congregational, 3; Trinitarian, 3; Congregational		
Unitarian, 21; Disciples of Christ, 1; Episcopal,		
36; Friends, 1; Jewish, 40; Methodist Episcopal,		
34; Methodist, 2; Swedenborgian, 2; Presby-		
terian, 9; Roman Catholic, 68; Spiritualist, 3;		
Universalist, 6; Miscellaneous, 33.		

**Banks**

Savings, 24, Resources .....	\$493,444,455.57
State Banks, 1, Resources .....	917,304.64
Trust Co., 18:	
Commercial, Resources .....	370,732,190.70
Savings, Resources .....	42,014,716.74
Trust, Resources .....	302,418,267.40
Co-operative, 49, Resources .....	72,911,996.78
National, 16, Resources .....	652,751,628.17

The per capita deposits and savings of Metropolitan Boston amount to \$898.35, the total deposits and savings amount to \$1,483,612,342.

Boston bank clearings run between \$1,000,000,000 and \$1,500,000,000 monthly.

Assessed valuations as of April 1, 1923: \$1,714,104,300 or \$1,553,957,500 real estate and \$160,146,800 personal of the real estate \$853,304,200 was assessed on land and \$700,653,300 on buildings.

Boston has for some years ranked first as to valuation per capita.

Theatres—Motion Pictures, 38; Motion Picture and Vaudeville, 22; Vaudeville, 2; Burlesque, 3; Production, 18.

The total seating capacity of the legitimate, burlesque, vaudeville and motion picture and vaudeville\* is 65,556, the thirty-eight motion picture houses seat 28,619; 70 halls, each seating 400 or more, and 72 halls, each seating 400 or less.

The largest amusement building, Boston Area (amphitheatre), seats 5,788; largest hall is in the Mechanics Building, seating 4,350. The largest theatres are Loew's State Theatre, which seats 4,000; Waldorf Theatre, 3,106; Boston Opera House, 3,000; Boston Theatre, 2,848; Symphony Hall, 2,560; and Tremont Temple, 2,441. There are 33 houses with more than 1,000 seats each, and 6 houses with seating capacity of more than 2,000 seats.

**Location**

Situated at the head of Massachusetts Bay, 230 miles northeast of New York, it has a harbor with berthing space of more than 40 miles, most of which is in active use for commercial purposes.

It is the terminus of three large railroads, the Boston and Maine and subsidiary lines, the Boston and Albany (New York Central, lessee) and the New York, New Haven and Hartford and subsidiary lines.

The Boston and Maine connects Boston with points west, north and east. Besides serving directly the territory in Maine, New Hampshire, Vermont, part of New York and the northern half of Massachusetts, the Boston and Maine connects at Portland, Maine, and other junctions in that section with the Maine Central Railroad for Maine and eastern Canadian territory. At Newport, Vermont, and White River Junction, Vt., traffic is fed to the Canadian Pacific and the Grand Trunk, respectively, thence to points in Canada and the west.

The New York, New Haven & Hartford railway network covers southern Massachusetts, the states of Rhode Island and Connecticut, connecting at New York City with the various trunk lines west and south.

The various terminals at Boston are connected by the Union Freight operating along the waterfront for the purpose of interchange of freight. The Boston and Albany and the Boston and Maine also have direct physical connections for this purpose.

In addition to the freight service given by these roads, they daily bring to the terminal stations a vast throng of commuters. Nearly 100,000 passengers a day go through the North Station, while at the South Station nearly 150,000 arrive and depart every day on the more than 600 passenger trains. The northeastern section of the Metropolitan District is served by the Boston, Revere Beach and Lynn Railroad. This urban steam line each day in the year brings in its thousands of commuters.

Surface, elevated and subway lines are maintained throughout the city by the Boston Elevated Railway Co.

These lines extend far out into the suburbs and connect with other electric lines running to points outside the Metropolitan or "Greater Boston" territory. A large proportion of these are the lines of the Eastern Massachusetts Street Railway Co., which is the largest street railway system in the world.

**Principal Industries**

As Editor & Publisher did not wish to publish facts and figures which in some cases might conflict with the publicity already issued by local organizations, which is based on the State definition of Metropolitan Boston, it is to be noted that all Metropolitan facts and figures in this chart are based on the Federal Government's definition of Metropolitan Boston.

Metropolitan Boston Federal 1919	
No. of establishments .....	5,167
Capital invested .....	\$894,048,322
Value of stock and materials .....	755,350,609
Amount of wages paid during year .....	247,341,450
Average number of wage earners .....	216,727
Value of product .....	\$1,351,637,243

Leading Industries	No. of Est.	Value of Prod.
Boots and shoes .....	58	\$62,510,050
Printing and publishing .....	279	48,793,518
Confectionery and ice cream .....	76	47,136,814
Foundry & machine shop products .....	145	41,300,247
Men's clothing .....	154	34,404,772
Women's clothing .....	174	29,956,825
Cutlery and tools .....	25	17,878,882
Patented medicines .....	41	17,449,113
Furniture .....	129	17,230,085
Coffee and spices .....	13	16,486,507
Food preparation .....	54	13,365,788
Electrical machinery .....	29	11,768,809

Other industries include artificial limbs, auto bodies and parts; awnings, tents and sails, blackings, stains and dressings, boot and shoe cut stock, and findings, boxes, paper, brass, bronze and copper products, canning and preserving, cleansing and polishing preparations, clothing, men's clothing, women's, coffee and spices, roasting and grinding, confectionery, ice cream, copper, tin and sheet iron products, cotton goods, cutlery and tools, electrical machinery, apparatus and supplies, flavoring extracts and syrups, food preparations, foundry and machine shop products, fur goods, furnishing goods (men's), furniture, hardware, hats and caps, jewelry, knit goods, leather goods, lumber, planing mill products, musical instruments, paints and varnishes, paper goods, patent medicines and compounds, printing and publishing, refrigerators, rubber goods, show cases, signs and advertising novelties, soap, stationary goods, structural ironwork, surgical appliances, suspenders, garters and elastic woven goods, su-

perior manufacture, trunks and valises, window, door screens and weather strips, window shades and fixtures, wirework.

**Pianos and Organs**

For many years Massachusetts has held third place in the United States for the manufacture of pianos and organs. In 1919 the value of these instruments and the materials used in their production amounted to more than \$13,000,000. Several makers of national reputation are located in Metropolitan Boston.

**Slaughtering and Meat Packing**

Although Metropolitan Boston is not one of the great meat packing centres of the country the annual product of the slaughtering and meat-packing industry amounts to nearly \$100,000,000. Hence the demand for meat products in this locality are by no means wholly dependent upon the distant western sources of supply for their meat products. The great establishments in Somerville and Cambridge, employing several thousand workers, have a successful history of more than seventy years. In addition, Boston is the most important New England distribution point for western shipments. Several collateral industries of considerable importance have been built up in the Metropolitan Area.

**Soap and Medical Supplies**

Situated in the Metropolitan District is a factory of one of the world-famous soapmakers. This and the other 16 soap establishments of the region produce an annual output valued at approximately \$17,500,000. The manufacture of patent medicines and drugs amounts to more than \$16,000,000; and the plant of a company with branches all over the country is located here.

**Electrical Machinery**

With one of the largest electrical manufacturing plants in the world, and numerous other establishments, Metropolitan Boston is easily a leader in the production of electrical apparatus. In the ten years between 1909 and 1919 the number of workers employed by this industry in Massachusetts increased more than a third and the value of goods produced more than tripled. The total 15,678 electrical workers in Metropolitan Boston alone exceed the number employed in the whole state ten years before. The value of electrical manufactures in Metropolitan Boston amounted to \$55,901,540 at the last federal census, more than half the total for the whole state in the same year and almost twice the total ten years before.

**Furniture Specialties**

Furniture manufactures in Metropolitan Boston include office furniture, folding and portable chairs, reed and rattan furniture, carriages and go-carts, school furniture, toy vehicles, railway car seats, cocoons, mats and matting and other reed and rattan products. Boston is the home of one of the greatest reed and rattan furniture manufacturing companies in the country. Its nine plants turn out a large part of the total American production of these specialties.

**The Metal Trades**

In the Metropolitan District 277 foundries and machine shops turn out an annual product amounting to more than \$55,500,000. Tools and cutlery from 53 factories add \$18,000,000 more to the annual output of metal products.

**The Shoe Industry**

Within 25 miles of Boston are more shoe factories than in any other section of similar size in the country. Boston is the greatest market in the world for boots and shoes. Practically half of all the rubber furniture, toy vehicles, railway car seats, cocoons, mats and matting, are manufactured in Eastern Massachusetts.

Boston is the headquarters of the industry which manufactures practically all the shoe machinery used in this country.

**Cotton and Woolen Textiles**

Boston is the leading market in the U. S. A. for cotton and woolen textiles. Boston leads the country as a wool market and in importations of wool.

**The Fish Trade**

Boston is the most up-to-date fish port in the world and in production is exceeded only by Grimsby, England. It has one of the largest fish piers in the world, built at a cost of \$5,000,000, 1,200 feet in length, 300 feet in breadth, 537,000 square feet in area, having capacity for the simultaneous discharge of 80 vessels. On and adjacent to it is the largest fish freezing and cold storage plant in the world, with a capacity of 15,000,000 pounds, ice-making capacity of 230 tons daily and ice storage for 10,000 tons. Boston distributes more than 150,000,000 pounds of fish annually—the new Boston Fish Pier alone has handled over 2,000,000 pounds a day. This great business of turning into wealth the resources of the sea is an almost unappreciated asset.

Metropolitan Boston.—An area of approximately 400 square miles designated by statutory enactment, including Municipal Boston (748,000 population) and thirty-nine surrounding towns and cities, with a total population of 1,658,936.

Boston is one of the six great clothing markets of the United States. The latest federal census reports 9,965 wage-earners employed in all branches of this industry in Metropolitan Boston. The output of men's clothing amounts annually to over \$33,000,000 and of women's clothing to about \$25,000,000.

**Special Information**

Boston is a commercial and industrial centre of 1,657,000 people (Federal Metropolitan Boston 1,172,000) rather than a city of only 748,000. The real Boston extends far beyond the municipal boundaries. There is no break in the widening circle of stores, warehouses and factories which are thickly spread over the whole area of Metropolitan Boston. The forty towns and cities, whose economic interests are inextricably bound up with the banking and railroad

and port facilities of their centre, comprise the real Boston. This Metropolitan District forms a powerful economic unit, the natural centre for the manufacturing and trading interests of New England, one of the richest industrial regions of the world.

**Manufacturing Industries**

Capital Invested Annual Prod.  
Metropolitan Boston \$894,048,322 \$1,351,637,243  
Massachusetts .. 2,902,108,527 4,011,181,532  
New England .. 5,751,679,000 7,158,636,000  
Variety—Of about 350 recognized industries, more than 250 are represented in Metropolitan Boston.

Assessed Valuation: \$2,737,589,002—an average of \$9,500 per property taxpayer.

Foreign Trade: Only surpassed by four cities in the United States.  
Annual Exports .. \$392,752,807  
Annual Imports .. 1,920,102,178

Total .. \$585,554,985

Not only is Metropolitan Boston a mighty centre, but it is steadily growing in size and importance. So far from being merely bedrooms of Boston business people, the other municipalities of the Metropolitan Area are so many parts of one great business community.

Thirteen of these municipalities each manufacture annually goods valued at over \$10,000,000, and nine more than \$20,000,000 each. Below the \$10,000,000 line, among the smaller communities which are chiefly residential in character, are twelve each of which turn out over a million dollars worth of goods annually, the amount ranging from a little over \$1,000,000 to more than \$9,500,000. In the three cities of Metropolitan Boston which are next to Municipal Boston in industrial importance more than \$255,000,000 are invested in manufacturing plants and machinery, and the aggregate output of these establishments amounts to more than \$58,000,000 a year.

Residential Features: The residents of Municipal Boston occupy almost exclusively apartments in the better sections and "tenements" and small apartments in the poorer districts.

The greater number of "tenements" (some of the familiar "3-deck" classification) are in North End, West End, South End, part of Charlestown, Roxbury, Dorchester, South Boston and East Boston.

The better class of apartments are in Dorchester, West Roxbury, Hyde Park, Jamaica Plain, Brighton and Rock Bay Section.

Other sections having individual homes and in some cases large estates are Milton, Dedham, Wellesley, Lincoln, Lexington, Winchester and Weston.

Total owned homes in Boston 30,132 or 19,609 mortgaged, 9,968 free, 523 unknown, total rented 132,658; tenure unknown 1,965.

Retail Section: In Metropolitan Boston there are many retail sections. Each of the 49 towns and cities has its own shopping center or centers. Of course, the largest and therefore most attractive shopping districts are in the heart of Boston or close to its borders.

The principal shopping center is in a district about 1 1/2 miles long and 3/4 miles wide. In this section are the shops, theaters, banks, etc., of far-famed Washington St., Tremont St., Boylston St., Summer St., Winter St., West St., Temple Place and Park Square section.

There is a busy retail and wholesale marketing district on Dock Square, Blackstone St., North Market St., South Market St., Clinton St. (including "Faneuil Hall" and Quincy markets).

In the "West End" there is a retail district at Scollay Square, Bowdoin Square, Tremont Row and Hanover St., totalling about a mile. In the "North End" there is another retail district of five or six blocks on Hanover St., Haymarket Square and radiating streets. South Boston has a shopping district about one mile on West Broadway, Dorchester St., and Andrew Square.

In Dorchester there are a group of stores at Uphams Corner, Fields Corner, Grove Hill, Meeting House Hill, Dorchester Center, Neponset, Ashmont and Mattapan. In Roxbury district there is a retail section on Washington St., Blue Hill Ave., and Dudley St. At Roxbury Crossing the retail section is at Columbus Ave. and Tremont St.

In Charlestown there is a busy section on Brimmer Hill St., Main St., and City Square, about one mile long.

The principal shopping center of Allston-Brighton District is on Brighton Ave., Harvard Ave. and Commonwealth Ave. Brookline (the richest section in Metropolitan Boston) has a retail section at Brookline Village and at Coolidge Corner. The Jamaica Plain section is 1/2 mile on Center St. The East Boston principal retail section is on Central Square, Meridian St. and at Orient Heights.

The Port of Boston with the finest natural harbor on the Atlantic Coast, equipped with modern piers, docks and warehouses, stands well to the fore, among the ports of the world. As a shipping point to commercial centers, Boston has a marked advantage over other American seaports. It lies 200 miles nearer Europe than New York. As compared with any other Atlantic Seaport for 150 miles to 500 miles are saved in the voyage from Boston to Copenhagen, Hamburg, Amsterdam, Antwerp, Cherbourg, Havre, Liverpool, London, Gibraltar, Naples or Constantinople.

A harbor area of 30,000 acres and 141 miles having a growth of commerce to at least of linear waterfront, make Boston capable of three times the present amount. There is practically no limit to the size of vessels which can be accommodated. Of the total 40 miles of berthing space, eight miles front on a depth of 30 feet or more mean low water.

The construction of Commonwealth Pier by the State, at a cost of \$4,500,000 just before the war gave to Boston what has been classed as the finest passenger and freight pier in the world. Twelve hundred feet long and 400 feet wide, it provides berthing space for five 600-

# New England—Most Remarkable Merchandising Zone in the United States

"Other things being equal, the more people there are in a given territory the better the market will be."

The six New England States, the Boston territory, have more than 7,500,000 people—7 percent of the total population—119 people per square mile as against 69 people per square mile in Zone 7, the Chicago territory, and 33 people per square mile in Zone 8, the St. Louis territory.

## Compare This Territory With Others

New England, known as Merchandising Zone Number 1 among American markets, has an area of 61,975 square miles, a population of 7,500,000 or 1,700,000 families.

In New England there are 47 cities having a population of 25,000 or over. There are 292 cities and towns of 2500 or over. Zone 7 has an area of 263,212 square miles, 59 cities of 25,000 or over and 521 cities and towns of 2500 or over. Zone 8 has an area of 274,970 square miles, 13 cities of 25,000 or over and 169 cities and towns of 2500 or over.

New England is the Financial Cornerstone of the United States. It possesses more than 30 percent of the savings in the Mutual Savings Banks of the United States. Its wealth is evenly distributed: In 1922 there were 36,346 returns for incomes \$5,000 to \$10,000—21,710 for incomes of \$10,000 upwards and 610,421 returns for incomes up to \$5,000. The average net income reported for Zone 1 was \$2,914, Zone 7, \$2,823 and for Zone 8, \$2,747.

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### *Greatest Coverage of This Great Market Offered by Boston Sunday Advertiser*

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The Boston Sunday Advertiser enables advertisers to influence the greatest possible number of people in the Boston and New England territory.

The Boston Sunday Advertiser is regularly read by more than 495,000 families in 943 communities throughout New England.

One of the leading Sunday newspapers in Chicago is read by one out of every five families in Zone 7, while one of the leading Sunday newspapers in St. Louis is read by one out of every eight families in Zone 8. The Boston Sunday Advertiser is regularly read by better than one out of every four families in Zone 1—the six New England States.

In all New England the Boston Sunday Advertiser is regularly read by at least 135,000 more families than read the second largest Boston newspaper, 170,000 more than the third, and 385,000 more families than read the fourth Boston Sunday newspaper.

**BOSTON SUNDAY ADVERTISER**  
NEW ENGLAND'S GREATEST SUNDAY NEWSPAPER

*Largest net paid circulation in New England*

W. C. Spargo  
1819 Broadway  
New York

T. Lewis  
Hearst Bldg.  
Chicago

T. C. Hoffmeyer  
Monadnock Bldg.  
San Francisco

**MASSACHUSETTS (Cont'd)**

**Boston (con't)**

foot ocean-going vessels at once. Three large two-story warehouses of steel and concrete contain 900,000 square feet of floor space. The pier is connected with the railroads by six trucks, two of which run alongside the ships at their berths.

Well over a mile of berthing space, capable of accommodating nine or ten large ocean going steamers, is available at the United States Army Supply Base in South Boston. Built during the war, this Army Base, the second in size in the country, is now likely to be turned over to commercial uses. The main storehouse is an eight-story building, 1,638 feet long and 126 feet wide, with a total floor area of nearly 40 acres. Three supplementary buildings—one 1,638 by 100 feet, of two stories, and two 294 by 100 feet, each, three stories high, provide an additional floor area of about 900,000 square feet. The modern equipment of this pier makes possible exceptional rapidity in handling of shipments.

Other extensive pier and dock facilities are provided by the railroad terminals in East Boston. The Boston and Maine Railroad property includes the Hoosac Tunnel Terminal, with five large piers, freight sheds and a grain elevator, and the Mystic Wharves, comprising seven wharves with freight sheds, coal pockets and a grain elevator. The Grand Junction Wharves, owned by the Boston and Albany Railroad, comprise six piers with warehouses and a large grain elevator. A pier recently constructed by the State is also situated in East Boston. The New York, New Haven and Hartford Railroad has ample wharf facilities in South Boston. Of the numerous piers owned by coastwise shipping companies, coal companies, and private pier and warehouse companies, the majority have direct connections with the railroads entering the city.

The opening of the new dry-dock at South Boston puts the Port of Boston among the leaders in repair facilities. This dock is one of the largest in the world, the only others comparable being at Liverpool and Southampton. The government plans to construct two wet docks near by and to install a thoroughly modern repair plant. Within Metropolitan Boston at Quincy is one of the most important ship yards of the country.

Boston is served by freight and passenger lines to the principal seaports of Europe and by regular freight lines to and from the Far East, South American and Australia. It is also the terminus of an extensive coastwise trade which helps to feed the foreign shipments. Boston's foreign trade is surpassed only by New York, New Orleans, Philadelphia and Galveston. In imports alone, it surpasses all American ports except New York.

Wholesalers: Grocers, 80; Fruits, 119; Meats, 40; Drugs, 18; Fish, 86; Shoes, 173; Stationers, 11; Furriers, 2; Tobacco, 25; Men's Furnishings, 9; Millinery goods, 24; Clothing, 71; Dry Goods, 78; Hardware, 30; Hats and caps, 11; Confectioners, 110.

Trading Area: For the purpose of securing accurate information for the Trading Area of Boston, the representatives of Editor and Publisher consulted the advertising managers of three largest retail establishments, several departments which keep an accurate check upon sales and deliveries of merchandise, both by person and mail, and several other reliable sources.

The trading areas are divided into four classifications: First, the territory from which the retail establishments of metropolitan Boston derive their daily support; second, the area from which the stores secure what is termed "Once a Week" business (thousands of people living in this area are accustomed to make weekly trips to Boston for business and pleasure); third, the "Once a Month" area, a wider and not so thickly populated territory, but one where large sales are made because the patrons of the Boston stores who live in this territory are usually large buyers on these monthly or twice a month visits to the metropolitan center; fourth, the "Seasonable and Mail Order Territory," the area from which business is secured by mail or because of once a season (in some cases once a year) visits to Boston on the part of people living in extreme northern and western parts of New England. These latter customers of Boston establishments buy in large quantities, often a whole season's supply of clothing and other necessities, in one order.

The First or "Daily Area" extends on the north from Rookport, Mass., on the coast, directly west to Nashun, N. H. From this point it swings in a half circle south through Fitchburg, Mass.; Worcester, Mass.; smaller towns of northeastern Rhode Island, southeast to Fall River and east to the coast at a point just south of Plymouth. These boundaries are based upon the transportation facilities which enable buyers to visit Boston by steam train and trolley in an hour or less, thus making it possible for shoppers to come to Boston in the morning and return in the afternoon, or, in some cases, before lunch hour. From this area the largest Boston stores derive their daily support and to each corner of the territory is maintained exceptionally fine delivery service.

The Second or "Once a Week" area extends north to a point on the coast near Kennebunk, Me. The northern limits of this area circle west and south to Concord, N. H., thence to Winchendon, Mass., and south across the Connecticut boundary to Thompson, Conn. From this point the area extends southeast to Providence, R. I., and then east to almost the same point as the end of the "Daily Area."

The Third or "Once a Month" area, because of the railway accommodations extending north to Maine to a point on Penobscot Bay just north of Northport. The fact that there is a daily steamboat line from Boston to Bangor during Summer and in Winter as long as navigation is

open, has a stimulating effect upon business from this section. From this point the "Once a Month" area extends southwest through Auburn and Lewiston to a point just beyond Lebban. From there the boundary extends west just north of Concord, N. H., to Clark's Point, N. H. From there the western limits of the territory follow close along the Connecticut River to Springfield, Mass. From this point the area extends southeast through Stafford Springs, Conn.; Ashford, Conn.; Sterling, Conn.; across Rhode Island to Newport and east along the coast to Cape Cod.

The Fourth or "Seasonable and Mail Order" area includes all of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and about one-half of Connecticut. The southwestern boundaries run diagonally across Connecticut from New London to Norfolk and No. Cannan, passing through Hartford.

These areas have been rechecked by the Boston Chamber of Commerce, sales promotion departments, advertising managers and others thoroughly familiar with New England business conditions, retail merchandising in metropolitan Boston, transportation facilities and general conditions, which have a tendency to make Boston the natural wholesale and retail trade magnet of New England.

Number of Retail Outlets for Nationally Advertised Products: Municipal Boston, automobile dealers, 154; automobile accessories, 305; automobile tire agencies, 305; bakers, 360; cigar stores and stands (including hotels), 324; confectioners (including hotel stands), 527; delicatessen, 183; dressmakers, 1,266; druggists, 367; dry goods, 407; department stores, 11; electrical supplies, 208; florists, 122; fruits, 567; furniture, 195; furriers, 108; garages (public), 219; grocers, 2,227; hardware, 199; jewelry, 276; meat markets, 1028; men's furnishings, 104; men's clothing, 263; merchant tailors, 1,302; milliners, 274; opticians, 114; photographers, 127; pianos (and miscellaneous musical instruments), 34; radio supplies, 312; restaurants (including hotels), 987; shoes, 306; sporting goods, 40; stationers, 112; women's apparel, 222.

Metropolitan Boston: Passenger automobile dealers, 254; automobile accessories, 505; automobile tire agencies, 514; bakers, 470; cigar stores and stands (including hotels), 503; confectioners (including hotel stands), 531; delicatessen, 213; dressmakers, 2,065; druggists, 369; dry goods, 709; department stores, 35; electrical supplies, 288; florists, 324; fruits, 558; furniture, 380; furriers, 115; garages (public), 553; grocers, 4,708; hardware, 410; jewelry, 396; meat markets, 1,579; men's furnishings, 164; men's clothing, 377; merchant tailors, 2,105; milliners, 526; opticians, 200; photographers, 218; pianos (and miscellaneous musical instruments), 87; radio supplies, 362; restaurants (including hotels), 1,408; shoes, 351; sporting goods, 111; stationers, 153; women's apparel, 289.

See pages 87-89-91

**BROCKTON, MASS.**

1920 Population, 66,254, present 69,086.

City and Suburban Estimate, 155,000.

Native Whites, 72%; Negroes, 2%; Foreign Born, 26%; Industrial Workers, 25%; English Reading, 90%; Families, 17,021.

Schools: Public Grade, 31; Junior High, 8; Parochial, 2. Number of Pupils, 12,572.

Churches: Baptist, 6; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 3; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

Banks: National, 2; State, 8; Incl. savings: Total Resources, \$50,978,520.96; Savings Bank Deposits Total, \$19,114,579.25.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 35. Total number of seats, 25,000.

Location: On New Haven Railroad direct to Boston, reasonable direct to Middleboro, Taunton, Providence, New Bedford, Fall River and Worcester. Network of electric street railways and modern highways for autos.

Principal Industries: Boot and shoes, lasts, shoe finding, shoe machinery.

Manufacturing Establishments: 100; Leading firms: Geo. E. Keith Co., W. L. Douglas Shoe Co., Dunbar Pattern Co., Brockton Last Co., O. A. Miller Treeling Machine Co., Hnb Gore Co., Barbour Wetting Co., Corde Hyde Co., George Baker & Sons, A. S. Pierce Co., Brockton Heel Co.

Total value of yearly output of factories estimated at \$95,000,000. \$79,956,467.20 shoes alone.

Special Information: Steady growth in population and wealth. Unusual labor conditions. Only two strikes in nineteen years. Leads all Mass. industrial cities in percentage of children at school, homes owned, per capita earnings, and earnings by industrial workers, freedom from labor difficulties, and percentage of whites.

Residential Features: The city is essentially one of homes, a majority single houses and more than half owned by the tenants. It is a strongly religious city with many well attended churches. Fine schools, motorized fire department, big public library, and low death rate.

Retail Shopping Section: Belmont, West Elm, High, Legion Parkway, Pleasant, Centre, Crescent and Main and Warren Ave., 3 blocks of Belmont, 3 on West Elm, 3 on High, 1 on Parkway 3 on Pleasant, 8 on Centre, 1 on Crescent, 16 on Main, 5 on Warren Ave.

Trading Area: Plymouth County and parts of Norfolk and Bristol Counties, 5 miles north, 23 miles east, 17 miles south, 5 miles west, best sort of state roads for autos, widespread network of electric street lines. Ample steam road connections.

Wholesale Houses: Groceries, 4; Meats, 4; Fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 26; Commercial Auto. Agencies, 9; Automobile Accessories, 42; Automobile Tire Agencies, 37; Bakers, 31; Cigar Stores and Stands (including hotels), 64; Confectioners (including hotel stands), 52; Delicatessen, 3; Dressmakers, 46; Druggists, 24; Dry Goods, 11; Department Stores, 2; Electrical Supplies, 9; Florists, 12; Fruits, 55; Furniture, 19; Furriers, 2; Garages (public), 36; Grocers, 414; Hardware, 8; Jewellery, 10; Meat Markets, 38; Men's Furnishings, 29; Men's Clothing, 11; Merchant Tailors, 38; Milliners, 31; Opticians, 16; Photographers, 8; Pianos (and miscellaneous musical instruments), 12; Radio Supplies, 24; Restaurants (including hotels), 41; Shoes, 36; Sporting Goods, 8; Stationers, 9; Women's Apparel, 23.

**CHELSEA, MASS.**

1920 Population, 43,184.

City and Suburban Estimate, 45,000.

Native Whites, 59%; Negroes, 2%; Foreign Born, 39%; Industrial Workers, 32%; English Reading, 90%; Families, 8,833.

Schools, 10. Number of Pupils, 9,820.

Churches, 23.

Banks, 8. Total Resources, \$22,632,400.

Theatres, 3. Total number of seats, 3,800.

Location: Portland Division of Boston & Maine R.R.

Principal Industries: Builders' hardware, drop forgings, bed springs, welding machines, varnish, marine clocks, rubber goods, electrical specialties.

Residential Features: One and two-family houses.

Retail Shopping Section: About one mile on Broadway.

Trading Area: Is limited to the city itself.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 24; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 38; druggists, 14; dry goods, 33; department stores, 3; electrical supplies, 5; florists, 3; fruits, 13; furniture, 9; furriers, 1; garages (public), 11; grocers, 163; hardware, 9; jewelry, 12; meat markets, 43; men's furnishings, 10; men's clothing, 13; merchant tailors, 18; milliners, 11; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 20; shoes, 19; sporting goods, 1; stationers, 4; women's apparel, 3.

**CLINTON, MASS.**

1920 Population, 12,979.

City and Suburban Estimate, 23,000.

Native Whites, 69%; Foreign Born, 31%; Industrial Workers, 21%; English Reading, 91%; Families, 2,824.

Schools, 13. Number of Pupils, 2,525.

Churches, 12.

Banks, 4. Total Resources, \$9,134,500.

Theatres, 4. Total number of seats, 1,800.

Location: Worcester-Portland Division of B. & M. R.R., Fitchburg Division of N. Y., N. H. & H. R.R.

Principal Industries: Carpets, wire cloth, silk velour, yarn, towels, toys, suspenders, athletic goods, iron foundry, worsteds.

Residential Features: One-family houses.

Retail Shopping Section: About one-half mile on High Street.

Trading Area: North to Harvard, east to Hudson, south to Berlin, west to Sterling Junction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 13; druggist, 7; dry goods, 10; department stores, 1; electrical supplies, 3; florists, 5; fruits, 4; furniture, 4; furriers, 1; garages (public), 6; grocers, 59; hardware, 4; jewelry, 3; meat markets, 24; men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 9; sporting goods, 8; stationers, 4; women's apparel, 7.

**FALL RIVER, MASS.**

1920 Population, 120,485.

City and Suburban Estimate, 160,000.

Native Whites, 64.6%; Negroes, 0.3%; Foreign Born, 35.1%; Industrial Workers, 40%; English Reading, 77%; Families, 26,369.

Schools: Public Grade, 54; High, 2; Parochial, 15; Number of Pupils, 25,797.

Churches: Baptist, 8; Christian Science, 1; Congregational, 4; Episcopal, 6; Hebrew, 6; Methodist, 13; Roman Catholic, 26; Christian, 3; Italian, 5; Miscellaneous, 19.

Banks: National, 4; State, 5; Co-operative, 4. Total Resources, \$75,563,920.

Theatres: Legitimate, 2; Moving Pictures, 9; Vaudeville, 2; Total number of seats, 10,400.

Location: On Providence, Fall River and Boston Division; Newport Division of New York, New Haven & Hartford R. R. Trolley to Taunton, Providence, New Bedford and Newport. Steamship, daily freight to Providence, daily freight and passenger to New York City. Auto express to Providence and Boston.

Principal Industries: Cotton cloth, cotton printing, cloth bleaching, pianos, hats, jewelry, paper boxes, wooden ships, oil refining, underwear, cotton mill machinery, webbing, leather, betting, varnish, absorbent cotton, brids, twine, clothes lines, and granite.

Number of establishments ..... 296  
Persons engaged in manufactures ..... 38,718  
Proprietors and firm members .... 231  
Salaried employees ..... 1472  
Wage earners (average number) ..... 37,015  
Capital ..... \$135,717,000  
Services ..... 33,978,000  
Salaries ..... 3,464,000  
Wages ..... 30,514,000  
Materias ..... 96,180,000  
Value of products ..... 163,246,000  
Value added by manufacture .... 67,066,000

Special Information: Home of International Pianos. Has fine harbor with natural 25 foot channel. There are 27 wharves.

Residential Features: A large number of "Three Deck" 3 to 6 family houses, no large apartments. Many "6 and 8 deckers" near mills.

Retail Shopping Section: Principal retail center one mile on north and south Main street, Bedford street, Pleasant street, and Purchase street. Border City District about 1/4 mile from center has a Portuguese trading center 1/4 mile long. The French section at Flint village, one mile from center, has shopping district 1/2 mile on Pleasant St. There is a neighborhood one-half mile on South Main street in Globe village district.

Trading Area: Attracts trade from a wide and thickly populated area. From as far south as Newport and the shore resorts east to Westport Point, business comes to Fall River. On the southeast the area extends to Hicksville part of which is shared with New Bedford. On the north the territory extends almost to Taunton and to the west as far as North Swans. Some of the latter trade is shared with Providence.

Wholesale Houses: Groceries, 12; Meats, 16; Tea and Coffee, 1; Druggist, 1; Tobacco, 1; Confectioners, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto agencies, 23; automobile accessories, 45; automobile tire agencies, 25; bakers, 79; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 60; delicatessen, 3; dressmakers, 75; druggists, 52; dry goods, 89; department stores, 6; electrical supplies, 7; florists, 18; fruits, 18; furniture, 42; furriers, 4; garages (public), 35; grocers, 467; hardware, 22; jewelry, 22; meat market, 59; men's furnishings, 14; men's clothing, 40; merchant tailors, 25; milliners, 35; opticians, 7; photographers, 14; pianos (and miscellaneous musical instruments), 9; radio supplies, 12; restaurants (including hotels), 65; shoes, 83; sporting goods, 3; stationers, 8; women's apparel, 13.

**FITCHBURG, MASS.**

1920 Population, 41,029.

City and Suburban Estimate, 70,000.

Native Whites, 63.9%; Negroes, .01%; Foreign Born, 36%; Industrial Workers, 24.4%; English Reading, 80%; Families, 9,273.

Schools: Public Grade, 22; High, 1; Junior High, 1; Parochial, 5. Number of Pupils 8,300; Teachers, 260.

Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 4; Methodist, 2; Roman Catholic, 5; Miscellaneous, 9.

Banks: National, 1; State, 1; Total Resources, \$12,574,102. Savings Bank Deposits Total \$27,000,000. Co-operative Banks \$8,175,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 6,300.

Location: Midway of Mass. near its northern border. Fifty miles from Boston on Hoosac Tunnel Div. of B. & M. and terminus of Cheshire Div. Terminus of two divisions of New Haven Railroad. On state road to Mohawk Trail, six roads to Keene, Worcester. Trolley to Worcester, Ayer, Lowell, Clinton; bus to Gardner.

Principal Industries: Paper, litho, hanging, glassine, bristols, coated blanks. Saws, machine knives and files, railroad and machine tools, engines, lathes, firearms, bicycles, motor trucks, screens, paper plates, paper machinery, grinders, humidifiers, steel collars, castings, cars. Cotton and worsted yarns, ginghams, woolsens, duck, curtains, wood turnings, horn and celluloid goods, shoes, children's garments, boilers.

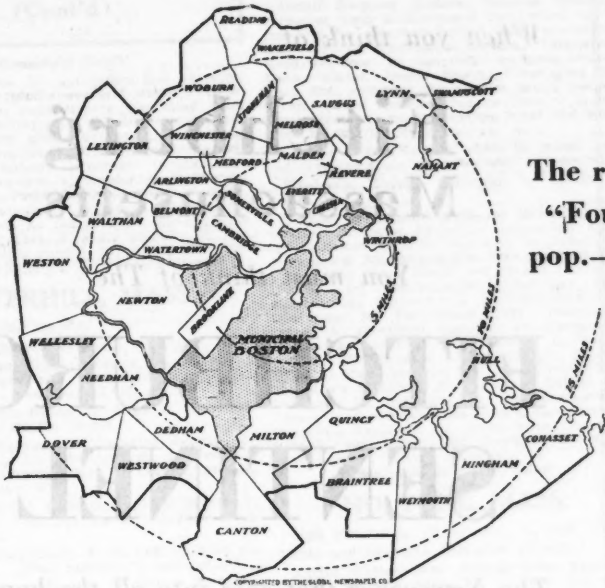
Manufacturing Establishments: 121; Leading firms: Simonds Saw & Steel Co., Manning, Maxwell & Moore, American Woolen Co., Parkhill Mfg. Co., Iver Johnson Arms and Cycle Works, Crocker, Burbank & Co., Fitchburg Paper Co., Grant Yarn Co., Fitchburg Yarn Co., Orwell Mills, Star Worsted Co., Louis DeJonghe Filling Machine Co., W. A. Hardy and Sons Co., Parks-Cramer Co., F. H. Sprague Co., Dillon Steam Boiler Works, Bennett Shoe Co., Cowdry Machine Works, &c.

Total value of yearly output of factories estimated at \$60,000,000.

Special Information: Fitchburg's enterprises are mainly home-owned, long established and hold their position because of the high quality of their products. Mercantile influence greatly strengthened in recent years by co-operative promotion. Diversity of industries gives comparative immunity from depression.

Residential Features: Mainly one, two and three tenement houses, with ownership widely distributed. Under liberal savings and co-operative bank policies, many workmen have become and are becoming owners. Fine residences are not concentrated. No districts which might be termed slums. Many well-to-do farms in outskirts.

Retail Shopping Section: Topographical con- Continued on page 92



The real Boston,  
 "Fourth City"  
 pop.—1,650,000

While this district is commonly known as "Metropolitan" Boston, newspaper circulation which falls in this district is designated "City" circulation by the Audit Bureau of Circulations. Therefore, when considered as a sales market, Boston is indeed "Fourth City" in the United States instead of seventh where it is placed on the Federal census report of 1920.

Forty distinct cities and towns comprise Metropolitan Boston. They are all served by the same parkway system and form a compact community which finds its business interests largely in Municipal Boston. Its compactness may be better understood when it is realized that in density of population Boston is exceeded only by New York.

**Imagine a city of 100,000 without a daily newspaper!**

Yet Cambridge, Mass., with a population of 109,000 has no daily! Somerville, with 93,000, Newton and Everett with over 40,000, and Medford and Brookline with over 30,000 population support no daily paper. Of the 40 cities and towns in Metropolitan Boston, 31 have no daily newspaper!

**The Boston Globe is the only paper which prints detailed daily news of all the Boston suburbs**

The Globe is the *only paper* in which residents of these towns can find daily news of their own home town affairs. For nearly half a century these suburban news items have appeared exclusively in the Boston Globe. With other features of strong reader interest to both men and women they have helped to make the Globe Boston's Greatest Family Newspaper.

Another thing that has helped in this respect is the fact that 90% of the morning and 60% of the evening edition is home delivered. The rest of the Evening Globe goes home too, for 45,000 copies are sold every night at terminal points in downtown Boston to homeward bound commuters who carry the papers to the different suburbs.

It is pertinent to observe that the Globe has the same features, comics, editorials, and much of the same news matter in *all* editions, so that there is *no duplication* of morning and evening readers, and the Globe cannot be considered as a "combination" paper.

Its 278,000 purchasers buy it because they want it, *no premiums or circulation contests* being employed by the Globe.

For 30 years the Globe has regularly carried the largest volume of advertising of all Boston papers.

It has done so without the use of special pages or editions.

It is carrying more advertising now than ever before—more in the first 8 months of 1924 than in the full year of 1914.

It carries, among other classifications, more Department Store advertising daily and Sunday, and more Automobile and Accessory advertising than any other Boston paper.

WHEN METROPOLITAN BOSTON GOES SHOPPING,  
 IT DOES SO THROUGH THE COLUMNS OF THE

**BOSTON GLOBE**

Ask your client's Boston representative or distributor

## MASSACHUSETTS (Cont'd)

### Fitchburg (Cont')

ditions make this section long and narrow. Extends about half a mile on Main St. Stores on side streets not numerous. West Fitchburg, South Fitchburg, Cleghorn have stores of importance, and there are many neighborhood stores.

Trading Area: 8 miles south, 15 miles east and west, 20 miles north.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1; Miscellaneous Lines, Lumber, 4; Grain, 2; Rubber, 1; others, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 18; Commercial Auto. Agencies, 7; Automobile Accessories, 30; Automobile Tire Agencies, 10; Bakers, 22; Cigar Stores and Stands (including Hotels), 19; Confectioners (including hotel stands), 60; Delicatessen, 2; Dressmakers, 52; Druggists, 26; Dry Goods, 18; Department Stores, 4; Electrical Supplies, 9; Florists, 6; Fruits, 20; Furniture, 16; Furriers, 2; Garages (public), 19; Grocers, 172; Hardware, 11; Jewelry, 12; Meat Markets, 50; Men's Furnishings, 26; Men's Clothing, 19; Merchant Tailors, 7; Milliners, 19; Opticians, 8; Photographers, 8; Pianos (and miscellaneous musical instruments), 6; Radio Supplies, 9; Restaurants (including hotels), 36; Shoes, 26; Sporting Goods, 3; Stationers, 2; Women's Apparel, 12.

See columns 3 and 4

### FRAMINGHAM, MASS.

1920 Population, 17,063.

City and Suburban Estimate, 42,600.

Native Whites, 76%; Negroes, 1%; Foreign Born, 23%; Industrial Workers, 20%; English Reading, 93%; Families, 3,877.

Schools, 14. Number of Pupils, 3,349.

Churches, 18.

Banks, 5. Total Resources, \$12,265,540.

Theatres: Legitimate, 1. Total number of seats, 1,000.

Location: Main line Boston & Albany R.R., Old Colony Division of N. Y., N. H. & H. R.R. Principal Industries: Paper novelties, woolen goods, rubber goods, wheels, bolters, felt and straw hats, shoe machinery, shoes, heaters, sugar and coffee machinery.

Retail Shopping Section: About 10 blocks on principal and side streets.

Trading Area: North to Maynard, east to Natick, south to Milford, west to Westboro.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 15; druggists, 12; dry goods, 11; department stores, 1; electrical supplies, 5; florists, 9; fruits, 13; furniture, 6; furriers, 1; garages (public), 7; grocers, 51; hardware, 5; jewelry, 6; meat markets, 20; men's furnishings, 7; men's clothing, 8; merchant tailors, 7; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 6.

### GARDNER, MASS.

1920 Population, 16,971.

City and Suburban Estimate, 31,000.

Native Whites, 35%; Foreign Born, 65%; Industrial Workers, 40%; English Reading, 70%; Families, 4,100.

Schools: Public Grade, 10; High, 1; Parochial, 2. Number of Pupils, 5,214.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, \$6,061,395. Savings Bank Deposits Total, \$8,250,321; Co-operative Banks 2, assets \$2,000,987. Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,700.

Location: On main line of B. & M. and on Portland Div. of B. & M. Trolley service to Templeton, Otter River and Baldwinville. Bus service to Fitchburg. Truck and express service to Boston and intermediate territory.

Principal Industries: Chairs, furniture, baby carriages, go-carts, silver ware, oil stoves, chair machinery, woolen warps, time clocks.

Manufacturing Establishments: 47; Leading firms: Heywood Bros. & Wakefield Co., P. Derby & Co., John A. Dunn & Co., all chairs; Florence Stove Co., F. W. Smith Silverware Co., Simplex Time Recorder Co., Templeton Chair Co.

Total value of yearly output of factories estimated at, \$20,000,000.

Special Information: Chair makers from all parts of the country assemble frequently in Gardner for conferences for the reason that it is the home of the National Association.

Residential Features: Mostly one family houses and a few two and three deckers.

Retail Shopping Section: Gardner is divided into 4 distinct business districts, including West Gardner, the principal business district, including Main, Parker and Central Sts., with most of the business on Main and Parker Sts. At Gardner Center the wealthy resident section, Gardner Depot, the union Station of the town, with several business houses, and South Gard-

ner, the original section of the town with several business firms. Bus service to all sections of the town.

Trading Area: The surrounding territory is an agricultural settlement mostly but also includes the town of Winchendon, which is the home of the largest toy manufacturer in the world. The surrounding towns are Ashburnham, seat of Cushing Academy, a preparatory school for colleges.

Wholesale Houses: Groceries, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 9; Commercial Auto. Agencies, 3; Automobile Accessories, 14; Automobile Tire Agencies, 4; Bakers, 8; Cigar Stores and Stands (including Hotels), 20; Confectioners (including hotel stands), 18; Delicatessen, 4; Dressmakers, 17; Druggists, 11; Dry Goods, 4; Department Stores, 1; Electrical Supplies, 4; Florists, 4; Fruits, 4; Furniture, 9; Garages (public), 8; Grocers, 66; Hardware, 3; Jewelry, 3; Meat Markets, 34; Men's Furnishings, 12; Men's Clothing, 12; Merchant Tailors, 3; Milliners, 6; Opticians, 3; Photographers, 3; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 2; Restaurants (including hotels), 18; Shoes, 13; Sporting Goods, 3; Stationers, 3; Women's Apparel, 9.

### GLOUCESTER, MASS.

1920 Population, 22,947.

City and Suburban Estimate, 30,000.

Native Whites, 65%; Foreign Born, 35%; Industrial Workers, 25%; English Reading, 90%; Families, 5,000.

Schools: Public Grade, 22; High, 1; Parochial, 1. Number of Pupils, 4,670.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$18,168,638.36. Savings Bank Deposits Total, \$8,601,749.63.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,500.

Location: Roston & Maine R. R. Boston & Gloucester Steamboat Co.

Principal Industries: Production and manufacturing of Fish, Hosiery, Granite, Inks, Glues of all kinds, rollers, ash sifters, shafts and forgings, nets and seines, shoes, overalls and pantry boxes.

Manufacturing Establishments: 20; Leading firms: Gorton Penn Fisheries Co., Ltd., Russia Cement Co., Success Mfg. Co., Merchant Box & Cooperage Co., Ipswich Hosiery Mills, Gloucester Net & Twine Co.

Special Information: Largest salt fish mfg. center in the world. Greatest Summer resort on north shore. 12 degrees cooler than in any city in Massachusetts, during the summer months.

Residential Features: Mostly one and two story houses—ordinary wooden dwellings.

Retail Shopping Section: Main and Pleasant Streets. Begins at Junction of Washington and Main Streets, extending east, where it breaks for Pleasant Street the business section there covering 3 blocks, continues along Main easterly to Union Hill. Approximate distance one mile.

Trading Area: Covers Approximately 8 miles to the east, west and north.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, 10; Commercial Auto. Agencies, 5; Automobile Accessories, 25; Automobile Tire Agencies, 10; Bakers, 7; Cigar Stores and Stands (including Hotels), 50; Confectioners (including hotel stands), 50; Dressmakers, 20; Druggists, 13; Dry Goods, 10; Department Stores, 3; Electrical Supplies, 10; Florists, 3; Fruits, 25; Furniture, 5; Garages (public), 9; Grocers, 110; Hardware, 7; Jewelry, 9; Meat Markets, 30; Men's Furnishings, 15; Men's Clothing, 10; Merchant Tailors, 15; Milliners, 8; Opticians, 4; Photographers, 4; Pianos (and miscellaneous musical instruments), 4; Radio Supplies, 5; Restaurants (including hotels), 75; Shoes, 20; Sporting Goods, 4; Stationers, 5; Women's Apparel, 10.

### GREENFIELD, MASS.

1920 Population, 15,462.

City and Suburban Estimate, 39,000.

Native Whites, 83%; Negroes, 1%; Foreign Born, 16%; Industrial Workers, 27%; English Reading 94%; Families, 3,547.

Schools, 21. Number of Pupils, 3,150.

Churches, 13.

Banks, 5. Total Resources, \$18,689,500.

Theatres, 2. Total number of seats, 2,100.

Location: Fitchburg and Passumpsic Divisions of B. & M. R.R.

Principal Industries: Taps, dies, small tools, hardware and paper boxes.

Retail Shopping Section: One mile on Federal, Main and Chapman Streets.

Trading Area: South to Whatley, north to Northfield, east to Orange, west to Shelburne Falls.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; auto-

Continued on page 93

When you think of

# Fitchburg Massachusetts

You must think of The

# FITCHBURG SENTINEL

The Newspaper that goes into all the homes

Fitchburg is

Big enough for a traffic problem.

Small enough for community spirit.

Rich enough to finance its own industries.

Neighborly enough to be a growing trade center.

Skilled enough for blue-ribbon manufactures.

American enough to assimilate its immigrants.

Clean enough for splendid health conditions.

Progressive enough to own fine public works.

Adventurous enough to try something new.

Wise enough to appreciate The Sentinel.

77 per cent of The Sentinel's circulation is local

The surrounding towns are fine examples of New England country life

20 per cent of The Sentinel's circulation is among the best people in these towns

Include The Fitchburg Sentinel in your lists.

JULIUS MATHEWS SPECIAL AGENCY

Boston New York Detroit Chicago



**MASSACHUSETTS  
(Cont'd)**

**Greenfield (Con't)**

mobile accessories, 17; automobile tire agencies, 30; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 18; druggists, 5; dry goods, 9; department stores, 1; electrical supplies, 5; florists, 5; fruits, 16; furniture, 7; furriers, 3; garages (public), 14; grocers, 59; hardware, 4; jewelry, 6; meat markets, 21; men's furnishings, 12; men's clothing, 18; merchant tailors, 14; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 21; shoes, 10; sporting goods, 4; stationers, 7; women's apparel, 4.

**HAVERHILL, MASS.**

1920 Population, 53,884.

City and Suburban Estimate, 100,000.

Native Whites, 73½%; Negroes, 1¼%; Foreign Born, 25%; Industrial Workers, 37%; English Reading, 83%; Families, 12,814.

Schools: Public Grade, 29; High, 1; Parochial, 3. Number of Pupils, 10,001.

Churches: Baptist, 5; Christian Science, 2; Congregational, 9; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 10.

Banks: National, 4; State, 6; Total Resources, \$47,206,034.23. Savings Bank Deposits Total, \$22,143,378.15.

Theatres: Legitimate, 4; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,300.

Location: On main line of Boston & Maine Railroad—33 miles from Boston—Massachusetts Northeastern Street Railway, and Eastern Massachusetts Street Railway Co.

Principal Industries: Women's shoes, woolen goods and box-board.

Manufacturing Establishments: 350; Leading firms: Witherell & Dobbins, Tessler & Bowdoin, Geo. F. Carleton & Co., Pentucket Woolen Mills, Robert Gair Co., Hartman Shoe Co., United Shoe Machinery Co.

Total value of yearly output of factories estimated at \$96,276,853.

Special Information: About 90% of Haverhill's industrial workers are employed in women's shoe factories, receiving high wages during the time employed. Haverhill has approximately 142 shoe factories, and many others (about 60) small shops dealing in shoe findings such as upper and bottom leather, shanks, etc.

**Residential Features:** A large percentage of one-family houses owned by those occupying them. Residential sections particularly fine but there are no outstanding big estates.

**Retail Shopping Section:** Extends from the corner of Main & Merrimack Sts., which is the terminal for suburban trolley lines, one-quarter mile east to Washington Square. This street comprises most of the retail business section. Main, Winter, Essex, Water, Washington and Main Sts., comprise the smaller retail district. Several small neighborhood sections with the usual groceries, confectioneries, meat and small shops in outlying districts.

**Trading Area:** Extends about 25 miles north and east and about six miles west and south.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger Automobile Agencies, Commercial Auto. Agencies, 5; Automobile Accessories, 25; Automobile Tire Agencies, 20; Bakers, 19; Cigar Stores and Stands (including Hotels), 14; Confectioners, (including hotel stands), 18; Delicatessen, 3; Dressmakers, 5; Druggists, 24; Dry Goods, 10; Department Stores, 3; Electrical Supplies, 15; Florists, 6; Fruits, 52; Furniture, 19; Furriers, 1; Garages (public), 34; Grocers, 171; Hardware, 0; Jewelry, 13; Meat Markets, 14; Men's Furnishings, 20; Men's Clothing, 20; Merchant Tailors, 32; Milliners, 10; Opticians, 13; Photographers, 4; Pianos (and miscellaneous musical instruments), 5; Radio Supplies, 15; Restaurants (including hotels), 48; shoes, 35; Sporting Goods, 3; Stationers, 8; Women's Apparel, 15.

**HOLYOKE, MASS.**

1920 Population, 60,263; May 1, 1923, 63,691.

City and Suburban Estimate, 150,000.

Native Whites, 66%; Foreign Born, 34%; Industrial Workers, 33%.

Schools: Public Grade, 17; High, 1; Junior High, 6; Parochial, 9; Number of Pupils, 16,618.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 2.

Banks: National, 3; State, 6; Total Resources \$58,284,000; Savings Bank Deposits Total, \$23,400,000.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: In fertile section of Connecticut Valley, on B. & M. direct line to New York to Northern New England, Montreal and Canadian points. Also branch of New Haven Railroad, 107 miles from Boston, 143 from New York. Gateway to Berkshires and Mohawk

Trail. Freight tonnage second only to Boston on B. & M.

**Principal Industries:** Large manufacturers of fine writing papers, known as the "Paper City," one of the largest silk mills. Large alpaca mills, great power pump plants. Paper making machinery, valves and hydrants, boilers, trucks, auto tires, accessories, and allied lines. Large thread, worsted, cotton, plush, blanket, felt and braid plants.

**Manufacturing Establishments:** 69. Leading firms: American Writing Paper Co., Farr Alpaca Co., Skinner's Silk Mills, American Thread Co., Merrick Thread Co., Worthington Pump & Machinery Corp., Cowan Truck Co., Crocker-McElwain Co., Germania Mills, Lyman Mills, National Bank Book Co., White & Wyckoff, Holyoke Silk Hosiery Co., Holyoke Worsted Mills. Total value of yearly output of factories estimated at \$200,000,000.

**Residential Features:** Apartment blocks, brick predominates. Tendency now toward one and two family houses. New residential sections are all restricted. City has a Planning Board. Good car system.

**Retail Shopping Section:** High street, 9 blocks; Maple street, 3 blocks; Main street, 6 blocks; Dwight street, 2 blocks. Small sections scattered.

**Trading Area:** About 25 miles north, west and east.

**Wholesale Houses:** Groceries, 6; Meats, 5; Fruits, 7; Hardware, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 35; automobile tire agencies, 8; bakers, 33; cigar stores and stands (including hotels), 07; delicatessen, 3; dressmakers, 80; druggists, 30; dry goods, 41; department stores, 2; electrical supplies, 6; florists, 6; fruits, 48; furniture, 21; furriers, 5; garages (public), 10; grocers, 253; hardware, 12; jewelry, 20; meat markets, 04; men's furnishings, 20; men's clothing, 20; merchant tailors, 28; milliners, 22; opticians, 9; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 11; restaurants (including hotels), 46; shoes, 36; sporting goods, 15; stationers, 13; women's apparel, 28.

**HUDSON, MASS.**

1920 Population, 7,007.

City and Suburban Estimate, 11,000.

Native Whites, 83%; Foreign Born, 17%; Industrial Workers, 10%; English Reading, 93%; Families, 1,792.

Schools, 5. Number of Pupils, 1,187.

Churches, 8.

Banks, 3. Total Resources, \$5,611,840.

Theatres, 2. Total number of seats, 1,530.

Location: Massachusetts Central and Marlboro branches of Fitchburg Division of B. & M. R.R.

Principal Industries: Shoes, rubbers, rain-coats, yarn, knit goods, tools, sweaters, special machinery.

Residential Features: One and two-family houses.

Retail Shopping Section: One-third mile on Main Street and Woods Square.

Trading Area: Acton, northeast; Berlin, southwest; south to Marlboro.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 5; grocers, 21; hardware, 2; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 3; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

**LAWRENCE, MASS.**

1920 Population, 94,270.

City and Suburban Estimate, 140,000.

Native Whites, 58%; Negroes, 2%; Foreign Born, 40%; Industrial Workers, 40%; English Reading, 86%; Families, 19,715.

Schools: Public Grade, 30; High, 2; Parochial, 2. Number of Pupils, 12,241.

Churches: Baptist, 6; Christian Science, 1; Congregational, 6; Episcopal, 3; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 14; Miscellaneous, 13.

Banks: National, 1; State, 3. Total Resources, \$25,713,147. Savings Bank Deposits Total, \$38,697,428.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Total number of seats, 11,000.

Location: Situated 26 miles north of Boston on the Merrimack River. It is served by the Portland Division, Manchester & Lawrence Branch and Lowell and Lawrence Branch of the Boston and Maine Railway. Interurban service to Boston, Lowell, Haverhill, Nashua and Salem, N. H. Auto express to Boston, Lowell, and Haverhill.

Principal Industries: Woolen fabrics, coated paper for national magazines, fabric printing, rugs, automobile wheels, artillery wheels, wagon wheels, bobbins, loom shuttles, fibre tool handles

Continued on page 94

**A Trading Population of 156,000  
Covered by One Daily Newspaper!**

An unusually fertile field for the exploitation of Nationally advertised merchandise of all sorts—in HAVERHILL, MASSACHUSETTS—a city leading in the production of high grade footwear, wood heels, leather, bakery goods, confectionery, boxboard and paper, lasts, woolen goods, brooms, etc. Producing over \$60,000,000 worth of merchandise—employing over 14,000 skilled workers, who earned over \$16,000,000 last year. Haverhill—with an estimated population of 56,855 in 1924, and a suburban population of 100,000 within a radius of 18 miles—this ENTIRE trading area is ADEQUATELY COVERED by the daily editions of ONE Daily Newspaper, the—

**Haverhill Evening Gazette**

**HAVERHILL, MASSACHUSETTS**

Distinctly and distinctively a HOME NEWSPAPER—of the sort that's CARRIED HOME every evening, or delivered to practically every HOME, in this city of HOME OWNERS—daily read by EVERY member of the family. Because of this unusual READER-INTEREST, coupled with a very LOW ADVERTISING RATE (5c per line for 10,000-line, or larger, contracts) the HAVERHILL EVENING GAZETTE offers a most attractive proposition to National Advertisers. Haverhill Gazette readers have money to spend—Haverhill Gazette advertisers are reaping their share.

A. B. C. CIRCULATION Sept. 30, 1924 15,632 Net Paid.

5c A LINE MINIMUM RATE

Special Representative

The Julius Mathews Special Agency, Home Office, 1 Beacon St., Boston  
Also New York, Detroit, Chicago

**MASSACHUSETTS  
(Cont'd)**

**Lawrence (cont)**

and loom pickers, braids and narrow fabrics, picker straps, roof joints, linen thread, druggists' sundries, shoes, wooden heels, chemical machine and woodworking shops, fibre board and various products of foundries.

Special Information: Great New England's textile centre, second to Philadelphia, in the country in textile manufacture. Has largest print works and worsted mills in the world. Mills cover 400 acres.

**Residential Features:** There is a large number of 6 to 12-family buildings, a few large apartment houses. Then census shows 12,700 dwellings and 19,715 families.

**Retail Shopping Section:** The principal shopping center is about two miles long on Essex St. and Broadway. There are several side streets with small stores and specialty houses and an average number of stores scattered throughout the city.

**Trading Area:** The Lawrence trading area is thickly populated and exceedingly prosperous, as shown by the large number of retail stores in every line of trade and the prosperity of each. Lawrence attracts trade from as far north as Nashua, N. H., Windham, N. H., and intervening points. From the south business is attracted from Boxford, Ingalls Crossing, Ballardvale, Andover, and other towns. From the east trade is attracted from East Boxford, Groveland and Bradford. From the west business is drawn from territory about half way to Lowell.

The important cities and towns in this area are Methuen, 15,189; N. Andover, 6,265; Andover, 8,268; Ballardvale, 682; Boxford, 588; Peabham, 563; Reading, 7,439, and Derry and Salem in New Hampshire.

**Wholesale Houses:** Groceries, 12; Meats, 8; Fruits, 3; Hardware, 1; Confectioners, 5; Tobacco, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 19; commercial auto agencies, 3; automobile accessories, 37; automobile tire agencies, 18; bakers, 49; cigar stores and stands (including hotels), 41; confectioner (including hotel stands), 52; delicatessen, 7; dressmakers, 81; druggists, 45; dry goods, 84; department stores, 4; electrical supplies, 8; florists, 9; fruits, 60; furniture, 35; furriers, 9; garages (public), 30; grocers, 414; hardware, 16; jewelry, 28; meat markets, 73; men's furnishings, 20; men's clothing, 39; merchant tailors, 15; milliners, 36; opticians, 12; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 7; restaurants (including hotels), 83; shoes, 58; sporting goods, 5; stationers, 6; women's apparel, 18.

See announcement below

**LEOMINSTER, MASS.**

1920 Population, 19,475.

**Schools:** Public Grade, 11; High, 1; Parochial, 1.

**Churches:** Baptist, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.

**Banks:** National, 2; Total Resources, \$5,396,000.

**Theatres:** Moving Pictures, 1; Vaudeville, 1.

**Principal Industries:** Celluloid goods, baby carriages, pianos, shirts, boxes, horn goods. Ivory novelties.

**Manufacturing Establishments:** 44. Leading firms, Viscoloid Co., T. A. Whitney Carriage Co.

**Number of Retail Outlets for Nationally Advertised Products:** Bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 16; dressmakers, 12; druggists, 13; dry goods, 14; electrical supplies, 3; florists, 5; fruits, 4; furniture, 5; furriers, 1; garages (public), 6; grocers, 71; hardware, 5; jewelry, 4; meat markets, 25; men's furnishings, 8; merchant tailors, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3.

**LOWELL, MASS.**

1920 Population, 112,739.

City and Suburban Estimate, 175,000.

Native Whites, 60%; Negroes, less 1%; Foreign Born, 40%; Industrial Workers, 40%; English Reading, 90%; Families, 25,000.

**Schools:** Public Grade, 45; High, 1; Junior High, 4; Parochial, 17; Number of Pupils, 22,000.

**Churches:** Baptist, 10; Christian Science, 2; Congregational, 5; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 16; Miscellaneous, 6.

**Banks:** National, 5; States, 1; Total Resources \$3,269,600; Savings Bank Deposits Total \$74,000,000.

**Theatres:** Stock, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 25; Total number of seats, 15,000.

**Location:** 26 miles from Boston on Merrimack River at junction of Concord. B. & M., New Haven R. R., Eastern Mass. trolley lines to all points. Regular auto truck routes between Lowell and Boston and other nearby points.

**Principal Industries:** Textiles, hosiery, toilet preparations, chemicals, mohair plush, silk shoes, etc.

**Manufacturing Establishments:** 400. Leading firms, Merrimack Mfg. Co., Lawrence Mfg. Co., Mass. Mills, Boott Mills, Appleton Mfg. Co., Hamilton Mfg. Co., Saco-Lowell Co.

Special Information: Lowell has one of the

largest textile schools in the country. A memorial auditorium seating 4,000 costing \$1,000,000. A high school costing \$2,000,000.

**Residential Features:** One and two family houses. Large percentage owned. Many fine residences in Belvedere and Highland sections.

**Retail Shopping Section:** About 1 mile on Merrimack street, 3/4 mile on Central and Middlesex. Middle and Market streets each one half mile, with some neighborhood stores in all parts of the city.

**Trading Area:** North about 25 miles, east 15 miles, south 10 miles, west 20 miles. More or less business coming from north and west beyond that distance.

**Wholesale Houses:** Groceries, 10; Meats, 9; Fruits, 5; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto agencies, 7; automobile accessories, 60; automobile tire agencies, 12; bakers, 68; cigar stores and stands (including hotels), 122; confectioners (including hotel stands), 82; delicatessen, 2; dressmakers, 144; druggists, 48; dry goods, 52; department stores, 4; electrical supplies, 26; florists, 15; fruits, 42; furniture, 45; furriers, 11; garages (public), 43; grocers, 458; hardware, 19; jewelry, 30; meat markets, 115; men's furnishings, 23; men's clothing, 34; merchant tailors, 95; milliners, 37; opticians, 15; photographers, 19; pianos (and miscellaneous musical instruments), 18; radio

See announcement below

supplies, 8; restaurants (including hotels), 96; shoes, 42; sporting goods, 4; stationers, 4; women's apparel, 20.

**LYNN, MASS.**

1920 Population, 100,000.

City and Suburban Estimate, 175,000.

Native White, 34,000; Negroes, 1,500; Foreign Born, 60,000; Industrial Workers, 31,414; English Reading, 67,000; Families, 20,000.

**Schools:** Public Grade, 40; High, 2; Junior High, 5; Parochial, 4; Number of Pupils, 15,000.

**Churches:** Baptist, 8; Christian Science, 1; Congregational, 3; Episcopal, 2; Hebrew, 4; Methodist, 10; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

**Banks:** National, 4; State Trust Co., 4; Total Resources, \$40,259,795; Savings Bank Deposits Total, \$27,500,000; Co-operative Banks, \$12,000,000.

**Theatres:** Legitimate, 1; Moving Pictures and Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Moving Pictures, 5; Total number of seats, 10,000.

**Location:** On famous north shore of Atlantic Ocean, 12 miles from Boston. B. & M., Boston-Revere Beach and Lynn R. R., and Stone's Express Boat line. Excellent street railway service to all nearby cities and towns with population running into hundreds of thousands.

**Lowell Sunday Telegram**

(Circulation, 18,000)

Only newspaper published in Middlesex county on Sunday.

**Lawrence Sunday Sun**

(Circulation, 14,000)

Biggest and best Sunday newspaper in Essex county.

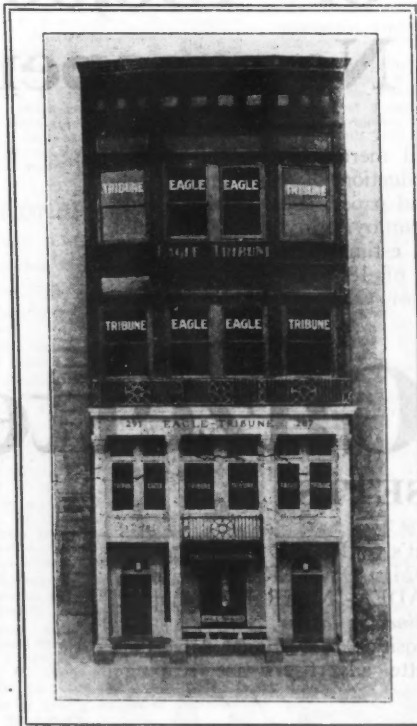
Both newspapers that reach the homes of two populous and progressive cities.

CLEAN

CONSERVATIVE

CONSTRUCTIVE

B. S. Pouzner, Publisher



Home of Evening Tribune-Daily Eagle

Read in Nearly Every Home In Lawrence and Vicinity

**THE EVENING TRIBUNE  
LAWRENCE DAILY EAGLE**

Net paid daily circulation for the six months prior to Oct. 1, 1924

**20,457**

Of this total, 15,932 was concentrated directly within the city limits and 3,901 in the immediately adjoining suburban territory.

Lawrence is one of the largest and most flourishing textile centres in the entire country. Advertisers can cover this rich market thoroughly by using the Tribune-Eagle.

**BRYANT, GRIFFITH & BRUNSON, Representatives**

Boston, New York, Chicago, Atlanta.

**MASSACHUSETTS  
(Cont'd)**

**Lynn (con't)**

Lynn offers to shipping public both rail and water transportation of high quality.

**Principal Industries:** Boots, shoes and allied parts. Electrical machinery and high frequency apparatus, various kinds of machinery and parts, medicine, soap, arc lamps, automobile accessories, metal garages, foundry products, incandescent lamps, wire goods, etc.

**Manufacturing Establishments:** 405. Leading firms, General Electric Co., A. E. Little, Co., A. M. Creighton, George E. Marsh Co., Harwood Counter Co., Hoague-Sprague Corp., Renton Heel Co., Hillard & Merrill, United Shoe Machinery Co., Williams & Clark. Total value of yearly output of factories estimated at \$143,600,000.

**Special Information:** Home of the General Electric Co. One of the largest producers of ladies shoes in the world. Trading center for Essex Co.

**Residential Features:** Mostly one and two family houses. Limited number of three deckers in certain areas. Along Lynn waterfront are some of the most beautiful estates.

**Retail Shopping Section:** Market street, 3 blocks; Munroe street, 2 blocks; Central street and avenue, 3 blocks; Union street, 4 blocks; Exchange and Broad streets, 2 blocks.

**Trading Area:** Within a 10 mile radius, serving some 250,000.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 45; automobile accessories, 20; automobile tire agencies, 17; bakers, 53; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 50; delicatessen, 10; dressmakers, 100; druggists, 45; dry goods, 46; department stores, 5; electrical supplies, 24; florists, 20; fruits, 45; furniture, 30; furriers, 5; garages (public), 50; grocers, 315; hardware, 20; jewelry, 25; meat markets, 32; men's furnishings, 21; men's clothing, 30; merchant tailors, 115; milliners, 35; opticians, 15; photographers, 20; pianos (and miscellaneous musical instruments), 23; radio supplies, 10; restaurants (including hotels), 105; shoes, 55; sporting goods, 6; stationers, 3; women's apparel, 15.

See columns 3 and 4

**MALDEN, MASS.**

1920 Population, 49,103.

City and Suburban Estimate, 150,000.

Native Whites, 64%; Negroes, 2%; Foreign Born, 34%; Industrial Workers, 20%; Families, 8,250.

**Schools:** Public Grade, 18; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 9,787.

**Churches:** Baptist, 4; Christian Science, 1; Congregational, 6; Episcopal, 2; Hebrew, 5; Methodist, 6; Roman Catholic, 4; Miscellaneous, 2.

**Banks:** National, 2; State, 3; Total Resources, \$26,437,707; Savings Bank Deposits Total, \$13,968,140.

**Theatres:** Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,500.

**Location:** Within four miles of Boston, county of Middlesex. On two railroad lines with nine railroad stations, 80 trains daily to and from Boston. Within one fare zone to Boston and 30 minutes by truck to Boston freight terminals and docks. On navigable arm of Mystic River.

**Principal Industries:** Industrial diversification. Rubber boots and shoes, auto tires, soap, knit goods, sweaters, leather goods, hat factories, women's and children's clothing, auto bodies, cocoa, upholstered furniture, percolators, fire hose, paper boxes, coal tar products, paints, varnishes, proprietary articles.

**Manufacturing Establishments:** 85. Boston Rubber Shoe Co., Converse Rubber Shoe Co., Potter Drug & Chemical Co., Wadsworth & Howland, Revere Knitting Mills, Cub Knitting Co., Niedner Hose Co., International Development Co. Annual output, \$32,326,117.

**Special Information:** An ideal industrial city, with suburban living conditions and metropolitan business advantages. Good transportation with rail and water. Rapid transit system to Boston and good roads for trucking.

**Residential Features:** Combines wholesome and inviting living conditions of the suburban community with the superior mercantile advantages of the city. Private homes predominate. One and two-family houses and a limited section devoted to workmen's tenements.

**Retail Shopping Section:** Extends from Eastern Ave. on Main St. to Barrett Lane from Pearl St. on Pleasant to Malden Square, which is civic center terminal for trolleys and bus lines. Number of outlying neighborhood sections, with small groceries, etc.

**Trading Area:** Extends about a 10-mile radius north, west and east, and two miles south. Business is also secured from a greater distance because of excellent trolley, train and bus service.

**Wholesale Houses:** Groceries, 3; Meats, 50; Fruits, 17; Hardware, 12; Dry Goods, 25; Miscellaneous Lines, 50.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 41; druggists, 30; dry goods, 25; department stores, 1; electrical

supplies, 3; florists, 12; fruits, 17; furniture, 12; furriers, 2; garages (public), 22; grocers, 140; hardware, 12; jewelry, 5; meat markets, 30; men's furnishings, 0; men's clothing, 6; merchant tailors, 38; milliners, 12; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 10.

**MARLBORO, MASS.**

1920 Population, 15,028.

City and Suburban Estimate, 30,000.

Native Whites, 79%; Foreign Born, 21%; Industrial Workers, 23%; English Reading, 89%; Families, 3,527.

**Schools:** 8. Number of pupils, 2,421.

**Churches:** 12.

**Banks:** 4. Total Resources, \$10,522,800.

**Theatres:** 3. Total number of seats, 2,150.

**Location:** Marlboro Branch of Taunton Division of N. Y., N. H. & H. R.R., Fitchburg and Southern Division of B. & M. R.R.

**Residential Features:** Mostly one and two-family houses.

**Retail Shopping Section:** Seven blocks in center of city.

**Trading Area:** South to Southville, east to Sudbury, northeast to Maynard, west to Chappinville.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 9; automobile tire agencies, 6; bakers, 10; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 25; druggists, 11; dry goods, 10; electrical supplies, 2; florists, 6; fruits, 15; furniture, 5; furriers, 2; garages (public), 7; grocers, 59; hardware, 3; jewelry, 5; meat markets, 13; men's furnishings, 0; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 17; sporting goods, 1; stationers, 2; women's apparel, 6.

**MELROSE, MASS.**

1920 Population, 18,204.

City and Suburban Estimate, 20,000.

Native Whites, 82%; Negroes, 1%; Foreign Born, 17%; Industrial Workers, 19%; English Reading, 92%; Families, 4,396.

**Schools:** 12. Number of pupils, 3,439.

**Churches:** 13.

**Banks:** 3. Total Resources, \$6,849,370.

**Theatres:** 2. Total number of seats, 1,800.

**Location:** On Portland Division of Boston & Maine.

**Residential Features:** One and two-family houses.

**Retail Shopping Section:** About eight blocks on principal streets.

**Trading Area:** Confined to city limits.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 1; automobile accessories, 11; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 25; druggists, 7; dry goods, 7; electrical supplies, 7; florists, 2; fruits, 4; furniture, 2; furriers, 1; garages (public), 9; grocers, 30; hardware, 5; jewelry, 2; meat markets, 13; men's furnishings, 3; men's clothing, 2; merchant tailors, 9; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 2.

**MILFORD, MASS.**

1920 Population, 13,471.

City and suburban estimate, 25,000.

Native Whites, 64%; Foreign Born, 33%; Industrial Workers, 25%; English Reading, 92%; Families, 2,962.

**Schools:** 19. Number of Pupils, 2,655.

**Churches:** 14.

**Banks:** 4. Total Resources, \$8,319,670.

**Theatres:** 2. Total number of seats, 1,700.

**Location:** Ashland branch of N. Y., N. H. & H. R.R. and Milford Branch of B. & M. R.R.

**Principal Industries:** Shoes, iron foundries, machinery, straw hats, granite, webbing hand-kerchiefs.

**Residential Features:** Mostly one and two-family houses.

**Retail Shopping Section:** Three-quarters of a mile on Main Street, also small section on East Main.

**Trading Area:** South to Bellingham, east to Rockville, north to Whitney's, west to Upton.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 9; dry goods, 21; department stores, 1; electrical supplies, 6; florists, 3; fruits, 3; furniture, 7; furriers, 1; garages (public), 10; grocers, 61; hardware, 2; jewelry, 5; meat markets, 15; men's furnishings, 3; men's clothing, 2; merchant tailors, 10; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 2.

**Within A Radius of 5 Miles  
THE  
LYNN ITEM**



serves at a convenient reading hour a growing population of approximately

**160,000  
ADULT PERSONS**

with a potential weekly buying power of

**\$2,400,000**

*It Must Therefore Be Increasingly Profitable  
To Advertisers*

LYNN is located between BOSTON, the SHOE AND LEATHER MARKET OF THE WORLD, and BEVERLY, the HOME OF THE GREAT UNITED SHOE MACHINERY COMPANY.

LYNN is in the very heart of the world famous NORTH SHORE and is the central shopping district of countless thousands who summer on the Atlantic Coast between Nahant and Rockport.

LYNN is one of the LEADING SHOE CITIES OF THE WORLD with a total tax valuation of \$104,561,944.

LYNN has 14,585 homes and an area of 11 1/3 square miles. LYNN is the eighth MASSACHUSETTS city in the value of manufactures.

LYNN has a weekly payroll of approximately \$634,615. LYNN manufactures products to the amount of nearly \$200,000,000 annually.

LYNN has a General Electric Co. plant that employs 12,000 persons and with a weekly payroll of more than \$250,000 and an annual product of nearly \$150,000,000.

LYNN has a mutually satisfactory peace agreement between manufacturers and employes in the shoe manufacturing industry thereby assuring tranquillity and prosperity.

LYNN'S prosperity is further reflected in two of its largest savings banks deposits which have increased from Oct. 31, 1922, to Oct. 31, 1924, to \$26,378,716—a gain in two years of \$5,230,324. Deposits in Co-operative banks, \$12,252,552.

SWAMPSCOTT, a nearby suburb noted for the beautiful homes of its wealthy families, is the CONVENTION CENTER OF NEW ENGLAND. More than 15,000 delegates spent \$675,000 there this season.



Item Building, Erected 1900

THE LYNN ITEM, established in 1877, is the LARGEST NEWSPAPER IN ESSEX COUNTY with an average daily circulation of 16,500 and it is *Preminent in the Field as the Paper of the Homes*

**MASSACHUSETTS  
(Cont'd)**

**NEW BEDFORD, MASS.**

1920 Population, 121,217; Present 130,000.  
City and Suburban Estimate, 170,000.  
Native Whites, 56%; Negroes, 4%; Foreign Born, 40%; Industrial Workers, 34%; English Reading, 84,710; Families, 29,950.  
Schools: Public Grade, 35; High, 1; Parochial, 11.  
Churches: Baptist, 9; Christian Science, 1; Congregational, 3; Episcopal, 4; Hebrew, 3; Methodist, 9; Presbyterian, 1; Roman Catholic, 18; Miscellaneous, 22.  
Banks: National, 3; State, 5; Total Resources, \$35,027,111; Savings Bank Deposits Total, \$47,063,713.  
Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Total number of seats, 19,822.  
Location: At the mouth of the Acushnet River, on Buzzards Bay. Fourth largest city in Mass. Terminal of New Haven Railroad. Steamships to New York, Marthas Vineyard and north and south Atlantic ports. Trolley and bus service to neighboring cities and towns.  
Principal Industries: Fine and fancy cotton and silk goods, twist drill, copper, rubber, leather, cordage, glass, iron, paper, soap, candle, silverware, soap, screws, sash and doors, sperm and whale oil, carriages, chairs, toys, brushes, soda water, pharmaceuticals, electrical supplies, eyeglet and shuttle factories, numerous glass cutting establishments, shirt and garment plants, and many others.  
Manufacturing Establishments: 113. Leading firms, Walmutta Mills, Beacon Mfg. Co., Rhodes Eyeglet Factory, Morse Twist Drill & Machine Co., Fairpoint Corp., New Bedford Cordage Co., Matomet Mills, Holmes Mfg. Co., Kilburn Mills. Total value of yearly output of factories estimated at \$150,000,000.  
Special Information: By far the largest fine cotton goods manufacturing center in the U. S. and one of the chief raw cotton concentration points for distribution throughout the east. 71 cotton goods and yarn mills, operating nearly 3,600,000 spindles, one-fifth of all the cotton spindles in the U. S. More than 54,000 looms; 360,000 bales of cotton used annually. 42,000 employees. Whale fishing still carried on to some extent. Favorite resort for fishing vessels. Heavy summer travel owing to hundreds of beach resorts nearby.  
Residential Features: Larger proportion of homes owned than in any other city in U. S. Mostly one and two family houses. Textile operatives reside in north and south sections in apartments and rooming houses chiefly. Fine residential section in southwest and western sections.  
Retail Shopping Section: Center of city. Kempton street on north to School street, south, County street west to Acushnet avenue, east. Large number of smaller stores at north and south ends of city. Good percentage of neighborhood stores.  
Trading Area: North 12 miles, east 25 miles, south 12 miles, west 10 miles. This does not include islands of Martha Vineyard, Nantucket and Cuttyhunk.  
Wholesale Houses: Groceries, 13; Meats, 15; Fruits, 3; Bakers, 1; Butcher, 1; Cheese, 1; Coal, 1; Confectionery, 4; Fish, 2; Ice Cream, 6; Ice, 3; Palata, 1; Stationers, 1; Plumbing Supplies, 3.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 11; automobile accessories, 47; automobile tire agencies, 11; bakers, 80; cigar stores and stands (including hotel stands), 38; confectioners (including hotel stands), 47; delicatessen, 22; dressmakers, 88; druggists, 97; dry goods, 80; department stores, 5; electrical supplies, 18; florists, 21; fruits, 49; furniture, 48; furriers, 6; garages (public), 70; grocers, 620; hardware, 30; jewelry, 20; meat markets, 99; men's furnishings, 19; men's clothing, 53; merchant tailors, 68; milliners, 41; opticians, 14; photographers, 24; pianos (and miscellaneous musical instruments), 16; radio supplies, 8; restaurants (including hotels), 122; shoes, 23; sporting goods, 5; stationers, 12; women's apparel, 14.

**NEWBURYPORT, MASS.**

1920 Population, 15,618.  
City and Suburban Estimate, 40,000.  
Native Whites, 80%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 94%; Families, 3,312.  
Schools: Public Grade, 10; High, 1; Parochial, 2.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 2; Total Resources, \$5,979,531; Savings Bank Deposits Total, \$12,596,566.  
Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,600.  
Location: 38 miles from Boston on main line B. & R.  
Principal Industries: Silverware, shoes, cotton, electric goods, cordage, combs, clothing, ovens, boxes, foundry.  
Manufacturing Establishments: 29. Leading firms, Towle Mfg. Co., silverware; Bliss & Perry Co., shoes; W. D. Hannah, Co., shoes; W. H. Noyes & Bros., combs; N. D. Dodge Shoe Co., shoes; Dodge Bros., shoes; Butley & Stevens, shoes; Ordway Oven Co., Meek Oven Co., Chase-

Shawmut Co., electrical goods; Fern Shoe Co., E. Perkins Lumber Co., lumber and boxes.  
Special Information: 40 trains daily east and west, make the city an ideal shipping center. Small percentage of foreign population. No labor unions that cause trouble and the factories have few dull periods.  
Residential Features: No tenement section, but composed of individual homes, 90 per cent owned. Beautiful residential street running full length of city.  
Retail Shopping Section: State street, Pleasant street, Market square, Merriman street, Water street.  
Trading Area: 12 miles north, south and west, 3 miles east.  
Wholesale Houses: Groceries, 2; Meats, 20; Fruits, 12; Hardware, 4; Dry Goods, 15; Miscellaneous Lines, Jewelry, 4; Furniture, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 15; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 13; delicatessen, 11; dressmakers, 22; druggists, 10; dry goods, 10; department stores, 3; electrical supplies, 4; florists, 5; fruits, 12; furniture, 4; furriers, 3; garages (public), 9; grocers, 62; hardware, 4; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 5; merchant tailors, 5; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 19; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 8.

**NORTH ADAMS, MASS.**

1920 Population, 22,240.  
City and Suburban Estimate, 65,000.  
Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 45%; English Reading, 75%; Families, 5,000.  
Schools: Public Grade, 9; High, 1; Parochial, 2; Number of Pupils, 3,700.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.  
Banks: National, 1; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$7,500,000. One trust company.  
Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.  
Location: On B. & M. main line, B. & A. branch line 100 miles from New York, 140 from Boston and 40 from Troy and Albany.  
Principal Industries: Textile printing, cotton mills, woolen mills, machinery, biscuit, shoes, brushes, fancy leather, etc.  
Manufacturing Establishments, 21. Arnold Print Works, Windsor Print Works, Hoosac Cotton Mills, Strong-Hewitt Co. (woolens), Greylock Mills (cotton), Hunter Machine Co., Clark Biscuit Co., Wall, Streeter & Doyle Co. (shoes), Melanson & Son (shoes), Weber Bros. (shoes). Annual output \$50,000,000.  
Special Information: Located at the entrance of Mohawk Trail and Hoosac Tunnel, State Normal School. Freedom from labor troubles. Shipping center for beef and produce.  
Residential Features: Very few blocks and apartments. Mostly single and double houses.  
Retail Shopping Section: Large stores on Main St. from Eagle to Marshall and Summer to River St.  
Trading Area: Bennington, north, 19 miles; Hoosac Falls, N. Y., west, 24 miles; Adams and Chatham, south, 10 miles; Williamstown, west, 5 miles; Readsboro, and Wilmington, north, 20 miles; Claremont and South Falls, east, 20 miles.  
Wholesale Houses: Groceries, 3; Meats, 4; Fruits, 3; Hardware, 2; Miscellaneous Lines, Men's Wear, 2; Shoes, 3.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 20; department stores, 4; electrical supplies, 4; florists, 4; furniture, 2; garages (public), 5; grocers, 20; hardware, 3; jewelry, 5; meat markets, 10; men's furnishing, 3; men's clothing, 6; merchant tailors, 4; milliners, 12; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 10; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 6.

**NORTHAMPTON, MASS.**

1920 Population, 21,654.  
City and Suburban Estimate, 20 per cent suburban.  
Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 15%; English Reading, 90%.  
Schools: Public Grade, 17; High, 1; Parochial, 2; Number of Pupils, 4,600.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, Unitarian, 1.  
Banks: National, 2; State, 7; Savings Bank Deposits Total, \$15,500,000.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 10,000.  
Location: Midway of State, served by railroads from the east, west, north and south. Boston & Maine R. R., New York, New Haven & Hartford.  
Principal Industries: Silk hosiery, silk cloth, tooth brushes, baskets, caskets, hydrants, hoes.

Manufacturing Establishments: 40. Leading firms, McCallum Hosiery Co., Corticelli Silk Co., Belding Bros., Prophylactic Brush Co., Williams Mfg. Co., Florence Casket Company, Norwood Engr. Co.  
Special Information: Northampton is the nearest city and logical trading point of many towns to the west and north and is, connected to them with good auto roads.  
Residential Features: Mostly one and two family houses.  
Retail Shopping Section: Main street, Northampton; (snb) Main street, Florence and many smaller sections.  
Trading Area: 7 miles from the west, 10 miles from the north and 10 miles from the east.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotels), 68; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 42; druggists, 9; dry goods, 16; department stores, 1; electrical supplies, 7; florists, 4; fruits, 4; furniture, 4; furriers, 5; garages (public), 8; grocers, 71; hardware, 4; jewelry, 9; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 29; shoes, 16; sporting goods, 4; stationers, 1; women's apparel, 7.

**PITTSFIELD, MASS.**

1920 Population, 43,751.  
City and Suburban Estimate, 150,000.  
Native Whites, 80%; Negroes, 1 of 1%; Foreign Born, 20%; Industrial Workers, 35%; English Reading, 90%; Families, 7,000.  
Schools: Public Grade, 21; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 8,400.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 3; Methodist, 4; Roman Catholic, 8; Miscellaneous, 12.  
Banks: National, 3; Loan and Trust, 1; Total Resources, \$14,652,303; Savings Bank Deposits Total, \$3,515,000.  
Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 5,800.  
Location: On main line of B. & A. midway between Albany and Springfield. Terminal Harlem Div. of N. Y. C. and Berkshire Div. New Haven R. R. Hudson River shipping facilities by connection at Albany, 38 miles by highway.  
Principal Industries: Electrical machinery and devices, textiles, fine stationery, machinery, auto accessories, silk braids, underwear.  
Manufacturing Establishments: 64. Leading

firms, General Electric Co., Eaton, Crane & Pike Co., E. D. Jones & Sons Co., Pomtoose Woolen Mfg. Co., Berkshire Woolen Co., Jas. & E. H. Wilson, S. N. & C. Russell Mfg. Co., W. E. Thorton Mfg. Co., textiles; A. H. Rice & Co., silk braid; Government Mill. Distinctive papers for U. S. Currency and bonds. Total value of yearly output of factories estimated at \$45,000,000.  
Special Information: Located within convenient and ready reach of markets of entire Atlantic seaboard, N. E., Middle, Southern and Middle Western states. Metropolis and county seat of the famed Berkshire district, the vacation home of hundreds from New York and other cities.  
Residential Features: Single and double houses predominate, with a few apartments. Residential streets are wide and practically every home has ample grounds.  
Retail Shopping Section: North street from West street to Burbank street with some stores on side streets. Also a section of Dalton avenue at Morningside, an eastern suburb. Shopping district extends for a mile along North street.  
Trading Area: All of Berkshire County, a section of Connecticut and a part of Lebanon Valley in New York state. Some business from Bennington, Vt. Trading area 25 miles, north, east, south and west.  
Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 2; Hardware, 3.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 34; bakers, 14; cigar stores and stands (including hotel stands), 11; delicatessen, 4; dressmakers, 56; druggists, 11; dry goods, 19; department stores, 3; electrical supplies, 8; florists, 10; fruits, 6; furniture, 8; furriers, 5; garages (public), 21; grocers, 92; hardware, 6; jewelry, 11; meat markets, 28; men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 17; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 30; shoes, 19; sporting goods, 5; stationers, 3; women's apparel, 14.  
See announcement below

**QUINCY, MASS.**

1920 Population, 47,611; 1924, 57,351.  
City and Suburban Estimate, 151,000.  
Native Whites, 97.2%; Foreign Born, 2.8%; Industrial Workers, 40%; Families, 13,375.  
Schools: Public Grade, 20; High, 1; Number of Pupils, 9,500.  
Churches: Baptist, 3; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 5.  
Banks: National, 1; State, 11.

**Six facts you should know about  
PITTSFIELD, MASS., AND  
THE BERKSHIRE EAGLE**

1. The Berkshire Evening Eagle is Pittsfield's only newspaper.
2. "Every home in Pittsfield buys The Eagle."
3. Pittsfield is a residential as well as industrial city—it has no mill or tenement districts.
4. It is the center of the famous Berkshire Hills resort section.
5. It is a city of 45,000 in a trading area of 75,000 people, no part of which is shared with any other city.
6. One Eagle is sold for cash at a ratio of every four persons in Pittsfield, and also to every four and a half persons in its Berkshire county territory.

**The Net Paid Circulation of The Eagle Is 16,122, and That of the Weekly Eagle Is 17,138.**

**MASSACHUSETTS  
(Cont'd)**

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 45.

Location: On New Haven and Hartford R. R., 1 mile south of Boston on shores of Quincy Bay, a 32-foot channel from city water front to the sea. Five suburban trolley lines.

Principal Industries: Granite quarries, steel ship building, weighing machines, telephones, foundry products, thread, rivets, and studs, paint, varnish, engines.

Manufacturing Establishments: 152. Leading firms, Branch of Bethlehem Shipbuilding Corp., Pneumatic Scale Corp., Tubular Rivet and Stud Co., Couch Telephone Co., Boston Gear Works. Total value of yearly output of factories estimated at \$68,533,406.

Residential Features: Mainly one and two family houses, largely owned. Fine residential districts, one bordering on fine beach, another on the Blue Hills reservation.

Retail Shopping Section: Centers about City Hall, but extends several blocks south and is now extending north. Nine distant smaller districts with neighborhood stores.

Trading Area: West into Milton, south to Braintree, Randolph and Rockland. Some business from other more distant places.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 21; bakers, 20; confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 30; druggists, 20; dry goods, 30; department stores, 4; electrical supplies, 5; florists, 10; fruits, 17; furniture, 8; garages (public), 14; grocers, 201; hardware, 17; jewelry, 9; men's furnishings, 8; men's clothing, 14; merchant tailors, 29; milliners, 10; opticians, 8; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 34; shoes, 15; sporting goods, 1; stationers, 3; women's apparel, 7.

**SALEM, MASS.**

1920 Population, 42,559.  
City and Suburban Estimate, 150,000.

Native Whites, 73%; Negroes, 1%; Foreign Born, 26%; English Reading, 75%.

Schools: Public Grade, 20; High, 1; Parochial 6; Number of Pupils, 8,951.

Churches: Baptist, 2; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 6; Miscellaneous, 14; Universalist, 1.

Banks: National, 1; State, 8; Total Resources, \$45,454,245; Savings Bank Deposits Total, \$31,727,538.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,500.

Location: On Atlantic Ocean, 17 miles north of Boston. B. & M. and Eastern Mass. Elec. R. R. Excellent roads to all suburban cities and towns make travel easy.

Principal Industries: Cotton cloth, leather, shoes, electric lamps, elevators, coal, lumber, portable houses, machinery, oil and grease.

Manufacturing Establishments: Leading firms, Heiburn Thompson Co., Naumkeag Steam Cotton Co., Parker Bros., Don D. Sargent, Bell Bros., Cass & Daley, J. Brown & Sons, Dame Machine Co., Spencer Regulator Co., Lock Regulator Co., Atwood & Morrill, Hygrade Incandescent Lamp Co., Pitman & Brown, Salem Oil & Grease Co. G. W. Pickering Coal Co.

Special Information: For 100 years Salem has been considered the trading center of this section of Essex Co., Danvers, Beverly, Peabody, Marblehead, Ipswich, Hamilton, Wenham, Middleton and Rowley do most of their buying in Salem. The short run into Boston by train, truck or auto makes it easy to ship goods by ocean or reship to other sections. New 150 room hotel constructing.

Residential Features: Mostly one and two family houses of wooden construction. Apartment houses are all located near center of the city. Salem has a separate French and Italian section and small Polish section.

Retail Shopping Section: Extends from Town House Square in all four directions. On Essex street, east and west; Washington street, north and south; Central street, parallel to Washington; Front street, parallel to Essex street. The auto dealers are located in a section covered by Derby, Lafayette and Washington streets. All of this district is south of Town House Square and within 5 minutes walk from center of the city.

Trading Area: Extends about 13 miles north and west and 21 miles east. Good electric trolley service makes it easy for outlying districts to reach Salem. Lynn, 6 miles away, makes the limit of the territory toward the south.

Wholesale Houses: Groceries, 3; Meats, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 7; bakers, 14; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 33; druggists, 14; dry goods, 7; department stores, 3; electric supplies, 6; florists, 8; fruits, 23; furniture, 21; furriers, 2; garages (public), 21; grocers, 104; hardware, 7; jewelry, 8; meat markets, 43; men's furnishings, 20; men's clothing, 6; merchant tailors, 43; milliners, 27; opticians, 10; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 29; shoes, 33; sporting goods, 5; stationers, 29; women's apparel, 17.

See columns 3 and 4

**SOUTHBRIDGE, MASS.**

1920 Population, 15,648.  
City and Suburban Estimate, 22,300.

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 87%; English Reading, 83%; Families, 3,303.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; Total Resources, \$4,745,649; Savings Banks Deposits Total, \$3,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 4,200.

Location: On the Mass.-Conn. border 20 miles south of Worcester, served by N. Y. N. H. & H. and Worcester and Springfield St. Railway. Fair bus service to smaller towns.

Principal Industries: Optical goods. Center of the optical industry of America. Textiles, textile shuttles. Cutlery and wooden boxes.

Manufacturing Establishments: 16. Leading firms, American Optical Co., Hamilton Woolen Co., Harrington Cutlery Co., Litchfield Shuttle Co., Hyde Mfg. Co., Dupaul Young Optical Co. Total value of yearly output of factories estimated at \$13,000,000.

Special Information: American Optical Co., largest manufacturer of eye glasses and spectacles in the world, employing 3,200. Litchfield Shuttle Co., largest manufacturers of textile shuttles in the U. S. Harrington Cutlery Co., manufacturer of world famous kitchen cutlery. Over 5,000 wage earners in all industries.

Residential Features: Majority of houses are single and double. Limited section devoted to 3 family houses. Private homes predominate, some being palatial residences.

Retail Shopping Section: Main street, Hamilton street, Central street, second center in Globe Village, numerous neighborhood stores.

Trading Area: About 10 miles north and east, 15 miles south and west.

Wholesale Houses: Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 3; druggists, 5; Dry Goods, 5; Department Stores, 2; Electrical Supplies, 4; Florists, 2; Fruits, 7; Furniture, 5; Garages (public), 10; Grocers, 22; Hardware, 4; Jewelry, 3; Meat Markets, 12; Men's Furnishings, 11; Men's Clothing, 6; Merchant Tailors, 5; Milliners, 7; Opticians, 4; Photographers, 1; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 3; Restaurants (including hotels), 7; Shoes, 9; Sporting Goods, 2; Stationers, 2; Women's Apparel, 9.

**SPRINGFIELD, MASS.**

1920 Population, 129,614.  
City and Suburban Estimate, 400,000.

Native Whites, 72.4%; Negroes, 1.7%; Foreign Born, 25.9%; Industrial Workers, 30%; English Reading, 95%; Families, 39,361.

Schools: Public Grade, 59; High, 4; Parochial, 10; Number of Pupils, 26,155.

Churches: Baptist, 8; Christian Science, 2; Congregational, 11; Episcopal, 3; Hebrew, 6; Methodist, 4; Lutheran, 2; Roman Catholic, 14; Miscellaneous, 14.

Banks: National, 4; State and Savings, 6; Total Resources, \$129,721,475.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1. Total number of seats, 18,500.

Location: On the main line of B. & A. R. R.; main line N. Y., N. H. & H. R. R. Connecticut River & Farmville Division of B. & M. R. R.; Highland Division N. Y., N. H. & H. R. R.; Central New England, R. R.; Athol Division of B. & A. R. R. Trolley lines also serve most of the adjacent towns.

Principal Industries: Art materials, auto tops and covers, auto parts, steel barrels, bicycles, cigars, brass goods, office supplies, electric appliances, elevators, furniture, leather goods, firearms, pipe organs, signal system, carpets, clocks, corsets, cotton goods, special machinery, magnetos, knit goods, tools, tractors, wagons, batteries, stationery, furnaces, glass, hardware, harness, dies, pumps, wrenches, wire, boslery, shoe cases, skates, thread, auto tires, radiators, perfumes, brushes, chemicals, spark plugs, telescopes, motorcycles, toys, motors, paper, chemicals, drop forgings, cameras, clothing, lamps.

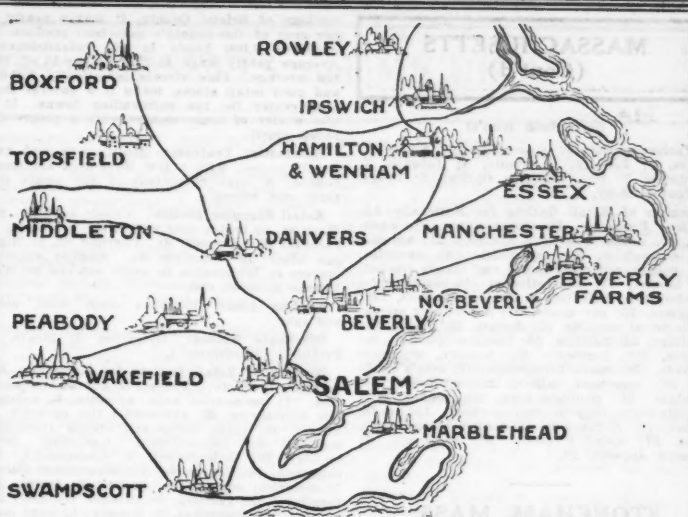
Special Information: Springfield is the center of the most varied industries of the state, the total output of which exceeds \$80,000,000 annually. Wage earners in these industries total about 28,000. More than 325 different products are made in this city.

Residential Features: Mostly one and two-family structures. Few apartment houses. A limited number of "three-deck" tenements. No large mill settlements.

Retail Shopping Section: Located on Main and Dwight Sts., which parallel each other, and about ten blocks on cross streets. Entire distance of 3 1/2 miles. At Indian Orchard, about four miles from Springfield, is a prosperous trading district in a prosperous factory center.

Trading Area: Extends south as far as Wind-sor Locks, Conn., to the east to Fishdale, Brook-field and North Brookfield. To the north the area extends to Montague, Greenfield and Shelburne Junction. Throughout this area is excellent steam, trolley and motor transportation.

Continued on page 98



**1629 SALEM 1924**  
295 Years Young—Center of  
**150,000 POPULATION**

including Salem and 20 or more nearby communities, among the larger of which are Peabody, Beverly, Danvers, Ipswich, Marblehead, Manchester, Essex.

Salem is one of the oldest settlements on the North American Continent. It became a buying and trading center for a large section of the so-called North Shore of Massachusetts nearly 300 years ago.

At the present time, aside from the industrial importance of the city, its retail establishments are far and above those found in most cities of even much larger population. The retail establishments are operated by live, up-to-date merchants, who are now continuing to keep Salem in the foreground as a buying center.

**The Salem Market:**

The City of Salem and about 20 nearby towns.

Population	150,000
Industrial Plants, about	178
Invested Capital, estimated	\$21,000,000
Workers, estimated	50,000
Annual Payroll, estimated	\$35,000,000
Value of Products, estimated	\$85,000,000
Bank Resources, estimated	\$80,000,000

**Principal Industries:**

Leather Novelties	lumber	boats
sheets	games	sheep skin
shoes	boxes	glue
incandescent lamps	embossing machines	gelatin
bleaching	tanning	tallow
belts	chamois	leather machinery
freight and passenger elevators	tents	granite and stone
	awnings	hair goods
	foundries	blacking

and numerous other products made from leather, cloth, and paper.

**THE EVENING NEWS**

is the only daily paper published in Salem, founded by Robin Damon in 1880.

Circulation now over 21,000 net paid. This circulation has been built by the creation of good will, and by its absolute devotion to its own people, by giving them the local news, and that of the neighboring towns as well as news of national and international importance received over its own private wires—the best news services in the country.

The News does not make use of premiums, schemes, etc., but its excellence and enterprise in local news gathering enables it to hold its circulation against all sorts of efforts made by outside papers.

The carrier delivery system in the city of Salem alone consists of more than 100 carriers who deliver the News every night directly into the homes. Street sales are comparatively small.

In addition, there are many other carrier deliveries in 20 or more nearby towns for which the News is also the home paper, with our own correspondents in each of these places, and they buy the News for the local happenings not only in their own town, but in other places in our field.

Our territory is so situated that the distance is short from one place to another, and the readers are interested in the news of their neighboring towns.

Advertisers may reach this excellent market through the columns of the Evening News the quickest, surest and best way at reasonable cost.

National Advertising Representatives

**THE JULIUS MATHEWS SPECIAL AGENCY**

Boston New York Detroit Chicago

MASSACHUSETTS (Cont'd)

Springfield (con't)

Wholesale Houses: Groceries, 18; Shoes, 7; Meats, 9; Jewelry, 5; Fruits, 8; Tobacco, 2; Hardware, 2; Dry Goods, 5; Optical, 2; Drugs, 2; Confectionery, 4.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial auto. agencies, 21; automobile accessories, 34; automobile tire agencies, 108; bakers, 80; cigar stores and stands (including hotels), 73; confectioners (including hotel stands), 154; delicatessen, 26; dressmakers, 198; druggists, 75; dry goods, 61; department stores, 4; electrical supplies, 32; florists, 21; fruits, 86; furniture, 24; furriers, 18; garages (public), 59; grocers, 453; hardware, 20; jewelry, 48; meat markets, 178; men's furnishings, 37; men's clothing, 36; merchant tailors, 22; milliners, 46; opticians, 21; photographers, 20; pianos (and miscellaneous musical instruments), 12; radio supplies, 12; restaurants (including hotels), 135; shoes, 57; sporting goods, 10; stationers, 6; women's apparel, 25.

STONEHAM, MASS.

1920 Population, 7,873.
City and Suburban Estimate, 5,500.
Native Whites, 89%; Foreign Born, 11%; Industrial Workers, 17%; Families, 1,917.
Schools, 7. Number of pupils, 1,640.
Churches, 9.
Banks, 3. Total Resources, \$2,513,793.
Theatres, 2. Total number of seats, 1,317.
Location: Stoneham Division of Boston & Maine R.R. Trolley lines to nearby cities.
Residential Features: One and two-family houses.
Retail Shopping Section: About five blocks in center of town.
Trading Area: Limited to city limits.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; dressmakers, 10; druggist, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 6; fruits, 4; furniture, 6; garages (public), 6; grocers, 16; hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

TAUNTON, MASS.

1920 Population, 38,000 (approximately).
City and Suburban Estimate, 30,000.
Industrial Workers, 9,000 (approximately); English Reading, 80%.
Schools: Public Grade, 29; High, 1; Parochial, 4; Number of Pupils, Total all Schools, 7,280.
Churches: Baptist, 2; Christian Science, 1; Congregational, 5; Episcopal, 2; Hebrew, 1; Methodist, 4; Roman Catholic, 10; Miscellaneous, 10.
Banks: National, 1; 1 Trust Company, Taunton Savings Bank: Deposits, \$6,604,000; surplus and undivided profits, \$703,651. Mechanics' National Bank: Capital, \$200,000; surplus, \$130,000; undivided profits, \$83,693.06; total deposits, \$1,522,480.31. Bristol County Trust Co.: Capital, \$300,000; surplus, \$114,000; undivided profits, \$100,724.54; total deposits, \$4,217,224.18. Bristol County Savings Bank: Deposits, \$8,300,000; surplus, \$579,000. Co-operative Banks—Taunton Co-operative Bank: Assets, \$1,923,820.46; surplus and guarantee fund, \$40,089.56. Mechanics' Co-operative Bank: Assets, \$3,014,128.95; surplus and guarantee fund, \$72,709.81. East Taunton Co-operative Bank: Assets, \$133,853.98; surplus, \$6,924.74; guarantee, \$4,811.47. Weir Co-operative Bank: Assets, \$1,218,257.96; surplus, \$13,045.94; guarantee, \$18,977.04. Old Colony Co-operative Bank: Assets, \$100,559; surplus, \$641.68; guarantee, \$669.91.
Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2.
Location: On New York, New Haven & Hartford railroad at head of navigation of Taunton River; trolley and bus lines connecting with Providence, Fall River, Attleboro and Brockton; Rail to Fall River and New Bedford connecting with steamer terminals as with Providence. Fine highways leading into city from these points.
Principal Industries: Aluminum, brass, copper and cotton goods, cotton yarns, cotton mill machinery, stores, foundry and machine products, electric specialties, furnaces, brick, eyelets, silverware, sheet copper and yellow metal, machine drills and tools, medicines, crucibles, block lead products, marine engines, britannia and pewter ware, oil cloth, nails, rivets, tacks, trust drills, silver, jewelry, leather novelties.
Manufacturing Establishments, 41. Leading firms, Glenwood Range Co., Reed & Barton Silver Works, White-Warner Co. (Stoves and Ranges), Magee Furnace Co., Winthrop Cotton Yarn Co., Connecticut Spring Co., New Process Trust Drill Co., Hughes Eyelet Co., Taunton-New Bedford Copper Co.
Total value of yearly output of factories estimated at \$40,500,000.
Special Information: With less than one-tenth

workers of Bristol County, it makes nearly 25 per cent of the county's industrial product. It employs 9,000 hands in 167 establishments. Average yearly wage \$1,272, within 5% of Boston average. Fine streets, excellently lighted, and good retail stores, make it a natural shopping center for the surrounding towns. It is also a city of home owners with a progressive public spirit.
Residential Features: Mostly one and two-family houses, with a few three-deck apartment houses. A large percentage of the people own their own homes.
Retail Shopping Section: Chiefly on Main St., Werr St. to bridge over Mill River, Broadway to Pleasant St.; Prescott St., Charnet St. to High; one block up Winthrop St. Smaller shipping centers at Whittonet in north end and at Weir Village in south end.
Trading Area: 10 miles south, west, north and east.
Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 1; Hardware, 1.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 5; automobile accessories, 23; automobile tire agencies, 5; bakers, 13; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 37; druggists, 18; dry goods, 31; department stores, 3; electrical supplies, 9; florists, 9; fruits, 20; furniture, 12; furriers, 1; garages (public), 20; grocers, 105; hardware, 7; jewelry, 5; meat markets, 46; men's furnishings, 6; men's clothing, 18; merchant tailors, 19; milliners, 17; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 30; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 10.
See announcement in columns 3 and 4

WAKEFIELD, MASS.

1920 Population, 13,025.
City and Suburban Estimate, 14,000.
Native Whites, 73%; Foreign Born, 27%; Industrial Workers, 21%; English Reading, 93%; Families, 3,915.
Schools, 10. Number of Pupils, 2,860.
Churches, 9.
Theatres, 2. Total number of seats, 1,535.
Location: Western Division of B. & M. R.R. Trolley to Lowell, Lawrence and Boston.
Principal Industries: Rattan furniture, shoes, iron pipe, pianos, underwear, screens, phonographs.
Residential Features: One and two-family houses.
Retail Shopping Section: Eight blocks on principal and side streets.
Trading Area: Confined almost entirely to city limits.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 6; dry goods, 5; electrical supplies, 2; florists, 7; fruits, 6; furniture, 4; garages (public), 8; grocers, 20; hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 9; milliners, 8; opticians, 1; photographers, 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 8; sporting goods, 1; stationers, 2; women's apparel, 1.

WALTHAM, MASS.

1920 Population, 30,915.
City and Suburban Estimate, 50,000.
Native Whites, 73.6%; Negroes, 0.2%; Foreign Born, 26.2%; Industrial Workers, 32%; English Reading, 86%; Families, 6,666.
Schools: 16; Number of Pupils, 3,784.
Churches: 28.
Banks: 5. Total Resources, \$22,211,000.
Theatres: 4. Total number of seats, 3,235.
Residential Features: One and two-family houses.
Retail Shopping Section: Extends about 21 blocks on main thoroughfare and intersecting streets.
Trading Area: Extends about 12 miles radius.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 11; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 45; druggists, 14; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 9; fruits, 15; furniture, 9; furriers, 1; garages (public), 14; grocers, 90; hardware, 7; jewelry, 2; meat markets, 23; men's furnishings, 4; men's clothing, 4; merchant tailors, 12; milliners, 12; opticians,

9; photographers, 9; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 25; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 3.
WESTFIELD, MASS.
1920 Population, 18,604.
City and Suburban Estimate, 20,104.
Native Whites, 70%; Negroes, .001%; Foreign Born, 30.3%; Industrial Workers, 51%; English Reading, 80%; Families, 4,500.
Schools: Public Grade, 20; High, 1; Evening Trade, Continuation, Normal; Parochial, 1; Number of Pupils, 4,796.
Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 5; Miscellaneous, 2.
Banks: National, 2; State, 2; Total Resources, \$18,847,106; Savings Bank Deposits Total, \$4,380,790.
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 11. Total number of seats, 6,000.
Location: Main line B. & A., Northampton branch N. Y. N. H. & H. Bus service to Albany and Springfield. On Westfield River, 9 miles west of Springfield. 1 1/2 miles south of center of Springfield.
Principal Industries: Bicycles, boilers and radiators, whips, cigars, casket hardware, paper, warm air heaters, brick, thread, textile machinery, church organs, carriages, brushes, swings, cutlery, pads and stamps, machine shops, marble works, lithographers, tobacco warehouses and growing machinery.
Manufacturing Establishments: Leading firms: H. B. Smith Co., Westfield Mfg. Co., United States Whip Co., Skinner Organ Co., Vitamin Food Co., Crane Co., Strathmore Paper Co., Westfield Paper Co., Westfield Power Co.
Total value of yearly output of factories estimated at \$5,000,000.
Special Information: More than 95% of all whips made in U. S. are made here. 20,000,000 annually. 55,000 bicycles and 50,000 motorcycles estimated annual output. Location of Prof. L. B. Allen, noted food specialist and analyst. 15,000,000 annual cigar output.
Residential Features: Mainly one and two family houses, a small section devoted to foreign population, mainly Polish and Bohemians. Private houses predominate. Homes average \$8,000 to \$10,000.
Retail Shopping Section: Extends from Park Square, which is center for municipal trolley service for a mile on other side of Westfield River. Main business street is called Elm Street. One small neighborhood section, but no other outlying on adjacent business streets except a few stores on Hampden St.
Trading Area: Is comprised within a radius of 16 miles, excepting eastward, which em-

braces Springfield. Intermittent service from these districts, Granville, Southwick, Huntington, Woronoco and Southampton on account of good roads and car service.
Wholesale Houses: Meats, 1; Fruits, 1; Miscellaneous Limes, Hay and Grain, 2; Ice Cream and Candy, 2.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; Commercial Auto. Agencies, 2; Automobile Accessories, 8; Automobile Tire Agencies, 1; Bakers, 10; Cigar Stores and Stands (including Hotels), 16; Confectioners (including hotel stands), 33; Dressmakers, 15; Druggists, 11; Dry Goods, 18; Department Stores, 4; Electrical Supplies, 5; Florists, 7; Fruits, 5; Furniture, 6; Garages (public), 12; Grocers, 78; Hardware, 10; Jewelry, 5; Meat Markets, 32; Men's Furnishings, 8; Men's Clothing, 6; Merchant Tailors, 4; Milliners, 9; Opticians, 1; Photographers, 4; Pianos (and miscellaneous musical instruments), 3; Radio Supplies, 2; Restaurants (including hotels), 18; Shoes, 10; Sporting Goods, 2; Stationers, 2; Women's Apparel, 3.

WOBURN, MASS.

1920 Population, 16,574.
City and Suburban Estimate, 31,000.
Native Whites, 74%; Negroes, 2%; Foreign Born, 24%; English Reading, 89%; Families, 3,572.
Schools, 15. Number of pupils, 3,850.
Churches, 11.
Banks, 4. Total Resources, \$9,110,190.
Theatres, 1. Total number of seats, 1,100.
Location: On Woburn Loop of Boston & Maine R.R. Trolley to Boston, Lowell, Stoneham and intermediate points.
Residential Features: One and two-family houses.
Retail Shopping Section: Five blocks on principal street.
Trading Area: South to Winchester; east to Stoneham; north to Burlington; west to Lexington.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 25; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 7; fruits, 6; furniture, 3; furriers, 1; garages (public), 5; grocers, 43; hardware, 4; jewelry, 1; meat markets, 14; men's furnishings, 2; men's clothing, 1; merchant tailors, 6; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 1.

The Taunton Daily Gazette

Est. 1848
William Reed & Sons Co., Publishers

THE GAZETTE is the only paper published in Taunton, Mass.; the center of a trading population of 60,000 people. No other advertising means can properly cover the city. Taunton, a city of diversified industries, is a market where the wages of skilled labor in stove making, silver working, textiles and textile finishing, copper and brass working, machine tools and many other strong trades make buying flourish. Not a "one industry city" it is never "flat."

Local and foreign advertisers appreciate this. During October, 1924, the Gazette carried a total advertising lineage of 471,240 lines. It invites the patronage of all who would reach its field.

Member of American Newspaper Publishers' Association; New England Daily Newspaper Association; New England Newspaper Alliance; The Associated Press. It also carries United Press and Newspaper Enterprise Association Services.

Representative for Foreign Advertising

THE JULIUS MATHEWS SPECIAL AGENCY
Boston New York Detroit Chicago

For quick and efficient results in selling your used machinery use Classified Ads.

# Space Buyers' Guide to Markets of MASSACHUSETTS and MICHIGAN

## MASSACHUSETTS (Cont'd)

### WORCESTER, MASS.

1920 Population, 179,741. City and Suburban Estimate, 500,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 80%; English Reading 95%; Families, 40,000.

Schools: Public Grade, 84; High, 5; Junior High, 1; Private schools, 57; colleges and institutions, 10; trade schools, 2; Parochial, 8; Number of Pupils, 32,327.

Churches: Over 100 churches of 18 denominations. \$3,000,000 buildings.

Banks: National, 2; Sav., 5; Trust, 2; Co-Op., 4; Total Resources, \$200,000,000; Savings Bank Deposits Total, \$107,397,745; Co-Op., \$7,055,949.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: N. Y. C., N. Y. N. H. & H., B. & M., Worcester Consolidated Street Ry. and Boston & Worcester trolley. Excellent freight terminals, storage companies, trolley freight and express. Ship by truck all over New England also. Street railway service brings direct service to 35 towns, 500,000 people, within a radius of 20 miles.

Principal Industries: Worcester is the largest mfg. city in the U. S. not on a waterway. 522 mfg. plants, employing 49,493 skilled mechanics. Largest plant in the U. S. mfg. textile machinery, card clothing, wool spinning machinery, paper making machinery, leather goods, Brussels carpets, drop forged auto crankshafts, envelopes. One largest car building plants. Large loom works. Leads in the manufacturing of wire, wire springs and wire novelties.

Manufacturing Establishments: 522; Leading firms: Norton Co., Crampton & Knowles, American Steel & Wire Co. Among the Worcester factories which are known throughout the world are those which produce steel and wire, machine tools, wire goods, grinding wheels, carpets and rugs, leather and leather goods, corsets, shoes, envelopes, skates, wall paper, vacuum cleaners, valentines, looms, steam and electric cars, auto parts, firearms, boilers, elevators, clippers, sprinker systems, wrenches, crankshafts, textile machinery, wool spinning machinery, chairs, saws, viscotoid and celluloid.

Residential Features: One, two and three family houses, two family houses predominating. City residential section extending in all directions for from 1 to 2 miles beyond city limits. Several show places. Three large exclusive residential sections. No tenements or slums.

Retail Shopping Section: Main St. from Lincoln Sq. to Murray Ave. Pleasant St. from Main to Sever St. Front St. entirely. Pearl, Mechanic, Federal, Franklin entirely. Foster and Commercial partly. Webster Sq., Washington Sq., Britton Sq. and a number of other neighborhood shopping centers.

Trading Area: From 18 to 25 miles. Local department stores and other merchants will confirm or extend this.

Wholesale Houses: Groceries, 18; Meats, 10; Fruits, 4; Hardware, 2; Dry Goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile Agencies, Accessories, etc., 200 in all; Bakers, 12; Cigar Stores and Stands (including Hotels), 20; Confectioners (including Hotel Stands), 134; Delicatessen, 4; Druggists, 62 city, 134 county; Department Stores, 5; Electrical Supplies, 10; Florists, 20; Fruits, 29; Furniture, 36; Furriers, 15; Garages (public), 55; Grocers, 714 city, 720 county; Hardware, 14; Jewelry, 32; Men's Furnishings, 19; Men's Clothing, 34; Millinery, 42; Opticians, 13; Photographers, 25; Pianos (and miscellaneous musical instruments), 22; Radio Supplies, 35; Shoes, 50; Sporting Goods, 5; Stationers, 10; Women's Apparel, 31.

## Standard Surveys of MICHIGAN

### ADRIAN, MICH.

1920 Population, 11,878. Native Whites, 93%; Negro, 1%; Foreign Born, 6%; Industrial Workers, 2,700.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,569.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 12; Miscellaneous, 14.

Banks: National, 1; State, 1; Total Resources, \$7,353,031.62 (June 23, 1923).

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: Railroads: Wabash, N. Y. Central, D. T. & L., Toledo & Western (electric). Several bus connections with nearby towns.

Principal Industries: Knit goods, wire fence, drafting room furniture, castings, leather goods, furniture, milk products, humpers and bead rings, electrical automobile parts, gasoline pumps, vanits.

Manufacturing Establishments: 35; Leading firms, Page Steel & Wire Co., branch of American Chain Co. Nu-Way Stretch Suspenders Co.,

Pearless Wire Fence Co., Adrian Knitting Co., Gihford-Weiffenbach Co.

Residential Features: On of the finest residential cities in the state. Ninety per cent homes owned. Is called "Maple City" on account of maple trees covering both sides of the streets.

Retail Shopping Section: One block of So. Main, one block of No. Main, one block of E. Main, two blocks of W. Main, the block of So. Winter and one half block of No. Winter streets. One sub-division street, on the hill, four blocks of Tecumseh street and several small stores scattered throughout the city.

Trading Area: Radius of 20 miles. Buses and Interurban bring shoppers 20 miles and automobile has extended area not reached by bus or trolley.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous lines, Cigars, Candy, Drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 12; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotel stands), 17; confectioners, (including hotel stands), 6; dressmakers, 14; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 2; garages (public), 10; grocers, 49; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

### ALBION, MICH.

1920 Population, 8,354; Present, estimated, 9,200.

City and Suburban Estimate: Immediate buying territory, 13,500.

Native Whites, 86%; Negroes, 6%; Foreign Born, 8%; Industrial Workers, 20%; English Reading, 94%; Families, 1,975.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,756.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 1; Evangelical, 1.

Banks: State, 2; Total Resources \$2,388,530.25; Savings Bank Deposits Total \$1,080,953.88.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 2,250.

Location: On main line of Michigan Central between Detroit and Chicago, 96 miles west of Detroit, 194 miles east of Chicago. Also served by N. Y. Central Lansing-Hillsdale division and Michigan Railway (electric line).

Principal Industries: Malleable castings, gray iron castings, automobile wheel hubs, bolts and nuts, reed furniture, bakery equipment, casters and trucks, cement caskets, proprietary medicines.

Manufacturing Establishments: 11; Leading firms, Albion Malleable Iron Co., Gale Manufacturing Co., Hayes Wheel Co. (Hnh Dept.), Albion Bolt Co., Thwaites Furniture Co., Union Steel Products Co., J. W. Brant Co. Total value of yearly output of factories estimated at \$4,750,000.

Special Information: Home of Albion College, only Methodist collegiate institution in state. Will soon have endowment of \$1,500,000 and physical property amounting to \$1,200,000. Albion Malleable Iron Co. and Union Steel Products Co. (bakers' equipment, racks, etc.), among leaders of their respective fields. New city hospital valued at \$175,000 recently opened. Modern library, high school, post-office, comfort station, etc.

Residential Features: Mostly one-family houses, good percentage owned and many modern in every detail. Streets and lawns well maintained. Practically no shacks or tumble down dwellings.

Retail Shopping Section: Extends from Oak street on South to Michigan avenue on north, occupying 7 or 8 blocks of the main street—"Superior"; also several stores on adjacent streets and a dozen neighborhood groceries.

Trading Area: Seven miles east and west and 10 to 12 miles north and south of city.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 10 (not exclusive); automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 6; dressmakers, 8; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; garages (public), 6; grocers, 44; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3 (not exclusive); restaurants (including hotels), 7; Shoes, 4; sporting goods, 3 (not exclusive); stationers, 1; women's apparel, 5.

### ALPENA, MICH.

1920 Population, 11,101.

City and Suburban Estimate, 30,600.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 12%; English Reading, 90%; Families, 4,300.

Schools: Public Grade, 9; High, 3; Parochial, 4; Number of Pupils, 3,195.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, \$8,400,000; Savings Bank Deposits Total, \$5,600,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,000.

Location: Northeastern part of Michigan at mouth of Thunder Bay River. Great steamers enter this port daily. Served by the Detroit and Mackinaw and the Boyne City and Gaylords railroads. Good bus lines into the surrounding territory.

Principal Industries: Cement, lumber, paper, leather, concrete machinery, fishing, woolen mills, foundries, cigars, aprons and dresses.

Manufacturing Establishments, 32. Leading firms, Huron Portland Cement Co., Michigan Alkali Co., Fletcher Paper Co., Alpena Leather Corp., Alpena Garment Co., Northern Foundry Co., Island Mill Lumber Co. (Ford Motor Co. has purchased 4,000 acres next to city limits).

Residential Features: Alpena is a home-owners' town with street after street of beautiful shade trees. Homes are mostly one and two-family; 75% of the labor classes are home-owners. Over 100 new homes have been built this year.

Retail Shopping Section: Extends for five blocks of Second Ave.; 3 blocks on Chisbalm St.; 2 blocks on Washington Ave.; 2 blocks on River St.; 1 block on Park Place. There are several small trade centers within the city.

Trading Area: Extends about 25 miles in every direction. The very good roads leading into the city give us business from a greater distance.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 4; automobile accessories, 14; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 15; druggists, 7; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 4; furriers, 1; garages (public), 5; grocers, 48; hardware, 5; jewelry, 3; meat markets, 15; men's furnishings, 6; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 8; sporting goods, 1; stationers, 1; women's apparel, 7.

### ANN ARBOR, MICH.

1920 Population, 19,516.

City and Suburban Estimate, 22,500.

Native Whites, 84%; Negroes, 3%; Foreign Born, 13%; Industrial Workers, 9%; English Reading, 98%; Families, 5,416.

Schools: Public Grade, 7; High, 1; Parochial, 4; Number of Pupils, 3,890.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, \$16,463,436; Saving Bank Deposits Total, \$8,123,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, about 10,000.

Location: On main line of Michigan Central between Detroit and Chicago. On Ann Arbor Railroad out of Toledo. Hourly Interurban service of Detroit United Railway between Detroit and Jackson.

Principal Industries: Ball bearings, Economy boilers, Ford trailers, automobile specialties.

Manufacturing Establishments, 27. Leading firms, Hoover Steel Ball Co., Economy Boiler Co., Forge Products Corp., Trall Ford Corp.

Special Information: Seat of University of Michigan, with enrollment of 12,000 students. Estimated 200,000 visitors annually for University and other purposes. Present construction of 8 new University buildings at a cost in three years of over \$23,000,000; greatly augments normal activity of the city.

Residential Features: 5,783 dwellings housing but 6,390 families, mostly one-family houses, 85% owned. No workmen's tenement section. Due to presence of the University, the community favored by students includes many fraternity and sorority houses and University dormitories.

Retail Shopping Section: State St. section patronized largely by the student and faculty or campus trade. Downtown section extends 4 blocks on Main St., the main business section. Numerous outlying stores.

Trading Area: 20 miles in all directions, except the east, which is about 8 to 10 miles. Trolley and buses permit shoppers from outlying districts access to city.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; automobile accessories, 19; automobile tire agencies, 25; bakers, 12; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 12; delicatessen, 2; dress-

makers, 35; drugists, 11; dry goods, 11; department stores, 9; electrical supplies, 10; florists, 5; fruits, 2; furniture, 8; furriers, 2; garages (public), 13; grocers, 68; hardware, 18; jewelry, 8; meat markets, 17; men's furnishings, 11; men's clothing, 18; merchant tailors, 12; milliners, 7; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 16; shoes, 16; sporting goods, 3; stationers, 6; women's apparel, 10.

### BAY CITY, MICH.

1920 Population, 47,554; 1924, 51,368.

City and Suburban Estimate, 120,000.

Native Whites, 79%; Negroes, 2%; Foreign Born, 19%; Industrial Workers, 25%; English Reading, 96.4%; Families, 11,002.

Schools: Public Grade, 18; High, 1; Junior High, 2; Parochial, 16; Number of Pupils, 12,490.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 3; Methodist, 8; Presbyterian, 3; Roman Catholic, 10; Miscellaneous, 16.

Banks: National, 1; State, 4; Total Resources, \$31,017,315.30; Savings Bank Deposits Total, \$18,359,536.76.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 2. Total number of seats, 7,500.

Location: On Saginaw River, 6 miles from its conjunction with Saginaw Bay, an arm of Lake Huron. Served by M. C. G. T., P. M. C., Detroit & Mackinaw R. R., Detroit, Bay City & Western R. R., Michigan R. R. Co. (electric to southern parts of State, Boat-Freight service to Detroit and Cleveland).

Principal Industries: Electric cranes, automobile bodies, sugar, lumber, furniture, machinery supplies, read-cut loaves, electric transformers, motor trucks, wearing apparel (underwear, hosiery, sweaters), cement, coal, wooden boats, steel ships, chloxy, chemicals, cement blocks, bridges, etc.

Manufacturing Establishments, 80. Leading firms, Industrial Works, C. R. Wilson Body Co., North American Chemical Co., W. D. Young & Co., American Textiles, Inc., Aladdin Co., Aetna Portland Cement Co., Columbia Sugar Co., Robert Gage Coal Co., Davidson Shipbuilding Co., Frank Chlory Co.

Special Information: Bay City's location makes it the gateway of northeastern Michigan and is therefore considered the main wholesale distribution point and the first metropolis city south of the Straits of Mackinaw. Due to being the entry to numerous summer resorts, thousands of tourists make Bay City their headquarters when going north and that is why Bay City is rightfully called the place where the summer trains begin.

Residential Features: A city of permanent residents, beautiful homes, parks and boulevards. One of the most beautiful spots in Michigan.

Retail Shopping Section: Extends from Wenhonh Park five blocks on Center Ave. and Seventh to Third Sts. on Washington Ave., which makes five blocks, and from Center to Third St. on Water St., which makes three blocks. On the west side of the river from Litchfield to DeWitt St. on Midland, which makes eight blocks. There are seven outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about 20 miles west, 10 miles south, 40 miles east and 182 miles north. Much business is secured from greater distance because of the good roads and inter-city bus lines.

Wholesale Houses: Groceries, 5; Meats, 2; Fruits, 4; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, Drug, 2; Confectionery, 6; Flour, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 8; automobile accessories, 25; automobile tire agencies, 20; bakers, 18; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 45; dressmakers, 68; druggists, 23; dry goods, 24; department stores, 4; electrical supplies, 10; florists, 6; fruits, 4; furniture, 20; furriers, 3; garages (public), 25; grocers, 220; hardware, 27; jewelry, 11; meat markets, 59; men's furnishings, 15; men's clothing, 12; merchant tailors, 27; milliners, 20; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 10; radio supplies, 3; restaurants (including hotels), 32; shoes, 30; sporting goods, 6; stationers, 4; women's apparel, 15.

### BATTLE CREEK, MICH.

1920 Population, 36,140.

City and Suburban Estimate, 44,275.

Native Whites, 92%; Negroes, 2%; Foreign Born, 6%; Industrial Workers, 33%; English Reading, 98%; Families, 8,216.

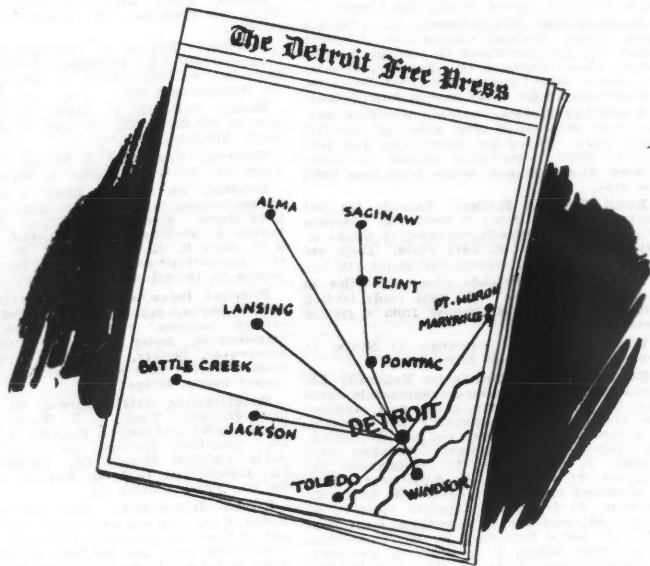
Schools: Public Grade, 18; High, 1; Parochial, 4; Number of Pupils, 8,840.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 3; State, 1; Total Resources, \$23,618,711.88; Savings Bank Deposits Total, \$16,053,167.

Continued on page 101

# The Greatest Single, Selling Influence in a Market of 2,300,000



**D**ETROIT—one of the key markets of the nation, best reached and influenced by those who want to **SELL**, through The Detroit Free Press. Although 83% of all the motor cars made in America are built in and shipped from the Detroit territory, Detroit is also a world leader in twenty other different industries, ranging from adding machines to pharmaceutical products. For 93 years The Detroit Free Press has been serving this great market, reaching for nearly a century the better types of all classes, being read at the breakfast table in thousands of homes where every inmate is a *buyer*.

## Get the Facts About This Market

Detroit and the territory within a radius of 100 miles is a fertile field for any advertiser having meritorious merchandise or a service to sell. For the manufacturer desirous of selling to other manufacturers, for the manufacturer or merchant who wants to sell the retailer or jobber or the individual in his home, the Detroit territory offers every conceivable opportunity for profit, when selling efforts are directed intelligently and when The Detroit Free Press is used consistently to revitalize the merits of an old, established product, or to introduce the merits of the new.

Ask today on your business letterhead for **DETROIT'S MARKET**—A 48-page book covering Detroit, the Detroit territory and The Free Press most comprehensively, and without bias.



**THE NEW FREE PRESS HOME NOW UNDER CONSTRUCTION** Fronting 212 feet on Lafayette Boulevard, and occupying an entire city block, this new home of The Detroit Free Press is now being erected, and will be ready for occupancy in 1925. It will be one of the world's finest newspaper plants lacking nothing in the provision of facilities to give an incomparable newspaper to Detroit.

# The Detroit Free Press

"Starts the Day in Detroit"

Verree & Conklin, Inc., National Representatives

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**MICHIGAN (Cont'd)**

**CADILLAC, MICH.**

**Battle Creek (con't)**  
Theatres: Legitimate, 1; Moving Pictures, 7; Vandeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

**Location:** At confluence of Battle Creek and Kalamazoo rivers on main lines of M. C. and G. T. railways, midway between Detroit and Chicago. Best of two course water power, surrounded by good agricultural region. Largest sanitarium in the world; cereal food center of the country.

**Principal Industries:** Agricultural implements, printing presses, corsets, automobile axles, bread wrapping machines, gas stoves, mail wagons and drays, steam pumps, steam railway engines, structural steel, threshing machines, mattresses, steel and wire specialties, candy, dog foods, aluminum cooking utensils, brass goods, automobile accessories, cash register, board mills and carton making factories.

**Manufacturing Establishments, 62.** Leading firms, Duplex Printing Press Co., Postum Cereal Co., Kellogg Food Co., Nichols & Shepard Threshing Machine Co., Rich Steel Products Co., American Steam Pump Co., Union Steam Pump Co., Advance-Rumely Threshing Co., A. B. Stone Co., Clark Tractor Co., Michigan Carton Co., Grand Trunk Locomotive Shops, American Steel and Wire Co., United States Register Co. Total value of yearly output of factories estimated at \$57,139,953.

**Special Information:** Location ideal for shipping purposes. Large printing press factory, large food factories and large sanitarium. Exceptional diversification of industry, unusual percentage of native population, of home ownership and bank savings.

**Residential Features:** Mostly one and two-family houses, 6,381 out of 8,216 owned. Private homes predominate, limited section devoted to workmen's tenements; 15 parks and parkways. A city healthful, sanitary, convenient and substantial.

**Retail Shopping Section:** Extends from Jefferson Ave., east, west, north and south. There are ten outlying districts containing grocery, meat, candy, dry goods, drugs and garages.

**Trading Area:** Extends from 18 to 23 miles, east, west, north and south, over a fertile territory and fine trading district which connects with Interurban and excellent bus lines.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 4; Hardware, 1; Miscellaneous Lines, Bakers, 4; Confectionery, 11.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 17; automobile tire agencies, 12; bakers, 16; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 22; delicatessen, 2; dressmakers, 38; druggists, 22; dry goods, 9; department stores, 9; electrical supplies, 4; florists, 10; fruits, 23; furniture, 13; furriers, 2; garages (public), 21; grocers, 151; hardware, 3; jewelry, 19; meat markets, 29; men's furnishings, 18; men's clothing, 12; merchant tailors, 23; milliners, 19; opticians, 9; photographers, 14; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 55; shoes, 21; sporting goods, 6; stationers, 6; women's apparel, 14.

See columns 3 and 4

**BIG RAPIDS, MICH.**

1920 Population, 4,500.  
City and Suburban Estimate, 6,200.

**Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 90%.**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,200.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** State, 2; Total Resources, \$3,250,000; Savings Bank Deposits Total, \$1,250,000.

**Theatres:** Legitimate and Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

**Location:** 56 miles north of Grand Rapids on the Muskegon River. G. R. & I. and P. M. Railroads. County seat of Mecosta County. Home of Ferris Institute.

**Manufacturing Establishments:** Machinery Co. of America, Falcon Mfg. Co., Ward Bros., maple flooring; Hood & Wright, veneers; Big Rapids Furniture Co., Griswold Guest Co., furniture.

**Residential Features:** Homes well built, mostly frame or wood; 75% owned.

**Retail Shopping Section:** Michigan Ave., running north and south; Linden St. north to Pine St.; Maple St. east and west from Warren Ave. to State St.

**Trading Area:** 30 miles east and north; 20 miles west and south.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 1; furriers, 1; garages (public), 4; grocers, 9; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 5.

1920 Population, 9,750; present, 11,600.  
City and Suburban Estimate, 13,000.  
**Native Whites, 94%; Foreign Born, 6%; English Reading, 98%; Families, 2,438.**

**Schools:** Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 2,701.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

**Banks:** State, 3; Savings Bank Deposits Total, \$3,721,656.51.

**Theatres:** Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,187.

**Location:** Railroad division points of Ann Arbor and G. R. & I., with branches to Traverse City and Lake City; 14 trains daily on Penna. and 8 on Ann Arbor. Cadillac is located on lakes Cadillac and Mitchell, 95 miles north by east of Grand Rapids, 85 miles northwest of Bay City. Auto passenger and truck service to Reed City, Manton, Lake City, Loughton Lake and Manistee.

**Principal Industries:** Hardwood lumber, tables, chairs, flooring, woodware, veneers and panels, pig iron, malleable iron, motor trucks and chemicals.

**Manufacturing Establishments, 46.** Leading firms, Cobbs & Mitchell, Inc., Mitchell Bros., Inc., Cummer-Diggins Co., Acme Motor Truck Co., St. John Table Co., Northern Chair Co., Cadillac Malleable Iron Co., Mitchell-Diggins Iron Co., Cadillac Chemical Co. Total value of yearly output of factories estimated at \$12,000,000.

**Special Information:** Located on two lakes and surrounded by fine trout streams, Cadillac attracts many summer visitors. New manufacturing plants being located in Cadillac each year and the city has a healthy increase in population annually. Cadillac was one of the two cities in this section to show an increase in population from 1910 to 1920.

**Residential Features:** Nearly all one-family houses, 80% owned.

**Retail Shopping Section:** Mitchell St. for 9 blocks is the principal business street. Harris St., crossing Mitchell at right angle, is the next in importance. On this street about 3 blocks are devoted to business. Three outlying business sections.

**Trading Area:** Extends west about 25 miles, south 20 miles, east 60 miles and north along the Pennsylvania Railroad about 50 miles. There is a small section in these limits north and west of Cadillac whose shoppers find it more convenient to go to another city.

**Wholesale Houses:** Groceries, 1; Fruits, 2; Hardware, 1; Miscellaneous Line, Ice Cream, 2; others, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 8; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 7; exclusive; florists, 3; fruits, 1; furniture, 2; furriers, 3; garages (public), 5; grocers, 26; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 10; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 22; shoes, 12; sporting goods, 8; stationers, 9; women's apparel, 9.

**CHEBOYGAN, MICH.**

1920 Population, 6,800.  
City and Suburban Estimate, 17,000.

**Native Whites, 88%; Negroes, —; Foreign Born, 12%; Industrial Workers, 36%; English Reading, 92%; Families, 3,200.**

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 1,500.

**Churches:** Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 2.

**Banks:** National, 2; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$3,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

**Location:** Mich. Cent., Detroit & Mackinac, Arnold Transit boat line. Lumber and coal carriers. At point between Lake Huron and Lake Michigan on straits of Mackinac. Excellent transportation via bus, rail and water.

**Principal Industries:** Paper mills, tanneries, lumber, fishing, cigars, summer resort.

**Manufacturing Establishments, 7.** Leading firms, Union Bag & Paper Corp., Pfister-Vogel Leather Co., Embury Martin Lumber Co. and several large fisheries. Total value of yearly output of factories estimated at \$87,000,000.

**Special Information:** Location makes it ideal for summer playground and fishing.

**Residential Features:** Mostly 1 and 2-family houses, practically all owned by occupants. Private homes predominate, average \$3,500.

**Retail Shopping Section:** Extends 1½ miles north and south and ½ miles east and west from docks where boat line starts.

**Trading Area:** West, south and east about 35 miles, although large volume of business is secured from outlying territory within 75 miles.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 1.

Continued on page 102

# In Battle Creek Michigan

*One in every five of the population is a paid subscriber to the Enquirer and News*

*"The Best Known City of Its Size in the World"*

This is a long-standing condition. Throughout the city and its prosperous trading territory the Enquirer and News is and long has been the accepted newspaper institution; an established home habit; a typical part of this prosperous, intelligent, home-owning American community.

Battle Creek is unique for percentage of home-ownership, for percentage of English-speaking Americanism, for bank savings, for wide diversity of industries and consequent stability of earning and buying power.

During the general slow-down of the spring and summer of 1924, Battle Creek increased its incoming and out-going freight tonnage over 1923, and some of its great industries have had the most prosperous year in their history.

Battle Creek is a supplying center for the world for cereal foods, threshing machines, power-driven pumps, newspaper printing presses, gas stoves and ranges, heating equipment, brass products, steel-wire products, box-board and cartons—and for health treatment.

And Battle Creek's Newspaper, in City and Surrounding Country, is the

# Enquirer and News

Week-day evenings and Sunday mornings.  
No premiums, no contests, no cut rates  
—but reader confidence and home habit

Member of the Audit Bureau of Circulations—  
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A. W. Allen, 1336 People's Gas Bldg., Chicago  
Western Representative

M. C. Watson, Inc., 270 Madison Ave., New York  
Eastern Representative

MICHIGAN (Cont'd)

Sheboygan (con't)

hotels, 12; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; furriers, 1; garages (public), 17; grocers, 39; hardware, 5; jewelry, 2; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 11-8, not exclusive.

COLDWATER, MICH.

1920 Population, 6,114. City and Suburban Estimate, 12,000. Native Whites, 95%; Foreign Born, 5%; English Reading, 95%; Families, 1,929. Schools, 5. Number of pupils, 1,450. Churches, 7. Banks, 3. Total Resources, \$3,900,000. Theatres, 1. Total number of seats, 750. Residential Features: One-family houses. Retail Shopping Section: About three blocks. Trading Area: About 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 3; fruits, 4; furniture, 1; garages (public), 8; grocers, 10; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 3.

DETROIT, MICH.

1920 Population, 1,088,893. City and Suburban Estimate: 1,113,750. Native Whites, 91.4%; Negroes, 4.5%; Foreign Born, 29.1%; Industrial Workers, 18.04%; English Reading, 71.5%; Families, 260,000. Schools: Public Grade, 191; High, 12; Junior High, 7; Parochial, 17; Number of Pupils, 318,420. Churches: Baptist, 29; Christian Science, 4; Congregational, 5; Episcopal, 24; Hebrew, 24; Methodist, 88; Presbyterian, 26; Roman Catholic, 54; Miscellaneous, 77. Banks: National, 3; State, 16; Total Resources, \$717,816,065; Savings Bank Deposits Total, \$282,068,117. Theatres: Legitimate, 5; Moving Pictures, 148; Vaudeville, 7; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 82. Total number of seats, 109,694.

Location: Detroit is located on the west bank of the Detroit River in the heart of the Great Lake district. It is 18 miles from Lake Erie and 7 miles of Lake St. Clair. Served by following railroads: M. C., N. Y. C., C. P., Peans., P. M., Wabash, G. T., and D. T. & I. In addition, interurban lines totalling 600 miles extend from 60 to 100 miles in all directions.

Principal Industries: Automobile, pharmaceutical preparations, foundry and machine shop products, slaughtering and meat packing, tobacco manufacturers, bronze, brass and copper products, stoves and furnaces, bakery products, clothing and lumber and timber products.

Manufacturing Establishments, 3,300. Leading firms, Ford, Dodge, Cadillac, Hudson, Packard, Chrysler, Hupmobile, Paige, Columbia, Essex, Studebaker, Maxwell, Gray, Rickenbacker, Jewett, Federal and Godfredson Automobiles; Continental Motor, Kelsey Wheel, Fisher Body, Timken Axles, U. S. Tires, Garland Stoves, Park-Davis Drugs and Burroughs Adding Machines are all famous Detroit products.

Special Information: Detroit is a city of growth and prosperity. Its population has approximately trebled since 1900 and Department of Labor figures show Detroit industries to pay higher wages than are paid in any other city. Detroit has over 13 miles of improved harbor frontage lying along both the Detroit River and River Rouge. Detroit stood first in 1920 among all lake ports in exports and imports, and is the home of 4 steamship lines owning 37 vessels. About 2,000 motor trucks operate as an auxiliary freight service throughout the trading radius.

Residential Features: One and two-family residences predominate. There are approximately 1,250 apartment houses and apartment hotels, but relatively few tenements. The industrial nature of the population makes the rooming house an important feature of Detroit housing. The great majority of Detroiters, however, live in single or double dwellings.

Retail Shopping Section: Extends northward from the river along Woodward Ave. for a distance of two miles or more. A secondary retail section forms a continuation of the main district for an equal distance in the same direction. There are 10 lesser areas scattered over the city and many small neighborhood districts. Each of the main arteries of traffic radiating from the heart of the city, such as Jefferson, Michigan, Grand River and Gratiot Aves., are largely given over to small retail establishments

for the first two or three miles of their length. Trading Area: Spreads over a 25-mile radius, east, north and west. An outer area spreading for 50 miles around the city is hardly less important than the first. The entire trading radius is easily accessible both to freight and passengers via interurban lines and motor truck and bus fleets.

Wholesale Houses: Groceries, 50; Meats, 96; Fruits, 99; Hardware, 13; Dry Goods, 17; Miscellaneous Lines, Shoes, 1; Confectionery, 99; drug, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 100; commercial auto. agencies, 104; automobile accessories, 676; automobile tire agencies, 183; bakers, 323; cigar stores and stands (including hotels), 1,414; confectioners (including hotel stands), 1,859; delicatessen, 97; dressmakers, 429; druggists, 702; dry goods, 730; department stores, 34; electrical supplies, 186; florists, 730; fruits, 225; furniture, 181; furriers, 110; garages (public), 486; grocers, 3,717; hardware, 448; jewelry, 222; meat markets, 672; men's furnishings, 437, includes both clothing and furnishings; merchant tailors, 318; milliners, 296; opticians, 62; photographers, 151; pianos (and miscellaneous musical instruments), 64; radio supplies, 56; restaurants (including hotels), 1,756; shoes, 418; sporting goods, 38; stationers, 9; women's apparel, 5, exclusively.

See page 100

DOWAGIAC, MICH.

1920 Population, 5,440. City and Suburban Estimate, 6,500. Native Whites, 86%; Negroes, 9%; Foreign Born, 5%; Industrial Workers, 40%; English Reading, 95%; Families, 1,400.

Schools.—Public Grade, 6; High, 1; Number of Pupils, 1,414.

Churches.—Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$2,356,862.67; Savings Bank Deposits Total, \$2,051,140.79.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,700.

Location: In Cass County, 35 miles southwest of Kalamazoo, on Mich. Central R. R. and an electric line from Benton Harbor.

Principal Industries: Heating stoves, ranges, furnaces, agricultural implements, fishing tackle, washing machines, sporting rifles, shirtwaists, flour, lumber.

Manufacturing Establishments, 8. Leading firms, The Beckwith Co., Rudy Furnace Co., James Heddon's Sons, Asron Stronns, Dowagiac Mfg. Co., Premier Warm Air Heater Co., Neilson Rifle Co., Farrell Products Co., and Colby Milling Co.

Total value of yearly output of factories estimated at \$7,150,000.

Special Information: Known as the "Furnace City." Center of large summer resort section, in Michigan's great fruit belt.

Residential Features: Practically all homes owned by occupants.

Retail Shopping Section: Front St. is the principal business street for 5 blocks, with blocks on Commercial, Beeson and Division Sts. flanking it.

Trading Area: 12 miles north, 10 east, 6 south, 8 west. Estimated population, 18,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 3; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 28; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 4.

ESCANABA, MICH.

1920 Population, 13,103. City and Suburban Estimate, 20,000.

Native Whites, 77.3%; Negroes, 0.1%; Foreign Born, 22.6%; Industrial Railroad Workers, 25%; English Reading, 94.83%; Families, 2,880.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 3,846.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, \$7,271,664.52 (Mar. 31, 1924); Total deposits, \$6,270,171.63 (Mar. 31, 1924).

Theatres: Legitimate (1) combination; Moving Pictures, (1) pictures only; Total number of seats, 1,490.

Location: On Little Bay de Noc, a natural deep water harbor, tributary to Green Bay and Lake Michigan. County seat of Delta County which is located in the south central part of Upper Michigan. Served by Chicago & Northwestern, Minneapolis, St. Paul & Sault Ste. Marie and the Escanaba and Lake Superior Railroad, Goodrich Transit Company runs one steamer every week into this port during the months of June, July and August. From five to six million tons of iron ore are annually shipped from the Escanaba harbor.

Principal Industries: Escanaba is the division center of the Chicago & Northwestern Railroad. Its ore shipping facilities consist of six mammoth docks and employ a considerable

number of men during the shipping season. Among its principal industries are those engaged in the manufacture of lumber, veneer, paper, charcoal iron, stump pullers, auto specialties, machinery supplies, dairy products, bakery products and printing.

Manufacturing Establishments: 46. Leading firms 1. Stephenson Co. Trustees, Escanaba Paper Co., Delta Chem. & Iron Co., Birds Eye Veneer Co., Escanaba Veneer Co., Chatfield Machine & Foundry Co., A. J. Kirstin Co., Raymond Log Loader Co., Delta Milk Producers Assn., Universal Magnesite Products Co. Total value of yearly output of factories estimated at \$8,500,000.

Special Information: Excellent hard surfaced roads radiating in all directions, railroad transportation facilities unapproached by those of any city within a radius of one hundred miles, many fine stores, modern hotels, well equipped garages and metropolitan features of every kind make Escanaba the hub of Upper Michigan. Escanaba is a thriving railroad, industrial, ore shipping and wholesale distributing center. The immediate vicinity is destined to become a dairy center of considerable importance. As lumbering waxes declining is the logical thing to follow in its wake.

Residential Features: Private homes predominate. Two and four family apartments are increasing in number.

Retail Shopping Section: Ludington street, 16 blocks; Stephenson avenue, 8 blocks; Hartnett avenue, 7 blocks.

Trading Area: Covers a radius of about fifty miles. Considerable business is secured from towns within a radius of sixty-five miles.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 3; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 12 (including drug stores); confectioners (including hotel stands), 8; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 3; electric supplies, 3; florists, 2; fruits, 3; furniture, 5 (including 2 dept.); garage (public), 8 (including 6 sales agencies); grocers, 35; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 6; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 5; stationers, 7; drug stores, 3; dept. stores; women's apparel, 5 and 3 dept. stores.

FLINT, MICH.

1920 Population, 91,599; 1921, 103,845; 1924, 137,398.

City and Suburban Estimate: Trading territory taking in a radius of 25 miles, 187,000.

Native Whites, 83.6%; Negroes, 3.7%; Foreign Born, 12.7%; Industrial Workers, 25%; English Reading, 85%; Families, 24,640.

Schools: Public Grade, 22; High, 1; Parochial, 2; Number of Pupils, 20,796. Flint also has 2 private schools, County Normal Training School, Hurley Hospital, Baker Business University; Michigan School for Deaf and Flint Business Institute.

Churches: Baptist, 8; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 16; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 14.

Banks: National, 1; State, 5; Total Resources, \$41,711,500; Savings Bank Deposits Total, \$23,121,200.

Theatres: Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,966.

Location: Geographically Flint has a strategic position in the center of southwest Michigan, on the G. T., P. M. and Detroit United Rys. Also excellent business service to Detroit, Saginaw, Bay City, Owosso and a number of other towns.

Principal Industries: Automobiles, automobile supplies.

Manufacturing Establishments, 25. Leading firms, Buick Motor Co., Chevrolet, Dort, Peterson Motor Co., Durant Motor, Inc. (Flint-6 and Star), Mason Truck Co., A. C. Spark Plug Co., Flint Varnish & Color Works, Marvel Carburetor Co., W. F. Stewart Co., Flint Motor Axle Co., Armstrong Spring Co., Fisher Body Co., Flint Foundry Co., Flint Pattern Co., Flint Structural Steel Co., Genesee Iron Works, Hercules Corp., Martin-Perry Co., Flint Brass Foundry, Copeland Products Co., Flint Oil Engine Co., Battery Corp. of America.

Residential Features: Mostly one and two-family houses, a tendency towards two-family evident at present. Very few apartment houses and no tenements. Most of the housing is in form of one-family detached dwellings. Homes in better section of the city average \$9,000 to \$10,000; the better class of working people's homes around \$6,500, and outlying districts from \$4,000 to \$5,000.

Retail Shopping Section: Extends from First St. north for 23 blocks on North Saginaw St. and South from First St. for 5 blocks on South Saginaw St. Parallel to South Saginaw St., we have Harrison St. for two blocks. Also a number of small neighborhood sections.

Trading Area: Extends for a radius of 25 miles north, east, south and west. People are able to reach Flint from this distance by bus service.

Wholesale Houses: Grocery, 2; Meats, 6; Fruits, 3; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 44.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 35; automobile tire agencies, 20;

bakers, 22; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 38; dressmakers, 68; druggists, 48; dry goods, 22; department stores, 4; electrical supplies, 7; florists, 7; fruits, 3; furniture, 15; furriers, 8; garages (public), 24; grocers, 59; hardware, 20; jewelry, 25; meat markets, 77; men's furnishings, 10; men's clothing, 16; merchant tailors, 42; milliners, 17; opticians, 7; photographers, 11; pianos (and miscellaneous musical instruments), 7; radio supplies, 14; restaurants (including hotels), 127; shoes, 21; sporting goods, 3; stationers, 2; women's apparel, 20.

GRAND RAPIDS, MICH.

1920 Population, 137,634; 1923, 153,877. City and Suburban Estimate, 335,000; 1923, 376,000.

Native Whites, 78.6%; Negroes, 0.8%; Foreign Born, 20.6%; Industrial Workers, 21%.

Schools: Public Grade, 38; High, 3; Junior High, 2; Junior College, 1; Parochial, 33; Number of Pupils, Public, 36,000; Parochial, 11,000; Vocational, 1; 1 school for deaf.

Churches: Baptist, 10; Christian Science, 2; Congregational, 5; Episcopal, 5; Hebrew, 3; Methodist, 14; Presbyterian, 4; Roman Catholic, 14; Miscellaneous, 19.

Banks: National, 3; State, 6; Total Resources, \$83,218,029; Trust Companies, 2; Morris Plan, 1; Savings Bank Deposits Total, \$46,203,250.52; National, \$38,810,355.98; other, \$8,370,261.50.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; School Auditoriums, 4. Total number of seats, 15,000; including school auditoriums, 19,000.

Location: In the heart of Western Michigan's fruit belt and resort section, served by Penna. System, N. Y. C. & P. M., M. C. and G. T. Western; 2 interurban systems, the Michigan Railway, which includes the Holland Div. and the Kalamazoo Div., and the G. R., Grand Haven and Muskegon Ry. These lines make connections at Lake Michigan ports with Chicago and Milwaukee boat lines.

Principal Industries: This city is known as the furniture center of the world. Commercial printing and allied lines, brass and iron manufacturing, gypsum products, machinery manufacturing, knit underwear, flour, sticky flypaper, carpet sweepers, hand instruments, school, church and opera seats, paper boxes, railway shops, etc.

Manufacturing Establishments, 611. Leading firms, Berkey & Gay Furniture Co., Robert W. Irwin plants (Phoenix Furniture Co. and Royal Furniture Co.), G. R. Show Case Co., Wilmarth Show Case, Imperial Furniture Co., Michigan Chair Co., G. R. Chair Co., G. R. Refrigerator Co., Bissell Carpet Sweeper Co., G. R. Plaster Co., Tangle Foot Fly Paper Co., American Cement Plaster, G. R. Plaster, American Board, G. R. Brass Co., Wolverine Brass Co., Malleable Iron Works, Globe Knitting Works, P. M. Shops, Penn. Shops, Cordroy Cord Tire, Globe Knitting Works, Mich. Litho. Co., Cargill Co., Dean Hicks Co., James Byrne Co., Clipper Belt Lacer Co., Alabastrine Co., Togan Stiles Sectional Homes, United Motor Truck Co. Total value of yearly output of factories estimated at \$109,135,000.

Special Information: A semi-annual furniture show is held here every January and July, attended by 400 outside manufacturers' exhibits. In addition to local factories. Excellent hotels make it an ideal convention city. Second city in size in the state and wholesale center for western, central and northern Michigan.

Residential Features: Second city in United States in percentage of home ownership; 50.2% own their own homes. Mostly one-family residences, no tenement sections.

Retail Shopping Section: Monroe Ave. is principal business street and extends about 1/2 mile north of Campau Square, the heart of the business section, and 3/4 mile southeast of the same point. Also extends for several blocks in each direction on cross streets and on Division Ave. for 1/2 of a mile south, Bridge and Michigan Aves., east and west 1/2 to 3/4 of a mile; 7 outlying business sections and many smaller neighborhood districts with usual complement of stores and shops.

Trading Area: Extends about 35 miles north, south, east and west, taking in such cities as Aloggan, Belding, Holland, Grand Haven, Ionia, Greenville, Hastings and Intermittent points.

Wholesale Houses: Groceries, 6; Meats, 9; Fruits, 11; Hardware, 5; Dry Goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto. agencies, 15; automobile accessories, 42; automobile tire agencies, 54; bakers, 73; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 109; dressmakers, 111; druggists, 95; dry goods, 68; department stores, 5; electrical supplies, 25; florists, 16; fruits, 7; furniture, 34; furriers, 4; garages (public), 10; grocers, 159; men's furnishings, 33; men's clothing, 33; merchant tailors, 17; milliners, 52; opticians, 24; photographers, 30; pianos (and miscellaneous musical instruments), 12; radio supplies, 7; restaurants (including hotels), 137; shoes, 29; sporting goods, 9; stationers, 2; women's apparel, 20.

GREENVILLE, MICH.

1920 Population, 5,000. City and Suburban Estimate, 10,000. Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 100%; Families, 1,200.

MICHIGAN (Cont'd)

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,225.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, \$3,016,053.09; Savings Bank Deposits Total, \$1,913,021.78.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

Location: On Pere Marquette and Grand Trunk Railroads. Thirty-two miles from Grand Rapids, on main line of P. M., between Grand Rapids and Saginaw. Bus service to Ionia, Lansing, Grand Rapids, Stanton and Lakeview.

Principal Industries: Largest refrigerator manufacturing plant in the United States, Gibson Refrigerator Co. Also Ranney Refrigerator main factory. New refrigerator now being planned in addition to these. Moore Plow Co., farm plows. Heatb Mfg. Co., battery supplies. Bennett Brass Co., plumbers' supplies.

Manufacturing Establishments: 10. Leading firms, Gibson Refrigerator Co., Ranney Refrigerator Co.

Value of annual output, \$4,000,000.

Special Information: Greenville is the largest potato shipping center of Michigan and among the largest in the Central West. More potatoes were shipped out of Greenville last year than from any three other shipping points combined.

Residential Features: Practically all one-family homes, and a large number are owned by tenants. One of the finest residential cities in central Michigan. In the center of a large group of lakes and has a resort lake within the city limits.

Retail Shopping Center: Lafayette street, eight blocks.

Trading Area: Twenty miles northeast, 20 north, 20 east, 5 south, and 10 west.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines—Cigars and Tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 11; delicatessens, 3; dressmakers, 3; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 8; grocers, 7; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 1; opticians, 2; photographers, 3; pianos (and other musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 5; stationers, 5; women's apparel, 5.

HANCOCK, MICH.

1920 Population, 8,000. City and Suburban Estimate, 18,000.

Native Whites, 100%; Industrial Workers, 50%; English Reading, 95%.

Schools: Public Grade, 12; High, 2; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 1. Location: C. & N. W. R. R., C. M. & St. P. R. R., Mineral Range R. R., Copper Range R. R., Quincy & Torch Lake, R. R., C. & H. R. R. Located on Portage Lake in the great Michigan mining, lumbering, farming, dairy country. Accessible by water or rail. Right on the Duluth to Liverpool waterway.

Principal Industries: Mining, lumbering, farming, dairying, machine shops, sawmills, smelters, wire mills, foundries, stamp mills, boiler shops, flour mills, woodworking factory, creameries.

Special Information: Hancock is the center of a hundred thousand trading population.

Residential Features: Private residences, up-to-date apartment houses, first class hotels and boarding houses.

Retail Shopping Section: Two streets and seven blocks.

Trading Area: Center of 100,000 trading population.

Wholesale Houses: Groceries, 4; Fruits, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 10; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessens, 6; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 3; florists, 2; fruits, 15; furniture, 4; furriers, 1; garages (public), 6; grocers, 30; hardware, 2; jewelry, 4; meat markets, 20; men's furnishing, 17; men's clothing, 17; merchant tailors, 8; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 17; sporting goods, 1; stationers, 5; women's apparel, 17.

HILLSDALE, MICH.

1920 Population, 5,476. City and Suburban Estimate, 30,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 18%; English Reading, 98%; Families, 1,490 city; territory, 6,200.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$4,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), College Theatre. Total number of seats, 1,000.

Location: Southern part of Michigan, 100 miles of Detroit, served by N. Y. C. main line and Ypsilanti, Lansing, Fort Wayne, Jackson branches.

Principal Industries: Gasoline engines, farm lighting plants, boys' pants, screen doors, brushes and brooms, milling, railroad terminal.

Manufacturing Establishments, 17. Leading firms, Alamo Engine Co., Alamo farm light, Hillside Screen Co., F. W. Stack & Sons, Alamo, G. H. Adams, Mitten Co., Grizzler Storage Battery Co., Hillside Mfg. Co.

Special Information: County seat of Hillsdale City. Location of Hillsdale College with 500 to 700 students. In a rich farming community and forming the hub for a 25-mile radius.

Residential Features: Homes privately owned, above the average of a city of its size.

Retail Shopping Section: Howell St. and Broad St.; Howell St., 5 blocks; Broad St., 4 blocks.

Trading Area: General daily trade area 18 miles due to excellent roads and shopping advantages to be had only in Hillsdale. No nearby city competing for farmer or suburban trade.

Wholesale Houses: Groceries, 1; Fruits, 1; Dry Goods, 1; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 18; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 23; delicatessens, 6; dressmakers, 8; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 4; grocers, 24; hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 8; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 4.

HOLLAND, MICH.

1920 Population, 12,183. City and Suburban Estimate, 18,000.

Native Whites, 82.3%; Negroes, 0.01%; Foreign Born, 17.6%; Industrial Workers, 26%; English Reading, 92%; Families, 2,895.

Schools, 9. Number of pupils, 2,070.

Churches, 8.

Banks, 3. Total Resources, \$6,800,000.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About five blocks.

Theatres, 2. Total number of seats, 1,040.

Trading Area: Twelve miles north, west and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 15; delicatessens, 14; druggists, 6; dry goods, 17; department stores, 1; electrical supplies, 2; florists, 3; fruits, 7; furniture, 3; garages (public), 11; grocers, 34; hardware, 6; jewelry, 4; meat markets, 15; men's furnishings, 6; men's clothing, 6; merchant tailors, 12; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 1; stationers, 1; women's apparel, 3.

HOUGHTON, MICH.

1920 Population, 5,500. City and Suburban Estimate, 8,500.

Native Whites, 89%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 75%; English Reading, 100%.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; Total Resources, \$6,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Portage River, D. S. S. & A. and Copper Range R. R.

Principal Industries: Mining and lumbering.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Sheldon St. 14 blocks.

Trading Area: 38 miles east, 20 west, 30 north, 18 south. We are entirely surrounded by small towns from 500 to 4,000 population. Total population served, over 100,000.

Wholesale Houses: Groceries, 2; Meats, 4; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto. agencies, 7; automobile accessories, 2; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessens, 5; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 1; furriers, 1; garages (public), 7.

grocers, 13; hardware, 2; jewelry, 2; meat markets, 8; men's furnishings, 4; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 4; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 5.

IONIA, MICH.

1920 Population, 6,935. City and Suburban Estimate, 10,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,134.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, \$4,676,359.35; Savings Bank Deposits Total number of seats, 1,600.

Theatres: Moving Pictures, 2; Vaudeville, 1 comb.; Miscellaneous (Auditoriums, etc.), 1. Total value of yearly output of factories estimated at \$12,000,000.

Location: 34 miles from Grand Rapids, on Grand River, G. T. and P. M. railroads. Bus service to all points within 50 miles, at which connect with other lines.

Principal Industries: Automobiles, reed and fibre furniture, school desks and chairs, women's clothing, P. M. shoes, pottery and porcelain tile.

Manufacturing Establishments, 9. Leading firms, Ypsilanti Reed Furniture Co., Ionia Tile Factory, E. H. Stafford Co., Hayes-Ionia Co. output of factories estimated at \$12,000,000.

Special Information: Trading center for an area of 40 miles. Largest reed and fibre furniture factory in the world. Sponsors only free fair of its kind in state. Excellent living conditions, with high wage scale.

Residential Features: Mostly one and two-family houses, 80% owned. Foreign population grouped for the greater part.

Retail Shopping Section: From Dexter St. east for 3 blocks on Main St. Several outlying groceries and markets, with two small neighborhood districts.

Trading Area: 30 miles north, south, east and west.

Wholesale Houses: Miscellaneous Lines, 1. Jinos Bros.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessens, 3; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; garages (public), 10; grocers, 20; hardware, 4; jewelry, 2; meat markets, 4 (all grocers carry meats); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 4; stationers, 1; women's apparel, 7.

IRON MOUNTAIN, MICH.

1920 Population, 8,251. City and Suburban Estimate, 1924, 20,000.

Native Whites, 63%; Foreign Born, 35%; Industrial Workers, 85%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,275.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$7,046,972.60; Savings Bank Deposits, \$3,424,505.60.

Theatres: Moving Pictures, 2. Total number of seats, 1,425.

Location: C. & N. W., C. M. & St. P.; Northern terminal of Wis. & Mich. R. R. Bus service to surrounding towns.

Principal Industries: Automobile body parts, mining, sawmill.

Manufacturing Establishments, 3. Leading firms, Ford Motor Co., Oliver Mining Co., Von Platen-Fox Lumber Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Abundance of water power. Metropolis of upper peninsula.

Residential Features: Mostly one-family houses. Acute shortage of house accommodations due to influx of people caused by Ford factory.

Retail Shopping Section: Extends from the cave-in of the Oliver Mining to C St. on Stevenson Ave., 5 blocks.

Trading Area: 30 miles north, east and west, 10 south.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; delicatessens, 3; dressmakers, 3; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 3; grocers, 14; hardware, 4; jewelry, 6; meat markets, 12; men's furnishings, 3; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 18; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

IRONWOOD, MICH.

1920 Population, 15,739. Present, 18,000. City and Suburban Estimate, 35,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,517.

Churches: Baptist, 1 (Swedish); Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; English Lutheran, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 3.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,500.

Location: Northwestern part of Upper Peninsula on the Montreal River, directly across the river from Hurley, Wis. C. & N. W., Soq Line and Duluth, South Shore R. R., 12 miles from Lake Superior. First class bus service with the rest of Gogebic Iron Range, on which it is located, and with nearby points in Wisconsin.

Principal Industries: Iron mining, lumbering, farming, tourists.

Manufacturing Establishments, 16. Leading firms, Oliver Mining Co., Oglesby-Norton Co., Pickands Mather Co., M. A. Hanna Co., Scott & Howe, Olson & Bergquist Co., F. J. Hager Lumber Co., News-Record Printing Co., Globe Publishing Co.

Special Information: In the heart of the richest iron ore fields in the world, with underground mining predominating and some open-pit work in outlying territory. A prosperous mining center, where all are now employed and receiving good wages. Has \$1,000,000 Memorial Building, \$900,000 high school, exceptionally fine country club and the center of a vacation country full in inland lakes and streams where fish and game of all kinds are found in great numbers.

Residential Features: Mainly one-family houses. Certain locations devoted almost exclusively to miners; better homes in two substantially built residential sections.

Retail Shopping Section: Extends on Aurora St. from Hurley, Wis., for 6 blocks, crossing Suffolk St., which intersection forms the center on shopping and banking. Suffolk St. a shopping street for 3 blocks, McLeod Ave., parallel to Aurora St. lined with stores and shops for 5 blocks. Smaller intersecting streets with a few stores, and several grocery stores in each of the locations.

Trading Area: On the D. S. R. R. south about 40 miles and west about 30 miles. A territory of 50,000 population, with bus service, railroad connections and interurban lines connecting practically the entire territory.

Wholesale Houses: Groceries, 7; Meats, 6; Fruits, 2; Hardware, 2; Miscellaneous Lines, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 17; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 6; florists, 3; fruits, 7; furniture, 4; furriers, 1; garages (public), 10; grocers, 20; hardware, 4; jewelry, 8; meat markets, 9; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 8; shoes, 8; sporting goods, 8; stationers, 4; women's apparel, 5.

JACKSON, MICH.

1920 Population, 48,374. City and Suburban Estimate, 134,754.

Native Whites, 87.3%; Negroes, 11%; Foreign Born, 1.7%; Industrial, 32%; English Reading, 95%; Families, 11,851.

Schools: Public Grade, 19; High, 1; Junior High, 2; Parochial, 4; Number of Pupils, 23,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 4; Savings Bank Deposits Total, \$6,780,339.18. Six Building and Loan Associations, with assets of \$12,588,887 and loans of \$12,013,721.

Theatres: Legitimate, 3; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,739.

Location: M. C. R. R. main line, Seginew Div., Grand Rapids Div., Airline Div., N. Y. C. Ft. Wayne Div., Toledo Div., Cincinnati Northern, Grand Trunk to Pontiac and Main Line, Michigan Electric Ry. to Kalamazoo, G. R. R. Also north and south and east and west trunk highways, mostly paved. Excellent bus service in all directions.

Principal Industries: Automobile parts and accessories, garden tools, corsets, underwear and M. C. R. R. shops are largest industries, but many other products manufactured in Jackson make it a city of diversified industries.

Manufacturing Establishments, 175. Leading firms: Heynes Wheel Co., Sparks-Wilmington Co., Spartan Auto Signals, fans and radiators; Jackson Steel Products Co., rims and wheels; Reynolds Spring Co., cushion springs; American Gear Co., Hupmobile Branch plant; American Fork & Hoe Co., L. M. Dabco Co., ladies' underwear; Jackson Corset Co., corsets; M. C. R. R. Shops, and many other factories.

Special Information: Eight steam and two electric roads, together with its geographical location for good roads and trunk lines makes Jackson an ideal city for location for factories. Its low freight rates are a big asset to its 175 manufacturers. Jackson has excellent schools and churches, splendid artesian drinking water and exceptionally good fire protection.

**MICHIGAN (Cont'd)**

**Jackson (con't)**

**Residential Features:** With six strong Building and Loan Associations, Jackson is known as a city of homes and home owners. Single homes, with very few apartment buildings or duplexes, make up the residential section. Home building permits, alone, last year totaled \$1,500,000.

**Retail Shopping Section:** One mile along Michigan Ave., one-half mile on Cortland St., one-half mile on Pearl St. and one-quarter mile of each of three cross streets.

**Trading Area:** 15 miles north, 20 east and southeast, 30 south and southwest, 25 west and northwest. Considerable business is done with residents at greater distance owing to splendid roads.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 4; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 8; automobile accessories, 22; automobile tire agencies, 24; bakers, 19; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 23; delicatessen, 1; dressmakers, 56; druggists, 34; dry goods, 12; department stores, 6; electrical supplies, 8; florists, 8; fruits, 12; furniture, 15; furriers, 5; garages (public), 23; grocers, 217; hardware, 11; jewelry, 19; meat markets, 57; men's furnishings, 21; men's clothing, 27; merchant tailors, 7; milliners, 13; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 62; shoes, 25; sporting goods, 5; stationers, 7; women's apparel, 17.

**KALAMAZOO, MICH.**

1920 Population, 48,487.  
City and Suburban Estimate, 150,000.  
Native Whites, 83.5%; Negroes, 1.5%; Foreign Born, 15%; Industrial Workers, 30.9%; English Reading, 86%; Families, 11,754.

**Schools:** Public Grade, 11; High, 1; Junior High, 9; Parochial, 7; Number of Pupils, 14,369.

**Churches:** Baptist, 9; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 21.

**Banks:** National, 2; State, 2; Total Resources, \$27,727,688; Savings Bank Deposits Total, \$7,730,970.

**Theatres:** Legitimate, 1; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 12,000.

**Location:** Midway between Chicago and Detroit, Penna. and M. C. Ry. running north and south and east and west, respectively. Fed by K. L. S. & C. C. K. & G. T. N. Y. C. Fruit Belt Lines. Electric lines east and north. Bus service in all directions.

**Principal Industries:** Paper, corsets, windmills and tanks, gas lamps and heaters, fraternal regalia, peppermint, celery, automobiles, stoves, medicine, musical instruments, fishing tackle and clothing.

**Manufacturing Establishments, 230.** Leading firms, Roamer-Humphrey Co., Allied Paper Co., Kalamazoo Corset Co., Checker-Cub Co., Kalamazoo Stationery Co., Henderson-Ames Co., Upjohn Co. (medicine), Kalamazoo Stove Co., Vegetable Parchment Co. Total value of yearly output of factories estimated at \$90,000,000.

**Special Information:** Being the largest city in southwest Michigan and served by transportation facilities which radiate like the spokes of a wheel, it dominates the entire Kalamazoo Valley and vicinity. Natural resources create a very diversified industrial situation and serves to balance periods of depression, etc. Living costs consistent with wages at all times due to diversity and types of industries.

**Residential Features:** Residential district noted for beauty of trees, architecture and general geographical advantages. Largely one and two-family houses, duplex and apartment buildings sufficient to serve purposes. Heights about the city well built up.

**Retail Shopping Section:** Shopping district generally localized. Easily accessible to remote corner of city. Business section extends 4 blocks east, 4 blocks west, 2 blocks south, 2 blocks southeast, 5 blocks north from intersection of two main streets. Outlying districts have grocery and meat shops, drugs, etc., but general shopping done in business section.

**Trading Area:** North to Allegan 25 miles; east to Augusta 14 miles; south to Three Rivers 27 miles; west to South Haven 40 miles. Our south territory really extends 35 to 40 miles, but has not been included in the A B C report. Transportation from this section makes Kalamazoo an easily accessible large town from the south.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 5; Hardware, 1; Dry Goods, 3; Miscellaneous Lines, 39.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 40; commercial auto. agencies, 11; automobile accessories, 41; automobile tire agencies, 31; bakers, 31; cigar stores and stands (including hotels), 285; confectioners (including hotel stands), 50; delicatessen, 20; dressmakers, 81; druggists, 30; dry goods, 16; department stores, 2; electrical supplies, 13; florists, 12; fruits, 180; furniture, 18; furriers, 6; garages (public), 51; grocers, 175; hardware, 11; jewelry, 15; meat markets, 58; men's furnishings, 17; men's clothing, 17; merchant tailors, 28; milliners, 20; opticians, 11; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 13; restaurants (including ho-

tels), 78; shoes, 26; sporting goods, 4; stationers, 6; women's apparel, 18.

**LANSING, MICH.**

1920 Population, 52,327; 1924, 82,000.  
City and Suburban Estimate, 175,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 17,676.

**Schools:** Public Grade, 23; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 14,400.

**Churches:** Baptist, 6; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 32.

**Banks:** National, 2; State, 2; Total Resources, \$27,356,425; Savings Bank Deposits Total, \$12,223,197.

**Theatres:** Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

**Location:** Central Michigan, M. C., G. T., L. S. and P. M. railroads, also 2 interurban electric roads. Bus lines to all outlying territory.

**Principal Industries:** Automobiles, trucks, gas engines, cigars, hand vehicles, auto bodies, auto wheels, screws, brass and iron castings, flour, cement blocks, tents and awnings, paint, display fixtures, tools.

**Manufacturing Establishments, 200.** Leading firms, Reo Motor, Olds Motor, Durant Motor, Hugh Lyons & Co., Motor Wheel Corp., Mich. Screw Co., The Lansing Co., Auto Body Co., Mich. Brass & Iron Works. Total value of yearly output of factories estimated at \$250,000,000.

**Special Information:** 20,529 autos in Ingham County; trucks, 2,013; motorcycles, 204. Lansing's growth may be recorded by the advance in postal receipt for past 12 years. 1911: Receipts were \$155,202.34; 1923, \$535,096; 108 postal employees. East Lansing is the home of the Michigan Agricultural College, the first and finest agricultural institution in the world, and ranking as one of the best engineering schools in the country. Located a step from city limits on 300-acre tract of beautiful ground. The Extension Dept. of the college is active among the farmers of the state. College offers literary, agricultural, engineering, home economics, forestry and veterinary medical courses. Lansing has 4 hospitals and county tubercular sanitarium. City Health Dept. employing 5 persons. Free clinics. City Social Center and active associated charities.

**Residential Features:** Four apartment hotels, accommodating from 30 to 100 families each. An exclusive residential section in western part of city; 90% home owners.

**Retail Shopping Section:** An area bounded on west by Capitol Ave., on north by Saginaw St., east by Cedar St., south by Hillsdale St., would include principal retail section. This section is 4 blocks wide by 10 blocks long. Other retail sections in north, east, south and southwest parts of city.

**Trading Area:** 35 miles to north and 20 miles east, south and west. Fine auto roads in all directions.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Drugs, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 28; commercial auto. agencies, 6; automobile accessories and tires, 42; bakers, 12; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 14; delicatessen, 5; dressmakers, 6; druggists, 32; dry goods, 16; department stores, 4; electrical supplies, 18; florists, 7; furniture, 10; furriers, 2; garages (public), 56; grocers, 182; hardware, 12; jewelry, 18; meat markets, 66; men's furnishings, 35; men's clothing, 45; merchant tailors, 24; milliners, 19; opticians, 11; photographers, 11; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 56; shoes, 28; sporting goods, 8; stationers, 4; women's apparel, 28.

See announcement columns 3 and 4

**LUDINGTON, MICH.**

1920 Population, 8,301.  
City and Suburban Estimate, 10,000.

Native Whites, 79%; Negroes, 1 man; Foreign Born, 21%; Industrial Workers, 30%; English Reading, 95%; Families, 2,000.

**Schools:** Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 2,776.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

**Banks:** National, 1; State, 1; Total Resources, \$3,806,181.55; Savings Bank Deposits Total, \$1,954,540.82.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

**Location:** About half way up the eastern shore of Lake Michigan at the mouth of Pere Marquette River, 156 miles north of Chicago; P. M. R. R., Pere Marquette Line steamers, Pere Marquette car ferries (6); Ludington has the largest tonnage harbor on the east shore of Lake Michigan. The only harbor open all winter on the east shore. Michigan Transit Co. with passenger boats direct to Chicago and other ports. Ludington is in heart of the Michigan fruit belt. Passenger service by steamship to Milwaukee and Manitowoc.

**Principal Industries:** Manufacture of salt, shoes, shirts, watch cases and jewelry, gas engines, farm light and power plants, tables, game boards, fruit baskets.

**Manufacturing Establishments, 10.** Leading

firms, Star Watch Case Co., Morton Salt Co., F. Mayer Boot & Shoe Co., The Carrom Co., The Ludington Basket Co., The Stearns Co., The Ludington Garment Co.

**Residential Features:** Mostly one-family houses, very few flats and two-family houses. Some very fine summer cottages (which are really beautiful homes) on Lake Shore. Drive about a mile and a half from downtown.

**Retail Shopping Section:** Extends from Ludington Ave. at James St., about 2 blocks west and east on Ludington Ave., 6 blocks south on James St., 6 blocks west on Dowland St. and 4 blocks south from Dowland on Washington Ave.

**Trading Area:** Extends about 20 miles north, 30 south and east. Takes in the villages of Scottville, Fountain, Freesoll and Custer.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; druggists, 8; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 50; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 4; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 8; stationers, 2; women's apparel, 5.

**MANISTEE, MICH.**

1920 Population, 9,697.  
City and Suburban Estimate, (1922) 14,350.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 60%; English Reading, 95%; Families, 2,500.

**Schools:** Public Grade, 6; High, 1; Parochial, 5; Number of Pupils, 2,650.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 8.

**Banks:** National, 1; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$2,700,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

**Location:** On east shore of Lake Michigan, midway between Mackinac and Chicago, 175 miles from latter. P. M. and Manistee and Northeastern Railroads; Pere Marquette and Michigan Transit line of steamers furnish fine service between Milwaukee and Manistee and Chicago and all points west and Manistee. Good bus service is rendered between Manistee and lake ports north and south.

**Principal Industries:** Salt, lumber, lumber products, furniture, woodware, flooring, vacuum pans, steam pumps, shirts, underwear, cigars, forgings and machinery.

**Manufacturing Establishments, 22.** Leading firms: Buggies and Rudemaker, mammoth salt plant; Manistee Iron Works, Cooper Underwear Co., Goshen & Manistee Shirt Mfg. Co., Consolidated Cigar Co., Filler Fibre and Paper Co., Sands Salt & Lbr. Co., salt and lumber; Mich. Tanning & Extract Co., American Woodware Co., Manistee Furniture Co., August N. Johnson Machine Shop, boilers and ship repairs; Noud Lumber Co., Pro-slate houses.

Total value of yearly output of factories estimated at \$8,243,730.12.

**Special Information:** Manistee is located in the heart of the famous Fruit Belt of Western Michigan. Salt was discovered in Manistee in the early 80's and Manistee soon became the greatest salt manufacturing city in United States and with completion of new Buggies & Rudemaker \$5,000,000 plant will be greatest salt manufacturing city in the world.

**Residential Features:** Practically all one family homes, no tenements. Some very beautiful homes belonging to the estates of the old lumbermen and salt manufacturers.

**Retail Shopping Section:** Starting at the intersection of River and Pine Streets, extends 4 blocks east on River and 2 blocks south of River Street, on Division Street 5 blocks, on First Street between Maple and Sibben and 5 blocks on Sibben Street between First and Fifth Streets, all in business section. On the North Side there are about 4 blocks on Washington, Harrison and Cleveland Streets. There are 3 outlying retail districts with the usual class of stores found in these sections.

**Trading Area:** Extends 40 miles north, 30 miles south and 10 miles east. The business coming from these distances due to fine roads and automobiles.

**Wholesale Houses:** Groceries, 3; Dry Goods, 1; Miscellaneous Lines, Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 9; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 5; florists, 4; fruits, 3; furniture, 3; garages (public), 9; grocers, 45; hardware, 3; jewelry, 2; meat markets, 14; men's furnishings, 10; men's clothing, 10; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 5; women's apparel, 8.

See announcement page 105

The  
**State Journal**  
LANSING, MICHIGAN  
Established 1855

An Influential Daily Newspaper in a Prosperous Territory  
No other newspaper in Michigan covers this field

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A. B. C. Audit ending June 30, 1924

**32,135**

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Population of Lansing, 82,000.

Eighty per cent of families are home owners.  
17,700 Homes in the City.

180 Manufacturing Institutions disburse yearly wages to the amount of \$43,000,000.

Savings Deposits .....\$12,223,197

**MICHIGAN (Cont'd)**

**MARQUETTE, MICH.**

1920 Population, 12,718.  
City and Suburban Estimate, 40,000.  
Native Whites, 75%; Negroes, 1-2%; Foreign Born, 23.8%; Industrial Workers, 11%; English Reading, 98%; Families, 2,800.  
Schools: Public Grade, 10; High, 1; State Normal, 1; Parochial, 2; Number of Pupils, 3,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$9,783,910.34. Savings Bank Deposits Total, \$8,533,645.49.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,200.

Location: On Lake Superior about midway between Sault Ste. Marie and Ironwood and nearly in the geographical center of the Upper Peninsula. Served by D. E. S. & A., Munising, Marquette & Southeastern; Lake Superior and Ishpeming; Chicago and Northwestern, C. M. & St. P. Freight and ore vessels to lower lake ports. Bus service covering county.

Principal Industries: Mining, lumbering, commercial fishing, railroad shops.

Manufacturing Establishments, 6; Leading firms: Pioneer Iron Co., Lake Shore Engine Works, Piqua Handle & Mfg. Co.

Special Information: Marquette is the county seat of Marquette County. Marquette is the seat of Normal School, State branch prison and Federal Court. The State Normal gives the city a transient population of about 700. Marquette is the center and chief port of the iron mining industry of Upper Michigan, and the center of tourist traffic, over 40,000 summer visitors having visited here in 1923.

Residential Features: 2,700 homes in the city, 2,300 owned by occupants. Mostly one family houses, with some 2, 3, 4 and 5 family apartment sections well cared for. City now starting extensive sewer construction work, supplementing present excellent connections. City is called the "Queen City of Upper Peninsula" because of beautiful homes.

Retail Shopping Section: Extends from corner of Washington and Front Sts. (hub of traffic and business activity) three blocks south on trolley line of Front St., one block north on Front St., 3 blocks west on Washington St. In addition there are three neighborhood business sections, with usual groceries, etc.

Trading Area: Thirty six miles west to Michigamme, 88 miles southwest to Republic, 25 miles northwest to Big Bay, 38 miles south to Gwin, 30 miles east to Au Train. Population, 50,000. Principal crops, hay, small grain, potatoes, dairy products. 1200 miles macadam road built; 75 miles under construction.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessen, 3; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 2; florists, 3; fruits, no exclusive; furniture, 2; furriers, 1; garages (public), 4; grocers, 23; hardware, 4; jewelry, 2; meat markets, 13; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 11; sporting goods, 4; stationers, 7; women's apparel, 7.

**MARSHALL, MICH.**

1920 Population, 4,270.  
City and Suburban Estimate, 6,700.  
Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 22%; English Reading, 90%; Families, 1,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,436.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$5,146,227.00; Savings Bank Deposits Total, \$1,372,048.00.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 1,800. Finest high school auditorium in Michigan.

Location: Main line M. C. R.R., and Michigan Railroad Electric line. Unequaled shipping facilities in every direction. Overnight service to and from Detroit, Chicago, Toledo, Grand Rapids. Bus service to all points.

Principal Industries: Hot air furnaces, automobile engine parts, coffee roasters, grocers counters, proprietary medicines, railroad cars, corsets, steel castings.

Manufacturing Establishments, 17. Leading firms: Flint Foundry Co., Marshall Furnace Co., Railroad Shops, F. A. Stuart Co., Simons-Leedle Furnace Co., Brooks Rupture Appliance Co., Lambert Machine Co., E. R. Page Co., Scheerer-Gillette Co.

Total value of yearly output of factories estimated at \$37,500,000.

Special Information: Since 1920, city has developed into a manufacturing center. Motor business has reached out into most of the smaller towns which hitherto had depended upon two or three local business industries. Furthermore it has driven other manufacturers out of Detroit, Flint, Lansing, etc. to the smaller towns, which profit both ways by the enormous increases in the automobile business.

Residential Features: 90% homes owned. Very few flats. Mostly one family houses. A Building & Loan Assn. has financed the erection of many houses and helped renters to buy homes they were living in.

Retail Shopping Section: One street only (Michigan Avenue), five blocks long. Five neighborhood grocery stores.

Trading Area: 12 miles north and south, 7 miles west and 6 east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 8; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 4; grocers, 31; hardware, 7; jewelry, 2; meat markets, 11; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 3; stationers, 1; women's apparel, 4.

**MENOMINEE, MICH.**

1920 Population, 11,006.  
City and Suburban Estimate, 25,000.  
Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 40%; English Reading, 99%; Families, 2,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 3,150.  
Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, \$1,676,000; Savings Bank Deposits Total, \$2,171,000.  
Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On the west shore of Green Bay at the mouth of Menominee River. Served by C. & N. W., C. M. & St. P. and Wis. and Mich. Rys. Ann Arbor Ry. via car ferry. Steamship lines to lake ports. Motor bus north and south.

Principal Industries: Lumber, machinery, furniture, baby-buggies, radio supplies, printing, wholesale groceries and wholesale hardware, paper mills, sugar, pickling, preserving, canning.

Manufacturing Establishments: 25. Heywood-Wakefield Co., J. W. Wells Lumber Co., Thompson Wells Lumber Co., Prescott Co., Signal Electric Co., Herald Leader Co., Carpenter Cook Co., Northern Hardware & Supply Co., Hoskins-Morsville Paper Co., M. & M. Paper Co., American Rule & Block Co., Central West Coal Co., Riley & Hinker Co., Dormer Fish Co., Michigan Refining & Preserving Co., Menominee Boiler Works, Michigan Electrochemical Co., Twin City Packing Co., Menominee Brick Co., Michigan Coffee & Spice Co., Michigan Candy Co., Hennes-Keller Co. Annual output, \$18,700,000.

Residential Features: Mostly one-family houses. Several beautiful homes built on the Green Bay Shore. Good building sites plentiful and lots for summer cottages on the bay shore.

Retail Shopping Section: Extends several blocks on Sheridan Road (main street), Ordeu Ave. and Broadway. Outlying retail sections in north and west sections of city.

Trading Area: About 35 miles.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Confectionery, Coffee and Spices.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 22; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 3; furniture, 2; garages (public), 8; grocers, 37; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 4.

**MONROE, MICH.**

1920 Population, 11,573.  
City and Suburban Estimate, 30,000.  
Native Whites, 89.6%; Negroes, .02%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 93%; Families, 2,705.

Schools, 10. Number of pupils, 2,070.  
Churches, 9.

Banks, 3. Total Resources, \$6,700,000.  
Theatres, 4. Total number of seats, 2,500.

Residential Features: One and two-family houses.

Retail Shopping Section: About eight blocks. Trading Area: About fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 18; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 17; dressmakers, 18; druggists, 5; dry goods, 10; department stores, 1; electrical supplies, 5; florists, 2; fruits, 10; furniture, 2;

garages (public), 15; grocers, 39; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 9; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 1; stationers, 1; women's apparel, 5.

**MOUNT CLEMENS, MICH.**

1920 Population, 9,488.  
City and Suburban Estimate, 15,000.  
Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; English Reading, 98%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: State, 3.  
Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On Grand Trunk R. R. and Detroit United Ry. and Shore Line (electric lines), 30 miles northeast of Detroit and 3 miles from Lake St. Clair. Clinton River navigable for small vessels runs through the town.

Principal Industries: Pottery, plain and tableware; beet sugar, candy.

**MUSKEGON, MICH.**

1920 Population, 38,000.  
City and Suburban Estimate, 56,290.  
Following figures on population composition are for Muskegon County.  
Native Whites, 27,362; Negroes, 4%; Foreign Born, 18.3%.

Schools: Public Grade, 12; High, 3; Parochial, 6; Number of Pupils, 8,383.

Churches: Baptist, 5; Congregational, 3; Episcopal, 1; Hebrew, 1; Christian Reformed and Reformed, 12; Methodist, 5; Roman Catholic, 3; Miscellaneous, 15.

Banks: National, 3; State, 3; Total Resources, \$10,444,971.69; Savings Bank Deposits Total, approximately, \$6,500,000.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,308.

Location: On east shore of Lake Michigan and on Muskegon Lake, the latter one of the best natural harbors on the Great Lakes; 90 miles directly east of Milwaukee and 125 miles northeast of Chicago. Served by Pere Marquette, Grand Trunk and Penn. Rys. and by Grand

Rapids, Grand Haven and Muskegon Electric Ry., also by Goodrich Transit Co., furnishing daily passenger and freight service to Chicago by water and Crosby Transportation Co. and Peninsula and Northern Navigation Co., which give daily boat service to Milwaukee.

Principal Industries: Gasoline motors, piston rings, steel and wood filing devices, knit goods, gray iron castings, camshafts, billiard and pool tables and phonographs.

Manufacturing Establishments, 203. Leading firms: Continental Motors Corp., Brunswick-Balke-Coller Co., Campbell, Wyant & Cannon Foundry Co., Shaw-Walker Co., The Platon Ring Co., Austin Machinery Corporation, Amazon Knitting Mills, Lakey Foundry Co. Total value of yearly output of factories estimated at \$90,000,000.

Special Information: City largest on east shore on Lake Michigan, is located on West Michigan Pike (M-11)—great tourist gateway into Michigan, and is leading tourist and resort center of Western Michigan. Is largest apple shipper in Michigan. Has largest gasoline motors, grey iron, and billiard table plants in world, as well as world's largest piston ring factory.

Residential Features: Mostly one-family homes. More than 55 per cent of population owns own homes. No slum or tenement districts. Homes range in value from \$3,500 to \$20,000. Average between \$5,000 and \$6,000.

Retail Shopping Section: Extends from Pine St. on Western Ave. to Fourth St. and Western Ave., distance of eight blocks, three blocks on Pine St., and two blocks each on Terrace, Jefferson, First and Second Sts. Muskegon Heights, adjoining municipality, has six block shopping center. Six well defined business sections in city's outlying sections.

Trading Area: Extends 50 miles north, 25 miles east and 25 miles south. Hourly bus service and paved roads radiating in almost every direction make this shopping center for four important West Michigan counties.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 24; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 17; delicatessen, 2; druggists, 27; dry goods, 25; department stores, electrical supplies, 2; garages (public), 34; grocers, 198; hardware, 20; jewelry, 6; meat markets, 47; men's furnishings, 5; men's clothing, 8; merchant tailors, 11; milliners, 10; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 24; shoes, 16; sporting goods, 4; stationers, 2; women's apparel, 10.

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MICHIGAN (Cont'd)

NILES, MICH.

1920 Population, 7,287 (1924, 11,500). Native Whites, 85%; Negroes, 2.1-2%; Foreign Born, 12.5%; Industrial Workers, 33%; English Reading, 95%; Families, 2,500. Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,300. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: State, 2; Total Resources, \$3,125,000. Savings Bank Deposits Total, \$900,000. Theatres: Moving Pictures, 2; Total number of seats, 1,500. Location: Southwestern part of Michigan. M. C. R.R. and Big Four; Northern Indiana and Southern Michigan Interurban Lines. Bus service all directions. Principal Industries: Metal working, paper making, wood working, shop print and lithographing, toys, railroad shops. Manufacturing Establishments, 35. Total value of yearly output of factories estimated at \$11,000,000. Special Information: It is the southwestern gateway to the state of Michigan in the center of the rich farm and fruit country. St. Joe River flows through the city. It is the terminal point of the M. C. R. R. Residential Features: Mostly one and two story houses, 85% owned. 95% American citizens. No segregated district, although the few houses are mostly centrally located. All streets have beautiful shade trees. Value of better class of residences run from \$20,000 to \$140,000. Retail Shopping Section: Covers an area of about 4 blocks on Main Street from the river east and one block north and south, with a terminal for interurban line and stops for buses. Probably 20 small stores in outlying districts. Trading Area: Extends about 14 miles north, west and east and 6 miles south, all densely populated. Wholesale Houses: Groceries, 1; Fruits, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotel stands), 11; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 10 or 12; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 1; florists, 2; fruits, 4; furniture, 2; garages (public), 25; grocers, 27; hardware, 4; jewelry, 4; meat markets, 2; men's furnishings, 7; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 14; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 4.

OWOSSO, MICH.

1920 Population, 12,575. City and Suburban Estimate, 45,000. Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 95%; Families, 3,894. Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 3,758. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 6. Banks: State, 3; Total Resources, \$6,176,406.49. Savings Bank Deposits Total, \$530,925.56. Theatres: Moving Pictures, 2; Total number of seats, 1,200. Location: Southeastern part of the state, 79 miles northwest of Detroit, 20 northeast of Lansing. Grand Trunk, Ann Arbor and M. C. R.R. Interurban and bus lines to central and southern parts of the state. Center of a rich agricultural region. Principal Industries: Furniture, caskets, automobile parts, stoves, screen doors, windows, snow shovels, sugar, candy, foundries, car shops, engineering works. Manufacturing Establishments, 24. Leading firms: American Malleables, Owosso Sugar Co., Woodward Furniture Co., Owosso Casket Co., Owosso Mfg. Co., Steers Engineering Co., Field Body Corp., Independent Store Co., Estey Mfg. Co. Special Information: City is trading point for county. Division point of Ann Arbor R.R., brings city a pay roll of no mean proportion. Excellent transportation services makes it attractive to manufacturers and as a residence for commercial travelers. High class furniture and casket factories employ desirable class of workmen, most of whom own their own homes. Industries diversified. Residential Features: Private homes predominate. Large percentage owned, creating civic pride in appearance of residence streets. City has unusually beautiful shade trees which are a valuable asset. Retail Shopping Section: Extends from the Ann Arbor R.R. on Washington St. north 6 blocks, Park, Ball and South Water are parallel streets. Main and Exchange run east and west, there being quite a retail section on the west end of Main Street. Numerous groceries and small shops scattered throughout the residence section.

PONTIAC, MICH.

1920 Population, 34,273. City and Suburban Estimate, 85,000. Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 95%; Families, 10,000. Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,392. Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 15. Banks: National, 1; State, 2; Total resources, \$22,241,662.53. Savings Bank Deposits Total, \$11,570,689.89. Theatres: Moving Pictures, 2; Vaudeville, 2 combination; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 5,000. Location: Pontiac is the county seat of Oakland County, which is situated southeastern part of Michigan. Railroads: Grand Trunk

Trading Area: 15 miles south, 15 east, 20 north and 25 west. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, 2; produce; 1 bakery. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotel stands), 14; delicatessen, 2; dressmakers, 6; druggists, 8; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 4; fruits, 6; furniture, 5; furriers, 2; garages (public) 16; grocers, 28; hardware, 7; jewelry, 3; meat markets, 9; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 9; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 24; shoes, 15; sporting goods, 7; women's apparel, 2.

PETOSKEY, MICH.

1920 Population, 5,064. City and Suburban Estimate, 3,500. Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 100%; Families, 1,534. Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,691. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7. Banks: National, 1; State, 1; Total Resources, \$2,783,537.99; Savings Bank Depositors, 3,812, averaging \$348.12. Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,740. Location: On Little Traverse Bay at the north end of Lake Michigan. Served by the Penna. and P. M. R.R., and Michigan Transit line of steamers. Bus service to Charlevoix and Harbor Springs. Principal Industries: Cement, lime, leather, rotary pumps, cutting blocks, floor and feed, and forest products. Manufacturing Establishments, 14. Leading firms: Petrosky Portland Cement Co., Blackman Rotary Pump Co., Michigan Block Co., Michigan Tanning & Extract Co., Northern Lime and Stone Co., Antrim Lime Co., McMenus Lumber Co., Haesky Milling Co. Special Information: Petoskey, situated as it is, makes it the hub of the resort section of northern Michigan. Here thousands of hay fever sufferers find relief and students and teachers can take summer school work in surroundings they can find in no other place. Many conventions are held here during the summer. Bay View Assembly programs are broadcasted daily, afternoon and evening, from Station WBBP. These include musical numbers, lectures, sermons and plays. Residential Features: Residences average better than in most towns of our size, 85% owned by occupants, who take pride in keeping them up in every way. Retail Shopping Section: Is center of downtown section with several small groceries, markets, etc., in various parts of outskirts. Trading Area: Extends about 35 miles, north, east, south and southwest. Lake Michigan directly west of the city. Good automobile roads allow people to trade here from much greater distances than mentioned. On various days arranged by the various sections of the Chamber of Commerce we have checked trade from 90 miles. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 8. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 9; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 4; fruits, 3; furniture, 2; garages (public) 8; grocers, 21; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 15; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 5.

P. M. M. C., 3 divisions of Detroit United Electric Railway. Excellent bus lines. Principal Industries: Automobiles, automobile castings, automobile parts. Manufacturing Establishments, 39. Leading firms: Oakland Motor Car Co., General Motors Truck, Fisher Body Co., 2 plants; Wilson Foundry and Machine Co., a subsidiary of Willye Overland; Michigan Drop Forge, American Forging and Socket Co. Total value of yearly output of factories estimated at \$78,868,882. Special Information: Pontiac, an important manufacturing center, is the buying center of Oakland County. County also contains the large villages of Birmingham, Farmington, Holly, Milford, Oxford, Rochester, Royal Oak and South Lyon. Oakland County has over 450 beautiful lakes and 318,900 acres of highly developed agricultural land, ranks 4th in population, 3rd in assessed valuation, 4th in the number of motor cars owned, and first in per capita ownership. Residential Features: Practically all separate one family type of homes, particularly in working men's section, but good type of homes in every part of the city. Just south of Pontiac is the beautiful Bloomfield Hills region where a great many wealthy men have fine country estates. Retail Shopping Section: Extends about 8 blocks on Saginaw St. from Oakland Ave. to Whittemore. Two outlying retail sections in factory districts with grocery, meat, furniture stores, etc. Trading Area: Throughout Oakland County, more especially within the 18 mile radius. Great many people come to Pontiac, this being made possible to see paved and gravel roads, excellent bus lines, steam and electric service. Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Miscellaneous Lines, Cigars and Tobacco, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 15; bakers, 9; cigar stores and stands (including hotel stands), 14; delicatessen, 9; dressmakers, 10; druggists, 16; dry goods, 6; department stores, 3; electrical supplies, 10; florists, 2; fruits, 10; furniture, 8; garages (public), 35; grocers, 120; hardware, 7; jewelry, 10; meat markets, 35; men's furnishings, 2; men's clothing, 10; merchant tailors, 18; milliners, 10; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 41; shoes, 10; sporting goods, 1; stationers, 2; women's apparel, 5.

PORT HURON, MICH.

1920 Population, 25,944 (1924, 35,000). City and Suburban Estimate, 135,000. Native Whites, 85%; Negroes, 3%; Foreign Born, 12%; Industrial Workers, 21%; English Reading, 100%; Families, 8,200. Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 7,300. Churches: Baptist, 6; Christian Science, 1; Congregational, 4; Episcopal, 4; Hebrew, 1 (building); Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 25. Banks: National, 1; State, 2; Total resources, \$15,340,367.28; Savings Bank Deposits Total, \$7,452,251.21. Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 7,300. Location: Grand Trunk and Canadian Northern Ry. main line double track system to Chicago and all eastern points. P. M. and Detroit, Bay City and Western Ry. affording the utmost convenience for freight shipping in all directions. Detroit United Electric Ry. affords freight and passenger service to Detroit. Principal Industries: Salt, Woodworking Machinery and Brass Goods, Auto Castings, Railroad Shops, Pulp and Paper, Farm and Road Machinery, Cement, Copper and Brass Tubing, etc., Automobiles, Chicory, Oldfild, Foundry Castings, Waterproofing, Cream Separators. Manufacturing Establishments, 60. Leading firms: Grand Trunk Ry. car shops, Wille-Sainte Claire Auto., Mueller Metals Co., Morton Salt Co., Muller Chicory Co., Holmes Fdy. Co., Laited Brass & Aluminum Co., Port Huron Sulphite and Paper Co., New Egyptian Portland Cement Co., Robeson Preserve Co., Port Huron Engine & Thresher Co., Anker-Hoth Cream Separator Co., Acheson Oldfild Co. Special Information: National headquarters of Women's Benefit Assn. Port Huron is gateway of the upper lakes and on the St. Clair River, Black River also which is navigable for several miles. Situated on the main line of G. T. Ry. running between Chicago, Buffalo, Montreal and Portland, Me. Upon completion of the Great Lakes-to-Ocean project, Port Huron will be same as an ocean port. Port Huron is the concentration center of the Thumb district of Michigan and in time of business depression is only affected slightly owing to the various lines of industry. Residential Features: 8 miles of beautiful beaches and 5 miles of St. Clair River frontage in residential district, 596 feet above sea level. Surrounded with best roads in all directions, including concrete pavement between Port Huron and Detroit. Ideal residential location. Retail Shopping Section: Military Street, 4 blocks; Huron Avenue, 7 blocks; Water Street, 4 blocks.

Trading Area: South, 26 miles to Aigonac; West, 30 miles to Imlay City; North, 70 miles to Bad Axe; and east, 1 mile to Sarnia, Ontario. Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 5; Hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 27; automobile tire agencies, 25; bakers, 16; cigar stores and stands (including hotel stands), 50; confectioners (including hotel stands), 47; delicatessen, 5; dressmakers, 5; druggists, 19; dry goods, 15; department stores, 5; electrical supplies, 11; florists, 3; fruits, 8; furniture, 11; furriers, 1; garage (public), 42; grocers, 150; hardware, 12; jewelry, 9; meat markets, 37; men's furnishings, 16; men's clothing, 12; merchant tailors, 10; milliners, 15; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 30; shoes, 22; sporting goods, 2; stationers, 4; women's apparel, 15.

SAGINAW, MICH.

1920 Population, 65,648. City and Suburban Estimate, 250,000. Native Whites, 80.6%; Negroes, .5%; Foreign Born, 18.9%; Industrial Workers, 23%; English Reading, 70%; Families, 16,187. Schools: Public Grade, 24; High, 2; Junior High, 3; Parochial, 19; Number of Pupils, 15,905. Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 12; Miscellaneous, 7. Banks: National, 1; State, 3; Total resources, \$45,714,760.73; Savings Bank Deposits Total, \$22,538,431.54. Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 9,000. Location: In central eastern Michigan on Saginaw River, 20 miles from Saginaw Bay. Principal terminus of Pere Marquette system, 6 lines radiating from here; also G. T., two lines of M. C. and Michigan Railway (electric) connecting with Bay City, Flint and Detroit. Saginaw Bay City steamship line; freight service to Bay City, Port Huron, Detroit and Cleveland. Principal Industries: Automobile motors, steering gears, crankshafts and other parts; malleable and gray iron foundries; Lufkin rules Columbia shade rollers; Coal mining; Boilers, Graphite, Ready Built Houses; Pere Marquette railroad shops; motor trucks, Sonora and Victrola phonographs; Furniture; Wood Products; Canning, Pianos, Sugar, Cash Registers; Matches; Salt; Plate Glass; Tannery; Caskets. Manufacturing Establishment, 120. Leading firms: Saginaw Products Co. (General Motors subsidiary), Michigan Sugar Co., Consolidated Coal Co., Lufkin Rule Co., Sonora Phonograph Co., American Cash Register Co., Columbia Shade Roller Co., National Plate Glass, Wicks Boiler Co., Bugles Truck Co., United States Graphite Co. Special Information: Saginaw's manufacturing industries are unusually diversified and the city is not dependent on any one industry. It is jobbing and wholesale center of rich agricultural territory. Has charity and welfare organizations. Residential Features: Unusual residential city, 70% homes owned. Homes and grounds, therefore generally well kept. High percentage of paved streets. Zoning system about to go into effect. New \$6,000,000 spring water plant approved by vote, June 2nd, 1924. Retail Shopping Section: From the east of the business district there are four main streets, extending three blocks north and three blocks south of the principal street (Genesee) of which there are nine business blocks. There are four outlying retail sections of the city in addition to the principal east side business district. Trading Area: East, 90 miles; North, 183 miles; South, 40 miles; West, 140 miles. Wholesale Houses: Groceries, 7; Meats, 7; Fruit, 4; Hardware, 2; Dry Goods, 5. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto. agencies, 5 handling only trucks; automobile accessories, 19; automobile tire agencies, 22; bakers, 19; cigar stores and stands (including hotel stands), 48; confectioners (including hotel stands), 49; delicatessen, 4; dressmakers, 63; druggists, 37; dry goods, 22; department stores, 10; electrical supplies, 8; florists, 7; fruits, 6; furniture, 11; furriers, 4; grocers, 233; hardware, 24; jewelry, 21; meat markets, 58; men's furnishings, 10; men's clothing, 41; merchant tailors, 39; milliners, 20; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 66; shoes, 29; sporting goods, 3; stationers, 6; women's apparel, 13.

SAULT STE. MARIE, MICH.

1920 Population, 12,098. City and Suburban Estimate, 40,000. Native Whites including Canadian born, 80%; Negroes, .05%; Foreign Born, 15%; Industrial Workers, 2,100%; English Reading, 90%; Families, 3,000. Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,218. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

# Space Buyers' Guide to Markets of MICHIGAN and MINNESOTA

## MICHIGAN (Cont'd)

**Banks:** National, 3.

**Theatres:** Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

**Location:** On St. Mary's River at St. Mary's Falls ship canal and locks, served by D. S. S. & A., Soo Line and C. P. R. Good bus service in Pickford, De Tour, Cedarville and St. Ignace. Passenger and Auto Ferry Service to Sault Ste. Marie, Ont.

**Principal Industries:** Soo, Cadillac Lumber and Chemical Co., Union Carbide Co., Northwestern Leather Co., Soo Woolen Mills, King's Foundry, Hickler Bros. shipyards, Kalne's Bolier Works.

**Manufacturing Establishments, 3. Leading firms:** Union Carbide Co., Soo Cadillac Lumber & Chemical Co., Soo Woolen Mills, Hickler Bros. Shipyards.

**Special Information:** Situated on Canadian border and at important point on Great Lakes makes city center of government activities. The Customs, St. Mary's Falls Ship Canal, Immigration, U. S. Hydrographic Office, U. S. Coast Guard, Postal Service, Federal Court, etc., making a permanent force of several hundred employees. The famous locks are special scenic attraction. Tourist business is getting to be big summer moneymaker with thousands of visitors. County seat of Chippewa County, almost one million acres of finest agricultural country in Upper Peninsula, with dairying growing in importance.

**Residential Features:** Mostly one family houses, with number of two and four family apartments gradually increasing. Few workmen's tenements. Heart of main residential section is within two blocks of main business center.

**Retail Shopping Section:** Extends from intersection of two principal business streets south of Ashmun St., 6 blocks, east and west of Portage Ave., 1 block each way from intersection. Two outlying neighborhood sections, one east on Portage St. near Union Carbide plant; other in Algonquin, a suburb 2 miles west, where tannery of Northwestern Leather Company is located. Also one outlying retail section on South Side, really a continuation of main section south on Ashmun St., but separated by a bridge over water power canal which runs through the city. Also various corner groceries.

**Trading Area:** 25 miles or more south and southeast, through the county. Also many from adjoining counties and from Sault Ste. Marie, Ont., just across the river, a city of 20,000.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 2; Hardware, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 32; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 14; dressmakers, 8; druggists, 10; dry goods, 7; department stores, 6; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; furriers, 1; garages (public), 3; grocers, 22; hardware, 4; jewelry, 5; meat markets, 2; men's furnishings, 13; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 10.

## ST. JOSEPH, MICH.

1920 Population, 9,500.

City and Suburban Estimate, 30,000.

**Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 80%; Families, 2,080.**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 1; State, 1; Total resources, \$4,500,000.

**Theatres:** Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,700.

**Location:** On the east shore of Lake Michigan, at the mouth of the St. Joseph River. Served by the Pere Marquette, Michigan Central & Big Four Railways, E. H. St. Joe Rwy. & Light Co. (Interurban Service), Southern Michigan Rwy. Co., Graham & Morton Trans. Co. and Benton Transit Company. Excellent bus service to Northern Indians, Southern & Eastern Michigan.

**Principal Industries:** Hosiery, malleable and gray iron castings, paper, basket machinery, washing machines, air rifles, laundry machinery, paper boxes, compound Pyrono doors, auto parts, industrial rubber goods, buttons, candr, electro generators, flashlights, oils and lubricants, advertising novelties, catalogs, etc. Great fruit growing center and market.

**Manufacturing Establishments, 41. Cooper, Wells & Co., Auto Specialties Mfg. Co., St. Joseph Iron Works, Upton Machine Co., Eng-**

**berg's Elec. & Mech. Works, Fay Foundry Co., Compound & Pyrono Door Co., Watts Laundry Machinery Co., A. B. Morse Co., Williams Bros.**

**Special Information:** St. Joseph is the county seat of Berrien County, which is a large fruit producing district.

**Residential Features:** Entirely one and two-family houses. No tenements. Private homes predominate with spacious yards. Located on a high bluff overlooking Lake Michigan, makes the Lake Shore Drive the finest residential section anywhere. Only one mile from the city of Benton Harbor, Mich. The two cities are the same as one community, being called the Twin Cities of Michigan.

**Retail Shopping Section:** Extends from the river on the north to Elm St. on the south, taking in State and Main Sts., Port, Ship, Pleasant, Broad, Elm, making a very compact business section. There are 5 outlying retail business sections with the usual grocery, confectionery, meat and retail stores in southwestern Michigan. Car and bus service section is excellent.

**Trading Area:** Extends about 20 miles south and 5 miles east (Lake Michigan is the western boundary). Unusually fine ready-to-wear shops draw trade from Northern Indiana and even as far as Chicago.

**Wholesale Houses:** Meats, 2; Fruits, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 6, bakers, 4; cigar stores and stands (including hotels), 6, not including drug stores; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 7; druggists, 10; dry goods, 2; and 1 ready-to-wear shop; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 2; garages (public), 5; grocers, 17; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 4; sporting goods, 3; women's apparel, 3.

## THREE RIVERS, MICH.

1920 Population, 5,200.

City and Suburban Estimate: 23,000.

**Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 50%; English Reading, 98%; Families, 1,400.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,456.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

**Banks:** National, 1; State, 1; Total Resources, \$2,379,645.48; Savings Bank Deposits Total, \$1,216,992.49.

**Theatres:** Legitimate, 1; Moving Pictures, 1, paper, canvas.

**Location:** At junction of Grand Rapids branch and Air line division of N. Y. C. Also at the junction to St. Joseph, Portage and Rock Rivers. Several bus lines make trips daily and almost hourly to various commercial points within a radius of 35 miles.

**Principal Industries:** Paper, carton and fibreglass mills; railway gasoline cars and heavy duty pumps and railway supplies. Large fur and robe tanneries; aprons, dresses and ladies' sanitary goods factories; steam traps, machine tools and specialties.

**Manufacturing Establishments:** Leading firms, Fairbanks, Morse & Co., Eddy Paper Corp., Three Rivers Robe Tannery, Armstrong Machine Works, National Fur and Tanning Co., A. T. Van Alstyne Co., Wagener-Avery Garment Co., Rivers Machine & Tool Co.

**Total value of yearly output of factories estimated at \$6,000,000.**

**Special Information:** Location of the city gives it excellent water power, three hydro-electric generating plants being located within the city limits, two privately owned and one by the city. A large strawberry farm of 240 acres is at the immediate edge of the city. Fairbanks, Morse products known everywhere.

**Residential Features:** Practically all one-family houses, very few two-family houses or flats. No workmen's tenements. Majority of homes owned by occupants. People of the city are unusually democratic, there being little of the so-called exclusive residential district.

**Retail Shopping Section:** Extends from the post office building on the north to the St. Joseph River, one block, but what is ordinarily four city blocks. One outlying shopping district half mile from the center of the city. Also many smaller residential stores or small shopping centers.

**Trading Area:** About 15 miles west, north and south and 15-20 miles east. Territory west of the city extends approximately ten miles into Cass County and this territory is now being built up by the construction of ten miles of concrete paved roadway which opens territory heretofore almost inaccessible to Three Rivers.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 9; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 12; furniture, 2; garages (public), 5;

grocers, 21; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

## TRAVERSE CITY, MICH.

1920 Population, 10,925.

City and Suburban Estimate, 14,000.

**Native Whites, 84.6%; Negroes, .03%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 92%; Families, 2,435.**

**Schools, 9. Number of pupils, 2,839.**

**Churches, 8.**

**Banks, 8. Total Resources, \$6,100,000.**

**Theatres, 4. Total number of seats, 2,800.**

**Residential Features:** Mostly one-family residences.

**Retail Shopping Section:** About six blocks.

**Trading Area:** About 30 mile radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 8; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 19; grocers, 42; hardware, 6; jewelry, 4; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 7.

## YPSILANTI, MICH.

1920 Population, 10,433.

**Native Whites, 89%; Negroes, 6%; Foreign Born, 5%; English Reading, 100%; Families, 1,976.**

**Schools:** Public Grade, 6; High, 2; Junior High, 2; Number of Pupils, 3,045.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 3; State, 1; Total Resources, \$5,322,200.25.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

**Location:** In Washtenaw County, on the Huron River, 30 miles west by south of Detroit. M. C. and Lake Shore Railroads, also has hourly interurban service, Detroit to Kalamazoo.

**Principal Industries:** Iron, steel, wood, paper, canvas.

**Manufacturing Establishments: 18; Leading firms, Peninsular Paper Co., Ypsilanti Foundry Co., U. S. Pressed Steel Co., Commerce Motor Truck Co., Jordan Battery Co.**

**Total value of yearly output of factories estimated at \$5,000,000.**

**Residential Features:** Practically all one family houses, but large ones, owing to Normal College students rooming in private homes. Homes average about \$7,000.

**Retail Shopping Section:** Practically all on two streets in center of city. Several neighborhood stores, one neighborhood section and one colored section.

**Trading Area:** 15 miles east, 14 south, 9 north, 6 west.

**Wholesale Houses:** Candy, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 15; delicatessen, 1; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; furriers, 1; garages (public), 14; grocers, 32; hardware, 5; jewelry, 3; meat markets, 7; men's furnishings, 1; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 9; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 1.

## Standard Surveys of MINNESOTA

### ALBERT LEA, MINN.

1920 Population, 8,066; now 11,000.

**Native Whites, 85%; Negroes, 2 families; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 95%; Families, 2,945.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1.

**Churches:** Baptists, 2; Christian Science, 1;

Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 2; State, 3.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

**Location:** Southern boundary of Minnesota is center of rich agricultural and dairy district. Served by Chicago, Milwaukee and St. Paul, Minneapolis & St. Louis, Chicago, Rock Island and Pacific, Illinois Central Railroads. Ten directions from Albert Lea. Excellent bus service in all directions.

**Principal Industries:** Gas lights and stoves, cutlery, corsets, cigars, sprayers, barn equipment, butter, tools, road building machinery, and all kinds of iron and steel products. More than 25 million dollars' worth of merchandise distributed annually by wholesale and manufacturing plants, 1,800 people employed by manufacturers and wholesalers.

**Manufacturing Establishments:** 46. Leading firms, American Gas Machine Co., Union Packing Co., Enderes Inc., Globe Mfg. Co., Edwards Mfg. Co., Interstate Power Co., Albert Lea Foundry, Olson Mfg. Co.

**Total value of yearly output of factories estimated at \$25,000,000.**

**Residential Features:** One and two family houses. Some exceptionally fine residential districts. City beautifully laid out for commodious and attractive homes.

**Retail Shopping Section:** Extends four blocks on Broadway and three blocks on six intersecting streets, making city compact instead of spread out on one long street. Separate section supplying 2,500 people in one of outlying districts but within city limits. Several outlying or residential stores.

**Trading Area:** Albert Lea receives trade from distance of thirty miles in every direction. Intermitent shoppers from greater distances in Southern Minnesota and Northern Iowa.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 4; electrical supplies, 4; florists, 1; fruits, 42; furniture, 4; furriers, 1; garages (public), 12; grocers, 38; hardware, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 5; stationers, 1; women's apparel, 5.

## AUSTIN, MINN.

1920 Population, 10,118.

City and Suburban Estimate, 15,000.

**Native Whites, 70%; Foreign Born, 30%; English Reading, 80%; Families, 2,400.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,560.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1; Seventh Day Adventist, 2; Lutheran, 2.

**Banks:** National, 2; State, 1; Total Resources, \$5,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,950.

**Location:** In Mower County, Southern Minnesota, 12 miles from Iowa State line, on Chicago, Milwaukee & St. Paul and Chicago Great Western Railroads; Oak Dale Trail, Red Bull Route and Southern Minnesota Air Line. From 40 to 50 carload shipments of meat products leave the city daily from the Geo. A. Hornel Packing plant.

**Principal Industries:** Geo. A. Hornel Packing Co., pork packers; Austin Foundry Co., Austin Brick & Tile plant, Fowler & Fay Cement Works, Milwaukee car shops.

**Special Information:** With nearly 100 houses and business blocks being erected in Austin this year, this city is widely advertised throughout the Northwest as enjoying the highest forward move of any city of similar size. A large increase in the packing plant accounts for much of this, while the new million dollar high school erected two years ago is drawing families from long distances to live here for the benefit of their children.

**Residential Features:** Nearly all the residents of the city own their own homes. Individual dwellings and a few apartment houses make up the bulk of the homes.

**Retail Shopping Section:** Grouped around public square where courthouse is located. An important retail section is also developing now along Water street, particularly the East End near the Milwaukee station, which is located on the East Side of the City. A drug store, meat market, hotel, two grocery stores, a shoe shop, variety store, barber shop and large garage now make up this section.

**Trading Area:** Extends about twenty miles North, East and South, and slightly less toward the West as Albert Lea, another county seat city, is located twenty-two miles from Austin in that direction. Splendid bus service in all directions.

Continued on page 108

MINNESOTA (Cont'd)

Austin (con't)

rectional aids in the drawing of patrons to Austin from long distances.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 2; fruits, 4; furriers, 3; garages (public), 6; grocers, 32; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 4; stationers, 8; women's apparel, 8.

BEMIDJI, MINN.

1920 Population, 7,066. City and Suburban Estimate, 11,000.

Native Whites, 75%; Negroes, trace; Foreign Born, 25%; Industrial Workers, 45%; English Reading, 95%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; State Teachers' College; Number of Pupils, 2,850.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$2,550,000; Savings Bank Deposits Total \$1,080,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,900.

Location: On Lake Bemidji in northern part of state, twenty miles from source of Mississippi. Located on Soo, Great Northern, Northern Pacific and Red Lake railroads. Jefferson Highway, Theodore Roosevelt Highway and Mississippi River Scenic Highway run through city. Bus connections with Twin Cities and Duluth and Grand Forks.

Principal Industries: Lumber mills and kindred industries, railroad shops, big butter and cream center, bottling works, bricks plants, woolen mills and printing.

Manufacturing Establishments: 17. Leading firms, Crookston Milling Co., Bemidji Woolen Mills, Bemidji Mfg. Co., Blue Valley Creamery, Langdon Ice Cream Co., Chicago Box & Crating Co., Bemidji Brick Co., Bemidji Concrete Mfr. Co., Golden West Bottling Works, Bemidji Foundry, Drs. Larson & Larson (manufacturing optometrists), General Body Co., Pioneer Publishing Co., Home Baking Co., Beltrami Elevator & Milling Co.

Special Information: Is the center of rapidly developing dairy country as natural development of entire lakes. Is in the heart of the Ten Thousand Lake Region of Minnesota enjoying tremendous summer business. Over seven thousand tourists register annually at public tourists camp. Only large city within radius of one hundred miles. See map attached. Every indication of increasing in population and resources at a rapid rate.

Residential Features: City of home owners and great center for travelling man because of railroad facilities. Teachers College brings in many families. White Way, paved streets, good water department and public utilities, both gas and electric light. Company of National Guard and Naval Militia with fine armory. Big Masonic Temple and public library. Seat of Northern Minnesota Fair.

Retail Shopping Section: Extends from stations six blocks up both Beltrami and Minnesota avenues with side connecting streets. Compact district with excellent retail stores. A number of neighborhood grocery stores.

Trading Area: Fully forty miles in each direction on account of size of town, good roads and good railroad connections. Business received from individuals at a great distance but this is legitimate trading territory.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Miscellaneous Lines, Ice Cream, 2; Butter, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 7; automobile accessories, 22; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 2; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 31; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 25; shoes, 3; sporting goods, 3; stationers, 1; women's apparel, 5.

CROOKSTON, MINN.

1920 Population, 8648.

City and Suburban Estimate, 35,000.

Native Whites, 80%; Foreign Born, 20%; English Reading, 95%; Families, 2,162.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1;

Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2. Banks: National, 2; State, 3; Total Resources, \$5,000,000; Savings Bank Deposits Total \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: Great Northern and Northern Pacific Rys. Five branch lines of R. R. center here. Is central city of Red River Valley and rallying point for people of this great agricultural region.

Principal Industries: Lumber and flour manufacturers. Flax Fibre factory, Railroad repair shops. Wheat and cattle shipping points of Northern Minnesota. Also center of sugar beet and potato industry.

Manufacturing Establishments: 40. Leading firms, Red River Lumber Co., Sash and Door Factory, Lappan Flax Fibre Co., Miller Tannery Corp., Flour Milling Co., Top and Body Works, Two large Central Creamery Companies.

Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Center of the greatest agricultural section in state.

Residential Features: 75% of families in city own their own homes. A city of uniformly good residences, ranging in value from \$2,500 to \$20,000. A large part of residence section paved.

Retail Shopping Section: Has four fine business streets, two running north and south and two east and west, so that business section is compact and substantial looking. All business section paved with asphalt.

Trading Area: Comprises the entire Red River Valley, comprising nine large counties, 225 miles north and south and 60 miles east and west.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, 2; Cigar, 2; Candy, 3; Bread.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 9; department stores, 3; florists, 2; fruits, 20; furniture, 3; furriers, 1; garages (public), 4; grocers, 14; hardware, 3; jewelry, 5; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 14; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 2.

DULUTH, MINN.

1920 Population, 91,000 (1924, 111,282).

City and Suburban Estimate, 206,391.

Native Whites, 68.9%; Negroes, 5%; Foreign Born, 30.4%; Industrial Workers, All Occupations—34,968 male, 10,034 females; English Reading, 93.8%; Families, 21,294.

Schools: Public Grade, 46; High, 5; Junior High, 2; Parochial, 1; Number of Pupils, 20,497.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 10; Miscellaneous, 8.

Banks: National, 6; State, 10; Total Resources, \$70,500,000.00; Savings Bank Deposits Total, \$10,750,000.00.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats: Theatres, 8,750; Armory, 3,500; Shrine Auditorium, 2,000; Total, 14,250.

Location: At the head of Lake Superior, Northwest Minnesota. Served by Canadian Pacific, Northern Pacific, Soo Line, Chicago & Northwestern, D. S. & W., D. M. & N., D. & L., K. D. W. & P., G. N., C. M. & St. P. Steamships to Duluth. Excellent bus service to Range Towns, also to Minneapolis, St. Paul.

Principal Industries: Steel, grain, lumber, coal, salt and cement trade, fisheries, wholesaling, shipping.

Manufacturing Establishments: 147. Leading firms, Minnesota Steel Co. (Steel), American Carbide Co., F. A. Patrick & Co. (Woolen Products), Marshall Wells Co. (Hardware).

Total value of yearly output of factories estimated at \$300,000,000.00.

Special Information: Location of the city makes it the shipping point of the northwest. Duluth also has cheap water transportation to the East, five railroads to the Pacific Coast, cheap and unlimited hydro-electric power. The world's greatest iron fields at its back door. Vast available dock acreage. Pure water, fresh air, and "efficiency" climate. Cheap fuel. A rich dairying and gardening hinterland.

Residential Features: Private homes predominate. Finest residential district located in East End and Woodland, other homes average in value \$5,000, \$6,000 and \$7,000.

Retail Shopping Section: Extends from 5th avenue West to 2nd avenue East Superior street and First street, that is—department stores, drug stores, women's apparel, men's clothing, shoe stores, etc.

Trading Area: 125 miles North, 200 miles West, 150 miles South (including Range Towns).

Wholesale Houses: Groceries, 4; Meats, 14; Fruits, 4; Hardware, 3; Dry Goods, 8; Miscellaneous Lines, 11; Confectionery, 1; Fuel.

Number of Retail Outlets for Nationally Advertised Products: Most are dealers in both passenger and commercial automobiles. Passenger automobile agencies, about 40; automobile accessories, 6; automobile tire agencies, about 25; bakers, 21; cigar stores and stands (in-

cluding hotels), 15-18 hotels; confectioners (including hotel stands), 41-61 hotels; delicatessen, 3; dressmakers, 9 listed in telephone directory; druggists, 45; dry goods, 81; department stores, 13; electrical supplies, 5; florists, 9; fruits, 2; furniture, 26; furriers, 6; garages (public), 17; grocers, 300; hardware, 31; jewelry, 23; meat markets, 80; men's furnishings, 2; men's clothing, 37; merchant tailors, 34; milliners, 10; opticians, 12; photographers, 14; pianos (and miscellaneous musical instruments), 6; radio supplies, 14; restaurants (including hotels), 60; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 13.

FAIRMONT, MINN.

1920 Population, 4,630.

City and Suburban Estimate, 30,000.

Native Whites, 80%; Foreign Born, 20%; English Reading, 95%; Families, 6,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,400.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 4; Total Resources, \$3,962,633.14; Savings Bank Deposits Total, \$60,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

Location: South central Minnesota, Chicago, Milwaukee & St. Paul, Chicago & Northwestern and Chicago, St. Paul, Minneapolis & Omaha Railroads.

Principal Industries: Railway Gas Engine Motor Cars Factory, a big one; two Vegetable Canning factories, big ones; two Ice Cream factories, two Creameries and Poultry Shipping house doing \$500,000 business.

Manufacturing Establishments: 4. Leading firms, Fairmont Motor Company, Fairmont Canning Company and Moore Tool Company.

Special Information: The beauty, size and location of Fairmont makes it a convention city of considerable importance and beautiful lakes and access to three fine pleasure parks makes ideal for summer outings.

Residential Features: A city of beautiful homes stretching along the east shores of a chain of three beautiful lakes.

Retail Shopping Section: Extends three blocks on North avenue, one block on Main street and two blocks on First street and one block on Second street.

Trading Area: Extends about twenty-five miles south and west and about twenty miles north and east, with intermittent trade from forty miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; dressmakers, 4; druggists, 3; dry goods, 4; electrical supplies, 4; florists, 1; fruits, 4; garages (public), 5; grocers, 10; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

FERGUS FALLS, MINN.

1920 Population, 7,581.

City and Suburban Estimate, 12,200.

Native Whites, 84%; Foreign Born, 16%; Industrial Workers, 10%; English Reading, 98%; Families, 1,435.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,350.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 4; Total Resources, \$6,300,000; Savings Bank Deposits Total, \$3,100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

Location: West central Minnesota, Great Northern and Northern Pacific Railroads. Good bus service to central and eastern parts of state.

Principal Industries: Flour mills, woolen mills, wood work mill, meat packing plant.

Manufacturing Establishments: 22. Leading firms, Northwestern Manufacturing Co., Fergus Falls Woolen Mill Co., Liberty Garment Mfg. Co., Red River Flour Mills.

Total value of yearly output of factories estimated at \$1,200,000.

Residential Features: Mostly one-family homes. All are private homes.

Retail Shopping Section: Located in twelve blocks.

Trading Area: Reaches 45 miles east, 25 miles south and 30 miles north, and 27 miles west. Good bus service and excellent state trunk highways in all directions.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, Woolen Blankets, Clothes, Etc., 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 12; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3;

furriers, 1; garages (public), 5; grocers, 18; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments) 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 5.

HIBBING, MINN.

1920 Population, 15,000.

City and Suburban Estimate, 40,000.

Schools: Public Grade, 21; Junior High, 2; Parochial, 1; Number of Pupils, 5,976.

Churches: Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$5,427,827.93.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: Northeast part of Minnesota, eighty miles from Lake Superior. Served by Duluth, Mesaba & Northern and Great Northern Railroads. Buses leaving for Duluth every hour and Twin Cities twice a day.

Principal Industries: Iron industry only.

Manufacturing Establishments: Leading firms, Oliver Iron Mining Co.

Residential Features: Mostly one and two-family houses with very few tenement houses. One of the finest private residential sections is located west of Howard street. Homes in the latter section average in value \$40,000.

Retail Shopping Section: Extends the length of First avenue and five blocks on Howard street, the latter being the main business district. There are also several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about fifteen miles north, east and south, bus and trolley services being very good.

Wholesale Houses: Groceries, 7; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; automobile accessories, 8; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 15; druggists, 8; dry goods, 10; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 8; garages (public), 3; grocers, 25; hardware, 4; jewelry, 6; meat markets, 8; men's clothing, 8; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 12; shoes, 1; women's apparel, 2.

INTERNATIONAL FALLS, MINN.

1920 Population, 5,000.

City and Suburban Estimate, 6,000.

Native Whites, 100%; Foreign Born, 40%; Industrial Workers, 25%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$1,500,000; Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,100.

Location: At Falls in Rainy River, 3 miles from outlet of Rainy Lake. Central part of northern boundary of Minnesota. Served by Canadian National Ry. and Nor. Pac. Located on Minn Trunk Highway No. 11 and 4.

Principal Industries: Print and craft paper mills, sawmill, lumber mill, commercial fishing and furming.

Manufacturing Establishments, 4. Minnesota & Ontario Paper Co., International Insulate Co., International Lumber Co., Lakeside Fish Co. Annual output, \$9,000,000.

Special Information: Location of the city makes it a distributing point for places south, east, south and southwest. It is a receiving point for commodities entering U. S. from Canada, the principal imports being lumber, furs and fish.

Residential Features: Mostly one-family homes; very few apartment buildings. Splendid residential section along Rainy River.

Retail Shopping Section: Principal business street is Third St., extending from Rainy River in a westerly direction about one mile. Manufacturing industries located on Rainy River at the east and north of town.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 1; florists, 1; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 8; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 2.



**MINNESOTA (Cont'd)**

**LITTLE FALLS, MINN.**

1920 Population, 5,500.  
 City and Suburban Estimate, 7,800.  
 Natives Whites, 100%; Foreign Born, 40%; Industrial Workers, 10%; English Reading, 80%; Families, 1,580.  
 Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,438.  
 Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 6.  
 Banks: National, 2; State, 2; Total Resources, \$2,500,000; Savings Banks Deposits Total, \$2,160,000.  
 Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.  
 Location: In the center of the state, on the Mississippi River and served by the Northern Pacific Ry. main and branch line, the Dakota Division. It is the northern terminal of the longest stretch of paving in Minnesota, which affords excellent passenger and truck service by auto.

Principal Industries: Paper, pulp, granite, flour, butter, power, ice cream, canning, and farming.  
 Manufacturing Establishment: 12; Hennepin Paper Co., Itasca Paper Co., Little Falls Black Granite Co., Peerless Granite Co., Little Falls Milling Co., Northwestern Milling Co., Kiewit Products Co., Minnesota Power & Light Co., Farmers' Co-Operative Creamery Co.  
 Value annual output, \$2,065,445.

Special Information: Little Falls is the gateway to Minnesota's Ten Thousand Lakes, also the center of the largest hydro-electric development in the Northwest. Within the city limits and located on the Mississippi River is a development of 10,000 horsepower, and within 10 miles of the city there is nearing completion a 27,000 horsepower plant. We have several good factory sites on tracks. The black granite from the quarries near Little Falls is unsurpassed in strength, quality and beauty. Little Falls is also the smallest town in the United States to boast of an exclusive Elk's Home.

Residential Features: Mostly one and two family houses, private homes almost exclusively.  
 Retail Shopping Section: Extends on Broadway to both the east and west side of the Mississippi River for 8 blocks; also on 1st street running from 2nd avenue southeast to 1st avenue northeast, a distance of 4 blocks. There are also other streets paralleling 1st street for 2 blocks in length. This consists of the chief shopping district. Several small stores scattered throughout the city.  
 Trading Area: Extends about 15 miles in all directions. Intermittent business from all parts of the country.

Wholesale Houses: Meats, 1; Fruits, 1; Miscellaneous Lines, Candy, 1.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile tire agencies, 1; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 20; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 3; furniture, 4; garages (public), 5; grocers, 25; hardware, 5; jewelry, 2; meat markets, 4; men's furnishing and men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 10; sporting goods, 6; stationers, 1; women's apparel, 4.

**MANKATO, MINN.**

1920 Population, 14,300.  
 City and Suburban Estimate, 60,077.  
 Natives Whites, 87%; Foreign Born, 13%; Industrial Workers, 10%; English Reading, 96%; Families, 3,200.  
 Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,290.  
 Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.  
 Banks: National, 3; State, 5; Total Resources, \$10,734,000; Savings Bank Deposits Total, \$1,809,600; Time Deposits, \$3,076,000.  
 Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,500.  
 Location: At the south bend of the Minnesota River, almost exactly in the geographical center of Southern Minnesota, served by Chicago Great Western, Chicago, Milwaukee and St. Paul, and Chicago and North Western Railways. Excellent bus service in all directions. Unusually good roads promote motor travel to Mankato from a wide radius.  
 Principal Industries: Stone, cement, flour milling, garments, machinery, poultry supplies, printing and lithographing. Distributing point for plumbing supplies, groceries, fruit, automobiles and accessories, paper, candy, etc. Third largest hog market in Minnesota. Important poultry market, both for pure-bred stock and dressed poultry. Large dairy and creamery center. Educational center, 2,900 out-of-town students in Mankato schools and colleges. Distributing point for Standard Oil and three other oil companies.  
 Manufacturing Establishments: 52. Leading firms, The Carney Co., Green Stone Co., Hubbard Milling Co., Hugo Shirt Co., Little Giant Co., Free Press Co., E. F. Neubert Co.

Special Information: The wholesale, retail educational, musical and political center of Southern Minnesota. Because of railroad and highway facilities serves an unusually wide trading territory. Center of diversified farming district, which specializes in dairying, stock raising and high-grade poultry. Many fine herds of pure-bred cattle.

Residential Features: Mostly one and two family houses. No tenements and no slums. Several good apartment buildings. Private homes predominate. Fine boulevards and parks. Good street car service with five cent fare.

Retail Shopping Section: Extends 14 blocks on Front street, includes also about 6 blocks of side streets immediately adjacent. Several smaller "neighborhood" sections with the usual grocery, meat and confectionery shops are rapidly developing.

Trading Area: Extends about sixty miles west and south, about twenty miles north and east.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Miscellaneous Lines, Plumbing Supplies, 2; Auto Accessories, 1; Candy, 4; Paints, 1; Paper, 1; Oils, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories, 33; automobile tire agencies, 23; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 6; furriers, 3; garages (public), 22; grocers, 46; hardware, 8; jewelry, 6; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 11; restaurants (including hotels), 18; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 1.  
 See announcement column 4

**MINNEAPOLIS, MINN.**

1920 Population, U. S. Census 380,552. U. S. Census 1924, Estimate 417,250.  
 City and Suburban Estimate, U. S. Census, Hennepin County, 415,419. Note: This is no doubt close to 455,000 at the present time.

Native Whites, 288,335; Negroes, 3,927; Foreign Born, 88,032; Industrial Workers, 174,289; English Reading, 91.7%; Families, 91,843. Note: Approximately 100,000 at the present time.

Schools: Public Grade, 83; High, 5; Junior High, 6; Parochial, 35; Number of Pupils, 69,658.

Churches: Baptist, 24; Christian Science, 7; Congregational, 49; Episcopal, 17; Hebrew, 17; Methodist, 44; Presbyterian, 29; Roman Catholic, 25; Miscellaneous, 107.

Banks: National, 7; State, 26; Total Resources, \$223,157,406; Savings Bank Deposits Total, \$54,253,848.

Theatres: Legitimate, 2; Moving Pictures, 73; Vaudeville, 5; Burlesque, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats: Unable to supply data on this question.

Location: Benton Packet Co., Butte, Anaconda & Pacific R. R., Can. Pac. Cedar Rapids & Iowa City Central & Wise, C. B. & Q. C. R. W., C. M. & St. P. C. N. W., C. R. 1. & P. C. St. P. Mpls. & Omaha Elec. Short Line. Farmers Grain and Shp. Co., Ft. Dodge Dea Moines & Southern, G. N., Ill. Central, Inter-Urban Ry., Mason City & Clear Lake, Midland Cont., Mpls., Anoka & Cuyuna Range, Mpls. Northfield & Southern, Mpls. & St. L., M. St. P. & Ste. M., Minn. N. W. Elec., N. P., Rapid City, Black Hills & Western, Waterloo, Cedar Falls & Northern, Watertown & Sioux Falls, White Sulphur Springs & Yellowstone Park. Minneapolis is head of navigation of Mississippi River.

Principal Industries: Flour mill and grist mill, linseed oil, bread and bakery products, cars and general shop construction, food preparations, printing and publishing, artificial limbs, tests and awnings, mattresses and spring beds, furniture, confectionery and ice cream.  
 Manufacturing Establishments: Approximately, 1,700. Leading firms, Pillsbury Flour Mills, Washburn-Crosby Flour Mills, Russell-Miller Flour Mills, Munsing Wheat Corp., Mpls. Steel Mach., Flour City Ornamental Iron Wks., Mpls. Heat regulator.  
 Total value of yearly output of factories estimated at \$1,079,900,000.

Special Information: Minneapolis is the largest city in Minnesota and the N. W. of which it is the manufacturing, wholesaling, retailing, distributing, financial and educational center, the State University being located here. Minneapolis has one of the most up-to-date scientific water supply systems in the country. Water is pumped from Mississippi above city to filtration plant where it is filtered and sterilized. Daily consumption is 40,000,000 gallons. The pumping plant has a daily capacity of 130,000,000 gallons. Valuation of Minneapolis municipal property is \$85,000,000. 231.64 miles of street railway track operated. In 1923 number of car miles operated was 17,280,268. Number of revenue passengers hauled was 132,904,222. Minneapolis is a city without suburbs. Minneapolis is also noted for its Institute of Arts, the Walker Art Collection, its Symphony Orchestra, Conservatories of Music, etc.  
 Residential Features: Minneapolis is a city of homes. 1923 count by City Planning Commission: over 60,000 single family dwellings, approximately 10,000 duplexes and 2,000 apartments. The Labor population is primarily home owning, which is a very outstanding feature. One of the large labor districts bounded as follows: South city limits—Chicago avenue and 40th street. Cedar Lake street and the Mississippi River—is almost exclusively single family residences. Important: The density of popula-

tion within the limited bounds of the city is greater than most of the largest cities of the country. In other words, we grew out from the center and the dwellings are not scattered.

Retail Shopping Section: First avenue north to 5th street, Hennepin avenue—Washington to 10th street, Nicollet avenue. Second street to 11th street, Marquette—4th to 11th streets. All cross streets between Nicollet and Hennepin, also Lake street district. West Broadway district, Central avenue district, Franklin avenue district, Cedar and Washington districts. Note: Nicollet avenue is the largest retail street in the country without a car line, and has practically every line of merchandise in the shutting stores.

Trading Area: The immediate trade territory of Minneapolis is included in the State of Minnesota, North and South Dakota, Montana, the northern border of Nebraska, the northern half of Iowa, western and northern half of Wisconsin and the northern peninsula of Michigan. There is a population of 1,000,000 within a radius of 50 miles with Minneapolis as a center, or within the second parcel post zone. There is a population of 6,500,000 in the trade territory of which Minneapolis is the industrial center.

Wholesale Houses: Groceries, 10; Meats, 26; Fruits, 25; Hardware, 8; Dry Goods, 4; Miscellaneous Lines, 66.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 200; commercial auto. agencies, 25; automobile accessories, 100; automobile tire agencies, 15; bakers, 150; cigar stores and stands (including hotels), hundreds; confectioners (including hotel stands), hundreds; delicatessen, perhaps 100 or more; dressmakers, about 200; druggists, 250; dry goods, 100; department stores, 20; electrical supplies, 30; florists, 75; fruits, 25; furniture, 85; furriers, 30; garages (public), 200; grocers, 1,453; hardware, 115; jewelry, 100; meat markets, 300; men's furnishings, 15; men's clothing, 50; merchant tailors, 12; men's tailors, 200; women's tailors, 15; milliners, 60; oculists, 75; opticians, 30; photographers, 50; pianos (and miscellaneous musical instruments), 50; radio supplies, 50; restaurants (including hotels), 300; shoes, 100; sporting goods, 10; stationers, 25; women's apparel, 25. Note: These figures insofar as possible are the approximate.

**MOORHEAD, MINN.**

1920 Population, 5,720 (1924 directory population, 6,884).  
 City and Suburban Estimate, 12,000.

Native Whites, 50%; Foreign Born, 50%; Industrial Workers, 20%; English Reading, 90.9%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 1,600; students at college, 950.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; Lutheran, 1; Mission, 1; Covenant Mission, 1; Congregational.

Banks: National, 2; State, 1; Total Resources, \$2,946,519.83; Savings Bank Deposits Total, \$1,089,560.23.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: On Western boundary of Minnesota, the heart of the Red River Valley of the North. On main lines of Great Northern and Northern Pacific Rys., C. M. & St. Paul, a mile away; including branches of above, 11 railway lines branch out of here. Only place with such facilities between Twin Cities and Rockies. Adequate bus service. Only 50 miles from a thousand lakes with fish in 'em.

Principal Industries: Fairmont Creamery Co., territory surrounding is agricultural including dairying and poultry raising; small factories such as overalls, sheet metal goods, two smaller creameries, awning and tent factory, Moorhead Storage and Transfer Co., 4,000 acres of sugar beets planted in surrounding territory.  
 Manufacturing Establishments: 30 (estimated). Leading firms, Fairmont Creamery Co., Nord Furnace Co., City Water & Light Dept., Simonson Mfg. Co. (overalls), Moorhead News Co.

Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Location of city makes it the headquarters for potato loading and shipping and warehousing. Ideal location for sugar beet factory; also for flour mills packing plant.  
 Residential Features: Private residences.  
 Retail Shopping Section: Center avenue, 8 blocks; First avenue N., 4 blocks; Fourth street, 3 blocks; First avenue S., 5 blocks.  
 Trading Area: North, east and south 14 miles.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, candy.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 3; department stores, 2, including dry goods; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 2; grocers, 30; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 11; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 1.

**RED WING, MINN.**

1920 Population, 8,673.  
 City and Suburban Estimate, 8,673.  
 Native Whites, 82.3%; Negroes, 1%; Foreign Born, 17.4%; Industrial Workers, 20%; English Reading, 97.7%; Families, 1,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8. Total 17.

Banks: National, 2; State, 2; Total Resources, \$6,226,205.15; Savings Bank Deposits Total, \$986,903.83.

Theatres: Legitimate, 2; Moving Pictures, 2. Total number of seats, 1,100.

Location: On the Mississippi River 50 miles from St. Paul. Served by C. M. & St. P., R. R. and Great Western. Three or four buses a day.

Principal Industries: Stoneware, malting mill, flour mills, sewer pipes, marine motors, shoe factories, linseed oil, advertising utilities, filter sand, tannery, furniture.

Total value of yearly output of factories estimated at \$16,185,000.

Special Information: Red Wing Stoneware Co., Red Wing Sewer Pipe Co., Fleischman Malting Co., Red Wing Milling Co., Ls Grange Mills, S. B. Foot Tannery, Red Wing Shoe Co., Stickers Shoe Co., Red Wing Motor Co., Red Wing Filter Sand Co.

Residential Features: 85% of people own their own homes due to a very strong and active building association.

Retail Shopping Section: Confined to about six blocks in the center of the city. There are some outlying retail stores such as grocery, confectionery and meat shops.

Trading Area: Extends about in a 25-mile radius, depending on the condition of the roads.

Wholesale Houses: Groceries, 1; Fruit, 1; Dry Goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 3; garages (public), 6; grocers, 23; hardware, 3; jewelry, 4; meat markets, 7; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

**ROCHESTER, MINN.**

1920 Population, 13,722.  
 City and Suburban Estimate, 50,000.

Native Whites, 85.8%; Negroes, 1%; Foreign Born, 13.8%; Families, 2,790.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,275.

Churches: Baptist, 1; Christian Science, 1; Congregation, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: Total Resources, \$7,874,133.64; Savings Bank Deposits Total \$3,637,058.41.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,531 (theatres only).

Location: Southeastern Minnesota 30 miles to Iowa and 30 miles to Wisconsin line. Chicago Great Western and Chicago & North Western railways. Excellent bus service all directions. Center of bus line service.

Principal Industries: Cameras.  
 Manufacturing Establishments: 3. Leading firms, Conley Camera Co.

Special Information: Mayo Clinic and allied hospitals bring 300,000 transients to city annually. Center of rich agricultural and dairying section.

Residential Features: Practically all one family homes, few two family and apartment houses. Private homes predominate 60% owned (census figures). Homes in best part of city cost \$15,000 to \$50,000—some more.

Continued on page 110

In  
**MANKATO**  
 and  
 SOUTHWESTERN MINNESOTA  
 There are now  
**7367**  
 families reading the Mankato Free Press. And they are prosperous, contented folk with money to spend.

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## MINNESOTA and MISSISSIPPI Markets in Standard Surveys

## MINNESOTA (Cont'd)

## Rochester (con't)

**Retail Shopping Section:** Broadway and First avenue S. W. five blocks each and intersecting streets. Thirty-five dwelling groceries.

**Trading Area:** Twenty-five miles each way. Often more because of excellent roads and bus service.

**Wholesale Houses:** Groceries, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 9; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 3; furriers, 2; garages (public), 23; grocers, 46; hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 4; men's clothing, 9; merchant tailors, 6; milliners, 8; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotel), 31; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 9.

## ST. CLOUD, MINN.

1920 Population, 19,714.

City and Suburban Estimate, 25,000.

**Native Whites, 100%; English Reading, all Families, 3,259.**

**Schools:** Public Grade, 7; High, 2; Parochial, 5; Number of Pupils, 4,344.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 6.

**Banks:** National, 3; State, 3; Total Resources, \$20,000,000.00; Savings Bank Deposits Total, \$12,000,000.00.

**Theatres:** Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 8,000.

**Location:** 75 miles north of St. Paul on Mississippi River. Served by Great Northern and Northern Pacific Rys. On Jefferson Highway served with buses to all part of the state. Excellent travel facilities afforded to large trade area.

**Principal Industries:** Granite Quarrying and Ornamental and Building Stone manufacturing. Great Northern Railway Car shops. Railway Division Plant. Automobile plant. The J. E. Barr Pickling and Preserving Co. Excellent farming.

**Special Information:** New Veterans' Hospital costing \$1,500,000.00. New Orphanage costing \$500,000.00. These are completed and are now being occupied. A four million building program for this year. Estimate population next year to run up to 25,000.

**Residential Features:** Mostly one family houses. Our water and sewer system makes 85% of the homes modern. There are eight new sub-divisions now in progress of building.

**Retail Shopping Section:** Extends from State Highway on East St. Cloud to 12th avenue, and St. Germain street. From Fifth avenue and St. Germain street to Ramsey Place. A distance of 26 blocks of main streets. There are several smaller neighborhood stores to the number of 42.

**Trading Area:** Extends East, North and West for 50 to 60 miles. South about 20 miles as that is the direction of the Twin Cities.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines, Auto Supplies, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 6; automobile accessories, 1; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 4; dressmakers, 11; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 2; furniture, 2; furriers, 4; hardware, 5; jewelry, 6; meat markets, 8; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 4; women's apparel, 5.

## ST. PAUL, MINN.

1920 Population, 234,608.

City Estimate, 231,000 (estimated) city population as described by A. B. C. statement.

**Native Whites, 78.5%; Negroes, 1.4%; Foreign Born, 22%; Industrial Workers, 22,604; English Reading, 95%; Families, 34,400.**

**Schools:** Public Grade, 65; High, 4; Parochial, 25; Number of Pupils, approximately 60,000.

**Churches:** Baptist, 14; Christian Science, 2; Congregational, 12; Episcopal, 14; Hebrew, 11; Methodist, 19; Presbyterian, 15; Roman Catholic, 20; Miscellaneous, 67.

**Banks:** National, 6; State, 29; Total Resources, \$179,935,289; Savings Bank Deposits Total, \$50,454,249.

**Theatres:** Legitimate, 1; Moving Pictures, 40; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 43,862.

**Location:** At the head of navigation of the

Mississippi River, and served by the Chicago & North Western, Chicago, Milwaukee & St. Paul, Chicago, Burlington & Quincy, Great Northern, Minneapolis & St. Louis, Minneapolis, St. Paul & Sault Ste. Marie, Northern Pacific, and Rock Island, Railroad Systems. The River Transit Company and the Sunco Barge Lines serve this city on the river. Mileage of the railroads entering Saint Paul 59,508 or nearly one-fourth of the total railroad mileage of the United States. 9 railroad systems, 23 lines.

**Principal Industries:** Boots and shoes. Butter, cheese and condensed milk. Railroad repair shops. Foundry and machine shop products. Fur goods. Printing and publishing. Meat packing.

**Manufacturing Establishments:** 818 U. S. Census 1920. Leading firms, American Hoist & Derrick Co., Saint Paul Foundry, Stens Sienibel Company (Car Repairs), Gordon & Ferguson (Furs), Brown & Bigelow (Specialty Printing), Sanitary Food Mfg. Co., Waldorf Paper Co., Northern Insulating Company (Flax-Linen), Armour & Co., Swift & Co., International Harvester Co., Twin Works, Minnesota Mining & Manufacturing Company (Abrasive Material), Ford-Schultz Company, Goetzian Shoe Company, Tilden Produce Co., R. E. Coob Co. (Produce).

**Special Information:** The primary trade territory of St. Paul includes all of the states of Minnesota, North and South Dakota, Montana, and portions of the states of Wisconsin, Iowa, Michigan and a portion of the Canadian Province of Manitoba. The secondary trade territory of St. Paul reaches to the north-west Pacific Coast; Nebraska, Idaho, and Wyoming on the Southwest, Missouri on the South, and to Michigan on the East. St. Paul is the second largest butter producing city in the world. The South St. Paul market serves as a livestock metropolis for the entire Northwest section of this country and Canada.

**Residential Features:** St. Paul is known as a city of homes and they are largely of the one and two family houses. The St. Paul main residential district is known as the Hill District, and the homes in this section would average in value at \$20,000.

**Retail Shopping Section:** Is bounded on the North by East 10th St., east Jackson and Sibley streets, on the South by Third street, and on the West by Seventh and St. Peter streets. This covers a territory of about 70 blocks. The heart of the shopping district is approximately in the center of the above described area and consists of about 15 blocks.

**Trading Area:** Extends about 25 to 30 miles on North, East and South and with practically no distance on the West. As the Western city limits of St. Paul are the Eastern limits of the city of Minneapolis. There is considerable trading derived from a larger area due to the excellent net-work of bus lines and railroads.

**Wholesale Houses:** Groceries, 14; Meats, 16; Fruits, 26; Hardware, 8; Dry Goods, 9; Miscellaneous Lines, 142 Jobbers and Wholesalers.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 92; commercial auto. agencies, 6; automobile accessories, 17; automobile tire agencies, 47; bakers, 77; cigar stores and stands (including hotels), 76; confectioners (including hotel stands), 95; delicatessen, 233; dressmakers, 846 not in factories; druggists, 157; dry goods, 19; department stores, 23; electrical supplies, 52; florists, 37; fruits, 10; furniture, 66; furriers, 33; garages (public), 91; grocers, 1,000; hardware, 63; jewelry, 70; meat markets, 270; men's furnishings and clothing, 74; merchant tailors, 214; milliners, 48; opticians, 28; photographers, 40; pianos (and miscellaneous musical instruments), 23; radio supplies, 8; restaurants (including hotels), 260; shoes, 70; sporting goods, 10; stationers, 4; women's apparel, 11.

See announcement page 111

## VIRGINIA, MINN.

1920 Population, 14,022.

City and Suburban Estimate, 20,000.

**Native Whites, 40%; Foreign Born, 60%; Industrial Workers, 75%; English Reading, 75%.**

**Schools:** Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,654.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

**Banks:** National, 2; State, 2; Total Resources, \$5,621,287; Savings Bank Deposits Total, \$2,663,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 10,000.

**Location:** 64 miles northwest of Duluth. In the center of the Mesaba Iron Range. Is served by Duluth, Winnepig & Pacific, Duluth, Mesaba & Northern, Great Northern and Duluth Iron Range railroads and Mesaba Railway Co., interurban electric cars. Bus service to all Range towns and Duluth, and points north of International Falls.

**Principal Industries:** Iron Mining and Lumbering.

**Manufacturing Establishments:** 15. Leading Firms: Virginia & Rainy Lake Lbr. Co., Bailey Lumber Co.

**Special Information:** Distribution center for estimated population of 200,000. City owns and operates electric light, water, gas, and central heating plants, latter of which heats entire business section and 60% of residence section, with plans underway for including remainder.

**Residential Features:** Mostly one-family houses, privately owned. Small section devoted

to workmen's homes. A few apartments including one recent addition of 46 modern and attractive apartments. Paved streets throughout. Municipally owned electric light, water and steam heating plants make these conveniences available at low rates. Well cared for parks.

**Retail Shopping Section:** Extends east and west on Chestnut street, six blocks; several blocks on the avenue crossing Chestnut street, which is the center for street railway and bus lines. D. N. M. & D. W. P. depots located on east and west ends respectively of Chestnut street. North Side and South Side also have their neighborhood groceries, etc.

**Trading Area:** Has radius of about 25 miles on all sides, except to the North which extends about 104 miles (to International Falls). Splendid interurban and bus service, interurban running every hour and half hour. Buses also running on hour and a half schedule.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, 17.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 17; bakers, 7; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 9; druggists, 6; dry goods, 6; department stores, 9; electrical supplies, 3; florists, 1; fruits, 3; furniture, 7; furriers, 1; garages (public), 20; grocers, 45; hardware, 5; jewelry, 8; meat markets, 17; men's clothing, 16; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 13; shoes, 2; sporting goods, 7; stationers, 2; women's apparel, 10.

## WINONA, MINN.

1920 Population, 19,143.

City and Suburban Estimate, 45,000.

**Native Whites, 80%; Foreign Born, 14%; Industrial Workers, 17%; English Reading, 95%; Families, 4,500 in city.**

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 3,782.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 13.

**Banks:** National, 2; State, 3; Total Resources, \$14,967,457.80; Savings Bank Deposits Total, \$6,954,658.00.

**Theatres:** Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,900.

**Location:** Chicago, Milwaukee & St. Paul, Chicago & North Western, Chicago, Burlington & Quincy, Green Bay & Western, Great Western.

**Principal Industries:** Flour, packing plant, shoes, garments, farm machinery, patent medicines, boxes, furs, overalls, candy, boilers, pickles, monuments, woolen mill, silos, tinware, tire chains, soap, lumber, fibreboard, insulating material, wood specialties, printing, oil refining, railroad shops.

**Manufacturing Establishments:** 90. Leading firms, J. B. Watkins Co., Bay State Milling Co., Interstate Packing Co., Pepin Pickling Co., Union Fibre Co., McConnon & Co., Dr. Ward Medical Co., H. Behren Manufacturing Co., New Winona Manufacturing Co., Foot-Schou & Co., Schuler Chocolate Factory, H. D. Foss & Co., Doud & Sods Co., Jones & Kroeger Co., Winona Oil Co.

**Special Information:** Winona is the fourth city in Minnesota. 86% of the homes are owned by the occupants. Rich diversified farming territory surrounds Winona. We have many co-operative creameries and cheese factories in the small towns on all sides of Winona (in the trade territory). Farmers are land-owners—not renters. They have not been hard hit by the agricultural slump. Improved roads lead to Winona from every direction.

**Residential Features:** Mostly one and two family houses. A few small apartments. Private homes predominate.

**Retail Shopping Section:** On Third street, extends from Washington street, 8 blocks east to Kansas street. Also on streets crossing Third street, between Johnson and Walnut streets, inclusive, a distance of four blocks. Scattered retail shops are located on Fourth street, and Second street, between Washington street and Franklin street, a distance of seven blocks. There are several small retail sections (mostly meat, grocery and confectionery stores, in outlying districts).

**Trading Area:** 25 miles North, 30 miles West, 15 miles East, 25 miles South.

**Wholesale Houses:** Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1; Miscellaneous Lines, Lumber, Soft Drinks, Oil, Paints, Grain, Coal, Seeds, Confections. (One of each, except Lumber, which has 4.)

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 14; dressmakers, 15; druggists, 8; dry goods, 7; department stores, 6; electrical supplies, 4; florists, 4; fruits, 2; furniture, 6; furriers, 1; garages (public), 15; grocers, 70; hardware, 5; jewelry, 4; meat markets, 24; men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 8.

Standard Surveys  
of  
MISSISSIPPIBILOXI and GULFPORT,  
MISS.

1920 Population, Biloxi, 10,937; Gulfport, 8,457.

City and Suburban Estimate, 40,815.

**Native Whites, Biloxi 81%; Gulfport, 73%; Negroes, Biloxi, 15%; Gulfport, 24%; Foreign Born, Biloxi 4%; Gulfport 3%; Industrial Workers, Biloxi 40%; Gulfport 25%; English Reading, Biloxi 90%; Gulfport 90%; Families, Biloxi 2,553, Gulfport 1,711.**

**Schools:** Public Grade, B.—4, G.—4; High, B.—1, G.—1; Junior High, B.—1, G.—1; Parochial, B.—2, G.—1; Number of Pupils, Biloxi 2,450, Gulfport 2,300.

**Churches:** Baptist, B.—2, G.—2; Christian Science, H.—1, G.—1; Episcopal, B.—1, G.—1; Methodist, B.—2, G.—1; Presbyterian, B.—1, G.—1; Roman Catholic, B.—4, G.—1; Miscellaneous, Biloxi 1, Gulfport 2.

**Banks:** National, B.—1, G.—1; State, B.—1, G.—2; Total Resources, Biloxi \$2,000,887.00, Gulfport \$1,501,222.91; Savings Bank Deposits Total, Biloxi \$881,711.67, Gulfport \$1,614,997.18.

**Theatres:** Legitimate, Biloxi 1; Moving Pictures, Biloxi 2; Gulfport 2; Vaudeville, Biloxi 2; Gulfport 2; Miscellaneous (Auditoriums, etc.), Biloxi 2, Gulfport 2. Total number of seats, Biloxi 3,460, Gulfport 3,350.

**Location:** Biloxi is located on a peninsula on the Gulf Coast of Mississippi. Served by Louisville & National Railroad, and Illinois Central, with Gulf and Ship Island Railroad run cars over traction line through Gulfport into Biloxi. Street car line to Gulfport and Pass Christian. (Coastwise boat service (freight).)

Gulfport is 13 miles west of Biloxi, on the Gulf of Mexico, and in the center of the beautiful Mississippi Coast resort section. Terminus of Gulf & Ship Island Railroad, which operates through Pullman car between the Mississippi Coast and Chicago in connection with the Illinois Central Railroad. It is also served by the Louisville & Nashville Railroad.

**Principal Industries:** Biloxi's principal industry is sea food packing and shipping. It is the world's largest packer of sea food, with 21 canneries beside 24 raw oyster and fish wholesale shippers. Total waterfront commerce is estimated at \$5,000,000.

Gulfport's principal industry is lumber exporting; has deep water harbor, railroad shops and yards; turpentine and creosote works; suburban truck farming sections. Port figures for the year ending June 30, 1924: Imports, \$310,387; exports, \$7,894,512. Imports increased 38% over 1922; exports more than 56%.

Mississippi Coast is visited both Summer and Winter by thousands of tourists.

**Manufacturing Establishments:** Biloxi, 23; Gulfport, 12. Leading firms:

Biloxi—Biloxi Artesian Ice Mfg. Co., Biloxi Grit Co., Collins Blacksmith & Wagon Works, Crushed Oyster Shell Co., C. B. Foster Packing Co., Guy-Hamill Co., Kennedy Packing Co., Southwestern Gas & Elec. Co., Dunbar-Dukate Co., Lopez Packing Co., Seafarm Co.

Gulfport—Crushed Oyster Shell Co., Crystal Ice & Fuel Co., Dentzer Lumber Co., Gulfcoast Oil Refining Co., Gulfport Fertilizer Co., Gulfport Mill & Cabinet Works, Marine Fertilizer & Feed Co.

Total value of yearly output of factories estimated at: Biloxi, \$3,000,000; Gulfport, \$1,000,000.

**Special Information:** The Mississippi Coast, where are located the cities of Biloxi, Gulfport and Pass Christian, is a beautiful wooded waterfront, 27 miles long, with an enchanting drive along the entire beach front. It is the southern terminus of the Magnolia automobile route—Chicago to the Gulf—and there is no finer year round resort section anywhere. Many Illinois, Wisconsin, Ohio and Michigan people own winter homes here; Louisiana, Tennessee, Alabama and Mississippi people summer here.

Gulfport is the home of—the Gulf & Ship Island Railroad Co.'s general offices; the Gulf & Ship Island railroad shops, and the Gulfport & Mississippi Coast Traction Co. The three employ about 400 men the year 'round.

**Residential Features:** Most a one-family houses. Biloxi is divided into three sections. Front beach or Gulf from front is devoted to hotel apartment houses and best residential section. North side, known as Back Bay section, and East End on Biloxi Bay are the industrial parts of the city. Boat yards and lumber mills form a small part of Biloxi's industry.

Gulfport's fine residential section is located, like Biloxi's, on the beach. Has wide paved streets and is a modern in every respect.

**Retail Shopping Section:** Biloxi's shopping section extends from the City Hall, Howard avenue and Main street for five blocks along Howard avenue to Fayard street; Lamene street, three blocks from Howard avenue to beach; Reynold street, one block from Howard avenue to L. & N. Railroad; Beach street, four blocks from Main street to Reynold street.

Gulfport's shopping section extends from the Herald Bldg., corner 23rd avenue, four blocks along 14th street to 27th avenue; 25th avenue, three blocks from 13th street to 16th avenue; 26th avenue, two blocks from 13th street to 13th

Continued on page 112

# Get Into the Rich Northwest RIGHT!!

In two clearly defined sections in Minnesota the people transact the bulk of their business with either Saint Paul or Minneapolis. The territory for 100 miles west of Minneapolis, branching out in the form of a triangle with Minneapolis as the apex is conceded to be largely Minneapolis territory, especially from a retail standpoint.

Likewise the territory for 100 miles south of Saint Paul, in a triangle embracing the entire wealthy, thickly settled, heavy buying, southeastern part of the state is **SOLID SAINT**

**PAUL** territory. These are the only two sections of the entire Northwest to which either city may lay special claim.

This St. Paul Salient is the part of Minnesota which contains 50 per cent of the population and 32 per cent of the assessed wealth. With it goes the western part of Wisconsin within a 100 mile radius of St. Paul and a good full share of the entire balance of Minnesota. This territory, with St. Paul as its great market-center, is the logical ground upon which to lay the foundation of merchandising success in the entire Northwest.

## St. Paul Dispatch St. Paul Pioneer Press

These newspapers are, and have been for years, recognized in the Northwest and wherever the Northwest is studied and understood, as the outstanding leaders in the Northwest. With 145,145 daily combination and 142,010 Sunday circulation they afford a thorough coverage of this rich territory. There are many subscribers in Iowa, Wisconsin, North and South Dakota and in Montana, but the great strength is in the **SAINT PAUL SALIENT**—this Southeastern Minnesota—this back-bone of the Great Northwestern Empire.

Saint Paul itself has 55,000 families, white and colored, rich and poor, foreign and Ameri-

can, literate and illiterate. Over 47,000 of them take these papers, 41,000 being carrier-delivered, morning, evening and Sunday. Compare with any and all cities of this size and larger. You will find only one such perfect coverage in the entire United States.

Get this also. This twelve-hour service not only gets papers into the *houses* where people live—but into the minds and impulses of the entire family, adapting itself to their varying habits, moods, and preferences. No advertiser can afford to overlook the vital value of total coverage *within* the family.

You can cover thoroughly the entire market of St. Paul and its rich trading territory with the Dispatch and Pioneer Press. You cannot cover this territory—much less reach its purchasing power and confidence—without these Key Papers to the Great Northwest.

MISSISSIPPI (Cont'd)

Biloxi and Gulfport (con't)

street; 27th avenue, two blocks from 13th to 15th street; 28th avenue, two blocks from 13th street to 15th street; 13th street, four blocks from 25th avenue to 29th avenue.

Trading Area: Biloxi's trading area, 10 miles north and 13 miles west. Gulfport's trading area extends 13 miles east, 30 miles north, 9 miles west.

Wholesale Houses: Groceries, B.-2, G.-4; Meats, B.-0, G.-2; Fruits, B.-1, G.-2; Hardware, B.-2, G.-1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, B.-3, G.-5; commercial automobile agencies, B.-6, G.-12; automobile accessories, B.-8, G.-12; automobile tire agencies, B.-8, G.-12; bakers, B.-9, G.-3; cigar stores and stands (including hotels), B.-12, G.-12; confectioners (including hotel stands), B.-7, G.-3; dressmakers, B.-4, G.-2; druggists, B.-8, G.-7; dry goods, B.-8, G.-7; department stores, B.-3, G.-3; electrical supplies, B.-4, G.-4; florists, B.-1, G.-2; garages (public), G.-7; furniture, B.-6, G.-4; hardware, B.-8, G.-8; grocers, B.-8, G.-4; hardware, B.-3, G.-2; jewelry, B.-5, G.-4; meat markets, B.-9, G.-14; men's furnishings, B.-6, G.-6; men's clothing, B.-6, G.-6; merchant tailors, B.-4, G.-4; milliners, B.-3, G.-6; opticians, B.-3, G.-3; photographers, B.-2, G.-3; pianos (and miscellaneous musical instruments), B.-1, G.-1; radio supplies, B.-13, G.-13; shoes, B.-4, G.-7; sporting goods, B.-4, G.-4; stationers, B.-2, G.-6; women's apparel, B.-3, G.-5.

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CLARKSDALE, MISS.

1920 Population, 7,564.

City and Suburban Estimate, 10,000.

Native Whites, 35%; Negroes, 40%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 75%; Families, 2,000.

Schools: Public Grade, 34; High, 4; Junior High, 4; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1.

Banks: National, 1; State, 3; Total Resources, \$2,063,254.70; Savings Bank Deposits Total, \$2,504,719.41.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,000.

Location: Y. & M. V. Railway, Division of Illinois Central Railway. This division connects Memphis and Vicksburg direct—New Orleans and Chicago, ultimate terminals—with Louisville and Cincinnati, as others.

Principal Industries: Hardwood lumber, laundry, railway round house, printing, cotton seed products, tire compresses.

Special Information: Clarksdale is the principal interior market for long staple cotton.

Residential Features: Most attractive residence section of the city is devoted largely to the homes of planters who reside in the city for the school, social and church advantages. Homes are of the medium and more expensive type, the medium predominating for whites. The negro section is of the "shanty" variety of houses.

Retail Shopping Section: Retail section is represented by ten blocks.

Trading Area: The city of one mile square, and a country area of twenty-five miles distant north and south and east; fifteen miles west to Mississippi River.

Wholesale Houses: Groceries, 2; Meats, 2; Dry Goods, 1; Miscellaneous Lines—Ice and Ice Cream, Milk.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 7; dry goods, 15; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 2; garages (public), 5; grocers, 64; hardware, 2; jewelry, 3; meat markets, 12; men's furnishings, 10; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 10.

GREENVILLE, MISS.

1920 Population, 11,560.

City and Suburban Estimate, 13,500.

Native Whites, 40%; Negroes, 60%; Foreign Born, 2%; English Reading, 90%.

Schools: Public Grade, 1,900; High, 315; Parochial, 150; Number of Pupils, 2,395.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 25.

Banks: National, 1; State, 3; Total Resources, \$5,164,846; Savings Bank Deposits Total, \$592,805.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: On Yazoo and Mississippi Valley R. R., Columbus and Greenville bus service, river point, concrete wharf. Very little shipping, as river men claim high cost of operation prohibits.

Principal Industries: Lumber mills, manufacturing hoops and boxes.

Manufacturing Establishments: 4. Paepcke Leitch Co., Greenville Hoop Co., Green City Hoop Co., A. & G. Wineman & Sons.

Value annual output, \$5,000,000.

Special Information: Agricultural community, well adapted for dairying. Principal crops long staple cotton.

Residential Features: Mostly two-story, well constructed, frame and brick houses for whites. Negro section mostly cabins and poorly constructed shacks. About 3% of the negro houses are well constructed and arranged.

Retail Shopping Section: Washington avenue, 5 blocks; Main street, 3 blocks; Walnut street, 3 blocks; Poplar street, 3 blocks.

Trading Area: Twenty miles in each direction.

Wholesale Houses: Groceries, 4; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 3; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 36; druggists, 10; dry goods, 15; electrical supplies, 2; florists, 2; fruits, 10; furniture, 5; furriers, 1; grocers, 105; hardware, 4; jewelry, 5; meat markets, 16; men's furnishings, 3; men's clothing, 6; merchant tailors, 13; milliners, 3; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 12.

GREENWOOD, MISS.

1920 Population, 10,000.

City and Suburban Estimate, 12,500.

Native Whites, 60%; Negroes, 38%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 99%; Families, 2,100.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,900.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Christian, 1; Presbyterian, 1; Roman Catholic, 1. The foregoing are all for white people. There are 20 churches in city for negroes, all denominations.

Banks: National, 1; State, 5; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$800,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,900.

Location: On Yazoo River, halfway between Jackson, Miss., and Memphis, Tenn. On Y. & M. V. R. R. and C. & G. Railroad, each with two branches. In center of Yazoo-Mississippi delta. Is largest cotton market in the State, with permanent hard-surfaced roads in every direction, and probably best highways in State. River navigable year round.

Principal Industries: Cotton seed oil mills, furniture manufacturing, and manufacture of hardwood lumber, both rough and dressed.

Manufacturing Establishments: 25. Leading firms, Furniture Factory, Oil Mills and Saw Mills.

Special Information: Located only eight miles from foothills; it draws trade from bill and delta sections. Splendid department stores and numbers of best and largest wholesale houses in state. Is wholesale distributor for radius of 45 miles.

Residential Features: Mostly one-family homes, about 65% of homes being owned by the occupants. Very few tenements. Colored section mostly separate in well improved section of city. Practically exclusive section north of Yazoo River for residence. No business houses being permitted, with several homes in this section ranging from \$25,000 to \$150,000. Is a city of homes, several well developed residential sections with good paved streets over 65% of city. About 2 1/2 miles of vitrified brick about half way completed now.

Retail Shopping Section: Extends from both railroad stations about one-half mile apart along Carrollton avenue, seven blocks on Johnson street, six blocks each on Howard and Main streets, three blocks on Market street, two blocks on Washington, with one section of eight blocks on East Carrollton avenue not in main business section. Also several outlying grocery stores.

Trading Area: Approximately 50 miles in every direction. Bus lines running north, west and south of the city on regular schedules. Excellent department stores; draw from long distances.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 1; Hardware, 3; Dry Goods, 2; Miscellaneous Lines—Drugs, 1; Bakeries, 2; Feeds, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 5; dressmakers, 8; druggists, 10; dry goods, 25; department stores, 5; electrical supplies, 2; florists, 2; fruits, 3; furniture, 5; garages (public), 15; grocers, 35; hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 5; men's clothing, 4; merchant tailors, 4; milliners, 1; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 5; stationers, 1; women's apparel, in department stores.

HATTIESBURG, MISS.

1920 Population, 16,058. (1924, estimate 18,347.)

City and Suburban Estimate, 24,000.

Native Whites, 70%; Negroes, 30%; Foreign Born, 1% (est.); Families, 4,000 (est.).

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 8,400 white, 1,500 negroes.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$9,000,000; Savings Bank Deposits Total, \$2,225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,800.

Location: Hattiesburg is called the "Hub" of South Mississippi on account of its geographical location. Good roads and excellent transportation facilities radiate in all directions and serve the entire section. Hattiesburg is served by the Southern, Gulf and Ship Island, Mississippi Central, Gulf Mobile and Northern Railways. Three of these lines connect Hattiesburg with other transportation at New Orleans, Mobile and Gulfport.

Principal Industries: Lumber, lumber products, naval stores and agriculture.

Manufacturing Establishments: 30. Leading firms, Newman Lumber Co., Major-Sowers Lumber Co., Tatum Lumber Co., Hattiesburg Creosoting Co., Gordon Vau Tine Co., Hercules Powder Co., Hattiesburg Wood Products Co., American Pickle & Canning Co., Meridian Fertilizer Factory, Hattiesburg Saw Mill Co., Riverside Brick Co., Acme Oak Flooring Co.

Residential Features: Hattiesburg is made up very largely of "home owners" as most of the people own their own homes. There are very few apartment houses. However, quite a number of small cottages are being occupied by tenants. There are quite a number of very handsome houses in Hattiesburg constructed from the native yellow pine lumber. In the suburban sections the mill operators have built houses which are occupied by their workmen. There are also quite a number of negroes in these sections.

Retail Shopping Section: The retail section of Hattiesburg covers about twenty square blocks, divided practically in the center by Main street, which runs north and south, and by Pine street running east and west. The business section is very conveniently situated for retail trade.

Trading Area: Hattiesburg's greatest asset is its trade territory, which extends from the city in all directions from thirty to fifty miles. In this area are many small, but prosperous towns, whose citizens come to Hattiesburg, "The Hub City," for a great deal of their trading. The city is easily accessible to this territory by travelled highways and good railway facilities. The estimated population of Hattiesburg's trade territory is about 175,000 people.

Wholesale Houses: Groceries, 5; Meats, 2; Hardware, 3; Dry Goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 2; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 2; dressmakers, 3; druggists, 9; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 9; grocers, 104; hardware, 3; jewelry, 4; meat markets, 15; men's furnishings, 4; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; sporting goods, 2; stationers, 1; women's apparel, 3.

JACKSON, MISS.

1920 Population, 30,000.

City and Suburban Estimate, 38,000.

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 80%; Families, 9,500 (estimated).

Schools: Public Grade, 9; High, 8; Junior High, 3; Parochial, 2; Number of Pupils, 11,000, including college students.

Churches: Baptist, 12; Christian Science, 1; Episcopal, 5; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, \$22,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 12,000.

Location: I. C. R. R., A. & V. R. R., G. & S. I. R. R., N. O. G. N. R. R., Jackson & Natchez R. R. Excellent bus service to all points within a radius of 75 miles of Jackson. Jackson is the capital of the State, in center of State on Pearl River (not navigable).

Principal Industries: Largest cotton oil mill manufacturing center in the world. Largest wholesale center in the State. Largest mill working plant in the South. Small railroad shops, State headquarters for all leading fire and life insurance companies. Five colleges. Three ice cream factories, box factory, canning factory, machine works and foundries, casket factory, marble works.

Manufacturing Establishments: Leading firms, Enochs Lumber & Mfg. Co., Lauchie Machine Works, Mississippi Foundry & Machine Works, Jackson Casket Factory, American Box Factory, Jackson Fertilizer Co., Buckeye Cotton Oil Co., Southern Cotton Oil Co., Mississippi Cotton Oil Co., Central Cotton Oil Co., Gobe's Great Eight Milling Co., Morris Ice Factory, Capitol Ice Factory, Chess-Wynmond Lumber Co., Seale-Lilly Ice Cream Co., McNair Ice Cream Co., Westbrook Mfg. Co., Mortou Lumber Mfg. Co., Jackson Brick Co.

Total value of yearly output of factories estimated at \$11,000,000.

Special Information: Big wholesale and jobbing center. Jackson, centrally located, is the retail center for surrounding towns for a radius

of 50 miles east and west, and 75 miles north and south. The only cities adjoining Jackson are Memphis over 200 miles to the north, and New Orleans about 200 miles to the south. Over 5,000 automobiles in Jackson alone.

Residential Features: Jackson people are home owners. Practically 75% of white population own their own homes. Families of moderate means own homes valued at \$6,000 or more. Four large subdivisions divided and sold in Spring of 1924. Over 600 new homes built in Jackson in 1923 and 400 to date in 1924.

Retail Shopping Section: Is principally on Capitol street, covering 10 blocks. Also on N. Parish street for seven blocks, and State street for six blocks. Most of the garages and automobile display rooms are on Pearl street and South State street. Small groceries scattered north, south, east and west to city limits.

Trading Area: They come to Jackson for a radius of 50 miles east and west, and 75 miles north and south. Fine roads make it convenient to come to Jackson by auto or bus, and the train schedules make it as convenient to come by train.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 4; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, 4 (Drugs, 2).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 12; delicatessen, 14; dressmakers, 18; druggists, 18; dry goods, 12; department stores, 6; electrical supplies, 8; florists, 5; fruits, 18; furniture, 10; garages (public), 8; grocers, 116; hardware, 5; jewelry, 6; meat markets, 28; men's furnishings, 15; men's clothing, 15; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 12; shoes, 19; sporting goods, 5; stationers, 3; women's apparel, 17.

LAUREL, MISS.

1920 Population, 17,000.

City and Suburban Estimate, 21,000.

Native Whites, 80%; Negroes, 18%; Foreign Born, 2%; Industrial Workers, 3,412; English Reading, 99%; Families, 3,611.

Schools: Public Grade, 9; High, 2; Junior High, 1; Number of Pupils, 4,449.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, \$6,000,000; Savings Bank Deposits Total, \$1,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,200.

Location: Main line, Southern Railway; Gulf, Mobile & Northern R. R., and Saratoga-Jackson branch of Gulf & Ship Island, Bonhommie & Eastern and Laurel-Ellisville interurban.

Principal Industries: Largest yellow pine lumber manufacturing center in America. Cotton cloth, eight-wheel wagons, toys, sled, tarpelins, pine oils, garden hose, fertilizers, cotton oil, dairy products, meat packing, pickles, canned vegetables, furniture, woodware, railroad shops, etc. More money invested in manufacturing and more men on payroll than any two other cities in Mississippi.

Manufacturing Establishments: 46. Leading firms, Laurel Mills, Eastman-Cardner & Co., Marathon Lumber Co., Wausau Southern Lumber Co., Gilchrist-Fordney Lumber Co., Krazy for America Toys Co., Blue Glider Corp., Lindsey Eight-Wheel Wagon Co.

Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Mississippi's fastest growing and most beautiful city, often referred to as the "Paradise of the South." Has more children in its white schools and pays more per capita for education than any other Mississippi city. Has 36 miles of brick and asphalt streets, half million dollar public library, seven modern brick and stone school buildings, magnificent Y. M. C. A. and Y. W. C. A. buildings.

Residential Features: A city of beautiful streets and fine homes, with an unexampled spirit of civic pride. Eighty-four per cent of the homes are occupied by the owners.

Retail Shopping Section: Six blocks on Central avenue, five blocks on Magnolia, two blocks on Front, four blocks on Oak, two blocks on Commerce, two blocks on Fifth avenue, two blocks on Yates avenue.

Trading Area: East, 50 miles; south, 20 miles; north, 100 miles; west, 30 miles. Jobbing trade extends further, as Laurel dealers enjoy the only mill in transit freight rate in south Mississippi.

Wholesale Houses: Groceries, 8; Meats, 2; Fruits, 2; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 11; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 62; confectioners (including hotel stands), 14; delicatessen, 5; dressmakers, 6; druggists, 8; dry goods, 22; department stores, 4; electrical supplies, 6; florists, 3; fruits, 7; furniture, 5; garages (public), 11; grocers, 164; hardware, 5; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 11; sporting goods, 3; stationers, 3; women's apparel, 6.

Space Buyers' Guide to Markets of MISSISSIPPI and MISSOURI

MISSISSIPPI (Cont'd)

MERIDIAN, MISS.

1920 Population, 23,390. City and Suburban Estimate, 35,000. Native Whites, 78%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 21%; English Reading, 85%; Families, 4,800 (6,750 in 1924).

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 9,512. Churches: Baptist, 3,637; Christian Science, 45; Episcopal, 550; Hebrew, 125; Methodist, 3,334; Presbyterian, 940; Roman Catholic, 900; Miscellaneous, 250.

Banks: National, 2; State, 3; Total Resources, \$15,000,000. Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: In east-central Mississippi, 100 miles from the Gulf of Mexico, 130 miles from Mobile, 196 miles from New Orleans, 152 miles from Birmingham, 248 miles from Memphis. On six trunk-line railroads and four trans-continental highways. Motor bus transportation to nearby smaller towns.

Principal Industries: Railroad shops, saw mills, wood-working shops, general machine shops, saw works, fertilizer works, foundries, hosiery mills, feed mills, groom factory, mattress factory, brick and tile works, cressoting plant, handle factory.

Manufacturing Establishments: 33. Leading firms, Mines Saw Works, M. & O. Ry. Shops, Southern Railway Shops, Meridian Fertilizer Works, Long-Bell Lumber Co., Soule Steam Feed Works, Cliff-Williams Machine Co., Meridian Grand & Elevator Co., Royal Feed & Milling Co.

Special Information: Only city in circle of 60 miles radius; nearest city approaching size is 100 miles distant. Located in cotton, dairy, livestock and general diversified farming section.

Residential Features: Mostly one, and a few two-family houses; a few apartment houses have been built within the past three years; two very fine four-apartment houses nearing completion; an increasing home ownership through the activities of two Building and Loan Associations; 23rd and 24th avenues and Poplar Springs Drive given over to better class of homes. From \$8,000 to \$25,000 is the cost of homes in this section.

Retail Shopping Section: 20th, 21st, 22nd, 23rd, 24th avenues, four blocks each; 8th, 7th, 6th, 5th, 4th and Front streets for about four blocks; Front street is given over for two blocks to wholesale and jobbing houses. A portion of 4th street is taken by various automobile agencies. Neighborhood stores of a good class are found in all sections of the city.

Trading Area: The city is served by a street car system that is within easy reach of all. Motor bus lines extend in all directions for about 30 miles. Train service is such that people come for long distances (50 to 75 miles) to trade. The legitimate trade territory is a radius of about 50 miles.

Wholesale Houses: Groceries, 8; Meats, 3; Fruits, 5; Hardware, 4; Dry Goods, 3; Miscellaneous Lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 10; automobile accessories, 22; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 35; delicatessen, 15; dressmakers, 25-35; druggists, 50; dry goods, 25; department stores, 3; electrical supplies, 8; florists, 3; furniture, 24; furriers, 2; garages (public), 25; grocers, 183; hardware, 10; jewelry, 6; meat markets, 18; men's furnishings, 15; men's clothing, 25; merchant tailors, 10; milliners, 8; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 8.

WEST POINT, MISS.

1920 Population, 4,400. (1923, city census, 5,300.) City and Suburban Estimate, 6,800. (College outside city limits.)

Native Whites, 2,461; Negroes, 1,796; Foreign Born, 38; Industrial Workers, 350; English Reading, 90%; Families, 1,159.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,850. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$2,200,000; Savings Bank Deposits Total, \$225,000. Theatres: Legitimate, 2; Moving Pictures, 2; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 600.

Location: Mobile & Ohio, Illinois Central, Columbus & Greenville R. R.

Principal Industries: Lumber and sawmill, planing mill, machine works, soft drinks (Coca-Cola, etc.) works, creamery, ice cream factory, cotton mill (thread mfg.), cotton seed oil mill, cotton gins, three printing plants. Manufacturing Establishments: About 5.

Leading firms, Corinth Lumber Co., Miller Mfg. Co., West Point Mfg. Co. Total value of yearly output of factories estimated at \$1,250,000 to \$2,000,000.

Special Information: Carnegie Public Library, city park system, good sewerage system, municipal electric and water plant, paved streets five miles long, others good macadamized. Agricultural community, changing from cotton to dairying and diversified crops.

Residential Features: Mostly one and two-story private residential homes. A few flats, a number of workmen's houses, and a considerable amount of very fine homes which predominate. Streets are broad and well shaded. Homes average in value from \$500 to \$50,000, averaging around \$4,000. 1,159 homes; 607 rented, 535 owned, 22 unknown.

Retail Shopping Section: Commences at West-brook street on Commerce avenue and proceeds three blocks north, where it meets Main street at right angle, which runs three blocks east and west of Commerce avenue. There are also Court, Jordan and Broad streets, each having two blocks of minor business houses.

Trading Area: Business extends through the county thirty miles west and up to twenty-five miles south, north and east. Fourteen passenger trains furnish very convenient transportation to shoppers.

Wholesale Houses: Groceries, 1; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 6; druggists, 4; dry goods, 7; department stores, 3; electrical supplies, 2; fruits, 4; furniture, 2; garages (public), 7; grocers, 7; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 6.

Standard Surveys of MISSOURI

AURORA, MO.

1920 Population, 3,575. City and Suburban Estimate, 6,000. Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 33%; English Reading 99%; Families, 907.

Schools, 2. Number of pupils, 1,100. Churches, 5. Banks, 3. Total Resources, \$1,625,000. Theatres, 1. Total number of seats, 800.

Residential Features: All one-family houses. Retail Shopping Section: About 3 blocks. Trading Area: Radius of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BOONVILLE, MO.

1920 Population, 5,672. City and Suburban Estimate, 9,807. Native Whites, 78%; Negroes, 31%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 93%; Families, 1,120.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 950. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, \$1,700,000; Savings Bank Deposits Total, \$75,000. Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 650.

Location: On south shore of Missouri River, served by M. K. & T. and Mo. Pac. Railways, and cross-state highway No. 2, free highway bridge crossing Missouri River.

Principal Industries: Shoes, cob pipes, flour mills, creamery, bottling works, olive factory. Manufacturing Establishments: Hamilton Brown Shoe Factory, Boonville Mills Co., Phoenix American Cob Pipe Factory. Annual output, \$750,000.

Residential Features: Majority one and two-story houses, largely owned and ranging in value from \$2,500 to \$18,000.

Retail Shopping Section: Extends from free highway bridge to high school, 5 blocks on Main St. 2 blocks east and west, Morgan, Spring and Chestnut Sts. Cluster of neighborhood stores in West Boonville.

Trading Area: Extends for radius of 20 miles, on good roads.

Wholesale Houses: Groceries, 1; Meats, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; furriers, 3; garages (public), 7; grocers, 12; hardware, 2; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 8; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 6; sporting goods, 4; stationers, 5; women's apparel, 4.

BROOKFIELD, MO.

1920 Population, 6,304. City and Suburban Estimate, 10,000. Native Whites, 94%; Negroes, 3%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 98%; Families, 1,705.

Schools, 5. Number of pupils, 1,515. Churches, 5. Banks, 4. Total Resources, \$2,900,000. Theatres, 2. Total number of seats, 1,600.

Residential Features: All one-family houses. Retail Shopping Section: About five blocks. Trading Area: Radius of 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BUTLER, MO.

1920 Population, 2,702. City and Suburban Estimate, 4,100. Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 93%; Families, 795.

Schools, 4. Number of pupils, 711. Churches, 4. Banks, 5. Total Resources, \$4,700,000. Theatres, 1. Total number of seats, 900.

Residential Features: All one-family houses. Retail Shopping Section: About four blocks. Trading Area: Thirty miles north and west; 25 miles south; 20 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 5; dry goods, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 9; grocers, 4; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

CAMERON, MO.

1920 Population, 3,560. City and Suburban Estimate, 4,400. Native Whites, 98%; Negroes, 2%; Foreign Born, 25%; Industrial Workers, 50%; English Reading, 99%; Families, 1,560.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 900. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, \$4,000,000. Savings Bank Deposits Total, \$80,000. Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: C. B. & Q. Ry. Co., C. R. I. & P. Junction of two main line railroad systems. Large stock shipments. Principal Industries: Shirt and over all factories, glove factory, broom factory, ice cream manufactory, large central produce house, wholesale grocery, butter factory. Large dairying center.

Special Information: Finest blue grass farming country in U. S. A. Fine train service. 32 passenger trains enter and leave every 24 hours. Home of Missouri Wesleyan College—just completed a \$1,000,000 campaign for endowment; over 500 students last term.

Residential Features: Mostly one-family houses from 4 to 10 rooms. 80 private homes.

Retail Shopping Section: Four blocks both

sides of street and 8 blocks intersecting main business street of business houses.

Trading Area: Takes in towns of Iathrop, Turney, Keystone, Osborn, Stewartville, Mayaville, Kidder, Winston, Kingston and Mirabile and intervening territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 3.

CAPE GIRARDEAU, MO.

1920 Population, 10,252. City and Suburban Estimate, 15,000. Native Whites, 90%; Negroes, 10%; Industrial Workers, 35%; English Reading, 100%; Families, 2,800.

Schools: State Teachers' College, St. Vincent Catholic Preparatory School, Commercial College, Public Grade, 6; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 4,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Disciples of Christ, 1; Assembly of God, 1.

Banks: National, 1; State, 4; Total Resources, \$6,374,298.89; Savings Bank Deposits Total, \$1,298,836.29.

Theatres: Moving Pictures, 3; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On Mississippi River, 130 miles south of St. Louis. Served by St. Louis & San Francisco Ry., Cape Girardeau Northern Railroad, Steamboats plying between New Orleans and St. Louis and other points on Mississippi River.

Principal Industries: Shoes, cement, lumber, crushed stone, cotton gauze, railroad shops, automobile truck bodies, staves, handles, shingles, furniture.

Manufacturing Establishments: 14. Leading firms, International Shoe Co., Marquette Cement Mfg. Co., Edw. Hely Crushed Stone, American Gange & Cotton Co., Leming Lumber Co., Southeast Missouri Handle Co., Bolt Cooperation Co.

Special Information: Cape Girardeau is the metropolis of Southeast Missouri, situated halfway between St. Louis and Memphis, Tenn., and is shopping center for wide area. Has State Teachers' College and two commercial schools, which draw largely from district.

Residential Features: Fully 75 per cent of houses in city are occupied by owners, northwest and west sides having better homes. South and north end sections occupied by laboring class.

Retail Shopping Section: Extends two blocks on Main St., eight blocks on Broadway, two blocks on Good Hope St., and four blocks on Sprigg St. A number of small grocery stores are scattered over city.

Trading Area: Extends 40 miles west, 75 miles south, 10 miles east and 35 miles north. Fine, hard roads to south give larger drawing from that section.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 2; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 13; druggists, 12; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; garages (public), 11; grocers, 32; hardware, 5; jewelry, 4; meat markets, 11; men's furnishings, 10; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 13; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 12.

CARROLLTON, MO.

1920 Population, 3,400. City and Suburban Estimate, 10,000. Native Whites, 90%; Negroes, 10%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,000. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$250,000. Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 700.

Location: Wabash Ry. Santa Fe Ry. and Burlington Ry. Main line of Santa Fe and Wabash. Direct route to Kansas City, St. Louis and Chicago.

Principal Industries: Farming community. Residential Features: Small city of homes.

Retail Shopping Section: Around Public Square and one block each direction. Trading Area: 15 miles each direction.

Continued on page 114

## MISSOURI (Cont'd)

## Carrollton (cont.)

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; (public), 5; grocers, 11; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 3.

## CARTHAGE, MO.

1920 Population, 10,068.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, 2,329.

Schools: Public Grade, 9; High, 1; Number of Pupils, 2,901.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Church of God (2), Church of the Brothers, Church of the Nazarene, Christian Adventist.

Banks: National, 2; State, 2; Total Resources, \$4,033,000. Savings Bank Deposits Total, included above—separated.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200.

Location: St. Louis and San Francisco, Missouri Pacific, St. Louis, Iron Mountain & Southern, Carthage & Western, Southwest Missouri R. R. Co. (Interurban Electric), several bus lines. Located in center of Jasper County, 20 miles from Kansas line, 60 miles from Arkansas line, on western slope of Ozark Mountains.

Principal Industries: Shoes, bed springs, Carthage marble, lead and zinc powder and dynamite, men's work clothing, leather, iron products, flour, printing, automobile accessories, cigars, brooms, crushed stone, ice, butter.

Manufacturing Establishments: 43. Leading firms: Juvenile Shoe Corporation, Lantz-Missouri Marble Co., F. W. Steadley, Inc. (stone), Hercules Powder Co., Liggett & Platt Spring Bed Mfg. Co., Smith Brothers Overall Co.

Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Carthage marble, a particularly fine building material for both exterior and interior finish, is quarried here. Center for strawberries and grapes, which are shipped in car lots. Leading dairy center of State—more Jersey cattle breeders here than in any other county in U. S. Seat of Ozark Wesleyan College, just endowed for one million dollars. Largest greenhouse west of Mississippi (specializing in lettuce). Center of concrete and hard surfaced roads, gateway to Ozark playgrounds.

Residential Features: Almost wholly private residences, few apartments. Homes largely owned by occupants. Widely known as pretty residence city.

Retail Shopping Section: Public Square, with Court House in center, is center of business district; extends three blocks north on Main, three blocks south on Grant, one block east on Third, two blocks east on Fourth, two blocks south on Grant, two blocks south on Main, one block west on Fourth. Quite a number of "outlying" stores, mostly groceries and meat.

Trading Area: East and north for 25 miles, west 15 miles and south 15 miles. Intermittent trade from longer distances.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, Clothing.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5 and others in combination with other lines; automobile tire agencies, 57; many others in combination with other lines; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 4; department stores, 5; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 3; grocers, 49; hardware, 4; jewelry, 3; meat markets, 5; men's clothing, 5; merchant tailors, 4; milliners, 2 and others in combination; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 6; sporting goods, 1; stationers, 1; women's apparel, 2.

## CHILLICOTHE, MO.

1920 Population, 6,772.

City and Suburban Estimate, 18,857.

Native Whites, 95.8%; Negroes, .042%; Foreign Born, .081%; Industrial Workers, 30%; English Reading, 95%; Families, 1,354.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,342.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, \$6,636,804.51; Savings Bank Deposits Total, \$4,852,988.05.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous Auditoriums, etc., 2. Total number of seats, 6,500.

Location: On the main line of the Chicago, Burlington & Quincy between Chicago Chicago and Kansas City; main line of the Chicago, Milwaukee & St. Paul from Chicago to Kansas City; main line of the Chicago, Burlington & Quincy between St. Louis and Seattle; main line of the Wabash between St. Louis and Omaha. Also excellent bus service to north and south part of the state.

Principal Industries: Agriculture, dairying, manufacturing and jobbing. Thoroughbred livestock abundantly. Manufacturing industries use for raw materials, milk, cream, fruits, vegetables, and corn products, sand and minerals. Also flour and wood mills, water and ice products and tobacco.

Manufacturing Establishments: 98. Leading firms, Chillicothe Furniture Co., Jenkins Hay Rake & Stacker Co., M. B. Hamilton Glove Co., Wheeler-Motter Shirt Co., Brownfield-Elmer Ice Cream & Confections, Stockton Ice Cream Co., Chillicothe Iron Co., American Candy Co., Chillicothe Baking Co., Shale Hill Brick & Tile Co., Central Missouri Monument Co., Morgan Barber Supply Co.

Total value of yearly output of factories estimated at \$5,450,475.00.

Special Information: Retail trade comes to this city by railroad from six directions or by auto from 25 directions that reaches out from 25 to 30 miles in all directions. Chillicothe is on "cash basis," no bank or business failures of consequence in years. Has three colleges with average annual enrollment of more than 3,000. Chillicothe has seven city letter carriers and parcel post delivery, seven rural carriers and P. O. force of 15. Has 34 secret and benevolent orders and clubs. The State of Missouri has let contracts for \$300,000 in road work in this county, which will establish a network of state and federal hard-surfaced roads in the county.

Residential Features: Mostly single family homes. Limited section devoted to working-men's tenements and homes. Private homes predominate with the largest average number of home owners of any town in the state. Average home value around \$6,000. Also large number of two-family homes, apartment houses and fine individual homes.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) two blocks each way from square, with business streets running out several blocks to railroad stations and college.

Trading Area: Extends 25 miles south and west, 20 miles north and east. Intermittent business is secured liberally from people living at a much greater distance because of the splendid railroad connections and fine state roads for automobile travel.

Wholesale Houses: Groceries, 2; Meats, 1; Dry Goods, 1; Miscellaneous Lines, confectionery 2, barber supply 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 15; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; garages (public), 8; grocers, 23; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; sporting goods, 3; stationers, 3; women's apparel, 5.

## CLINTON, MO.

1920 Population, 5,098.

City and Suburban Estimate, 12,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 29%; English Reading, 95%; Families, 1,411.

Schools, 4. Number of pupils, 1,220.

Churches, 6.

Banks, 5. Total Resources, \$2,380,000.

Theatres, 1. Total number of seats, 800.

Residential Features: One-family homes.

Retail Shopping Section: About five blocks.

Trading Area: Fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 22; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 2.

## COLUMBIA, MO.

1920 Population, 10,920.

City and Suburban Estimate, 13,500, exclusive of 4,500 students.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 5%; English Reading, 100%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 4; Total Resources, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,600.

Location: On M. K. & T. and Wabash R. R.'s. North side of Missouri River (9 miles from river in Boone County). Bus service to Jefferson City.

Principal Industries: Shoes, mill and elevator. Manufacturing Establishments, 3. Leading firms, Hamilton Brown Shoe Co., Boone County Mill & Elevator Co., Broadway Mill & Elevator Co.

Special Information: Columbia is an educational center, University of Missouri, Stephens College and Christian College.

Residential Features: Large rooming houses for students, dormitories, fraternity houses. Fine private homes.

Retail Shopping Section: Broadway from 6th St. to Hill St., 6 blocks. South 9th St. from Broadway to Locust, 2 blocks.

Trading Area: Radius of about 15 miles.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; druggists, 11; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 19; grocers, 39; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

## EXCELSIOR SPRINGS, MO.

1920 Population, 5,000.

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2 white; 1 colored; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian 1, and Christian Union, 1.

Banks: National, 1; State, 1; Trust Co., 1.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,700.

Location: C. Mo., St. Paul and Wabash R. R. Interurban from Kansas City, 23 miles.

Principal Industries: Health resort. Baths and mineral waters, hotels, hospitals, including Veterans' Hospitals.

Special Information: Largest variety of mineral waters of any watering place in America.

Residential Features: Hotels large and numerous, 150 rooming houses.

Retail Shopping Section: Broadway, 8 blocks; Main, 3 blocks; Marietta, 10 blocks; Spring, 2 blocks.

Trading Area: About 3 to 5 miles.

Wholesale Houses: Miscellaneous Lines, tobacco, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 8 or 10; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 20; druggists, 7; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 6; furniture, 4; garages (public), 6; grocers, 14; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 30; shoes, 7; stationers, 3; women's apparel, 5.

## FULTON, MO.

1920 Population, 5,595.

City and Suburban Estimate, 23,000 (Callaway County), 10,000 patrons of Post Office.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 1,000. Figures are approximate.

Schools: Public Grade, 3; High, 1. William Woods College (women), Westminster College (men), Synodical College (women), Missouri School for Deaf.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian 2, Evangelical.

Banks: National, 1; State, 3; Total Resources, \$3,607,025.03, July 1, 1924.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5 (exclusive of churches).

Location: In the center of Missouri; 117 miles from St. Louis and 185 miles from Kansas City. Chicago and Alton Railway furnishes service that includes six passenger-mail trains per day and freight transportation. The National Oil Trails Road—one of the most historic highways in America—passes through Fulton.

Principal Industries: Fire brick, shoes, coal, printing, flour farming.

Manufacturing Establishments: 4. Leading firms, Fulton Fire Brick Co., McElroy-Sloan Shoe Co. (numerous coal mines), Fulton Gazette Publishing Co., Yantis Milling Co.

Special Information: Excellent deposits of bituminous coal and finest grades of fire clay

are found in abundance. Payroll of Fire Brick Co. in \$36,000 a month. State Hospital No. 1, William Woods College (women), Synodical College (women), Westminster College (men), Missouri School for Deaf, are located in Fulton.

Residential Features: Mostly one and two-family houses. Limited number of tenement houses for colored labor at brick factories. Homes are of the old southern type and are finely furnished. A large number of the students in the colleges live in dormitories.

Retail Shopping Section: Is concentrated about the courthouse and extends on an average of one block on each street going from the square. A few small grocery stores are located in the residential part of town.

Trading Area: Although the circulation covers Callaway County a more accurate estimate of the trading area would be a radius of 15 miles. The first Monday of each month is stock market day, and persons come from over the entire county for this day. The Gazette offers a well-concentrated circulation in this trade territory.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, bottling works 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; furriers, department stores; garages (public), 6; grocers, 17; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 3; stationers, 7; women's apparel, 5.

## HANNIBAL, MO.

1920 Population, 19,300.

City and Suburban Estimate, 22,000.

Native Whites, 90%; Negroes, 6%; Foreign Born, 0.1%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 5,415.

Churches: Baptist, 5; Christian Science, 2; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 1; State, 4; Total Resources, \$7,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 4,900.

Location: Burlington, Wabash, St. Louis and Hannibal Railways, Mississippi River, six marked national and state automobile highways.

Principal Industries: Shoes, Portland cement, car wheels, powder, stoves, scrubbing machines, pearl buttons, lime, wire fence, truck bodies, mill work, boxes and crates, large flour mills.

Manufacturing Establishments: 95. Leading firms, Atlas Portland Cement Co., E. I. du Pont de Nemours, International Shoe Co., Bluff City Shoe Co., Duffy-Trowbridge Stove Co., Hannibal Car Wheel Co., American Scrubbing Machine and Equipment Co., Pennant Pearl Button Co., Pioneer Pearl Button Co., Marblehead Lime Co., Homestead Fence Co., Hannibal Paper & Cigar Box Co., Hannibal Woodworking Co., Hannibal Truck Body Co.

Total value of yearly output of factories estimated at: Payroll, \$12,000,000.

Special Information: Largest cement plant in the world.

Residential Features: Mostly private homes or flats and a few apartment houses.

Retail Shopping Section: About fifteen blocks on Main St. and Broadway, reached by trolley and bus lines.

Trading Area: 37 miles south, 40 miles southwest, 60 miles west, 70 miles northwest, 20 miles north and 30 miles east.

Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 3; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 52; delicatessen, 2; dressmakers, 10; druggists, 15; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 7; furriers, 1; garages (public), 10; grocers, 37; hardware, 9; jewelry, 7; meat markets, 12; men's furnishings, 2; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 60; shoes, 13; sporting goods, 3; stationers, 2; women's apparel, 4.

## INDEPENDENCE, MO.

1920 Population, 11,686.

City and Suburban Estimate, 16,000.

Native Whites, 88.4%; Negroes, 7.4%; Foreign Born, 4.2%; Industrial Workers, 98.5%; Families, 2,968.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Disciples 1, Latter Day Saints 8.

Banks: National, 1; State, 5; Total Resources, \$4,308,753.39; Savings Bank Deposits Total, \$600,042.74.

Theatres: Moving Pictures, 3. Total number of seats, 1,750.

Location: Nine miles east of Kansas City on

MISSOURI (Cont'd)

The main line and Lexington Branch Line of the Missouri Pacific, main line of the Chicago and Alton to Chicago and St. Louis, and on branch line of Kansas City Southern. Electric and bus lines to and from Kansas City.

Principal Industries: Iron, flour, tile, cement. Manufacturing Establishments: 8. Leading firms, Independence Stone and Furnace Co., Waggoner-Gates Milling Co., Fridericben Floor & Wall Tile Co., Portland Cement Works.

Total value of yearly output of factories estimated at \$3,900,000.

Special Information: Independence is the center of one of the greatest pure bred live stock sections in the country. It is the only county seat town in Missouri that has macadamized roads leading to it from all directions and connecting it with all other towns in the county. More than 1,000 licenses issued in Independence this year. City never had a bank failure caused by hard times and has had banks since 1857.

Residential Features: An ideal residence city, away from the smoke and noise of the great city and yet close enough to Kansas City to enjoy all the advantages of the larger city. Mostly one-family homes. Private homes predominate. A good trading center for farmers of Eastern Jackson County.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for two blocks on West Lexington, two blocks on West Maple, two blocks on North Liberty, one block on East Maple, two blocks on East Lexington, two blocks on South Main, two blocks on South Liberty. One outlying retail business section and several smaller neighborhood sections with the usual grocery and small shops.

Trading Area: Extends about 10 miles north, 30 miles east, 30 miles south and 5 miles west.

Wholesale Houses: Meats, 1; Fruits, 4; Miscellaneous Lines, candy 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 4; dressmakers, 2; druggists, 8; dry goods, 4; department stores, 6; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 6; grocers, 56; hardware, 6; jewelry, 4; meat markets, 30; men's furnishings, 6; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

JEFFERSON CITY, MO.

1920 Population, 14,490. City and Suburban Estimate, 20,000. Native Whites, 82.5%; Negroes, 18.3%; Foreign Born, 3.9%; Industrial Workers, 25%; English Reading, 90%; Families, 2,895. Schools, 9. Number of pupils, 2,130. Churches, 10. Banks, 6. Total Resources, \$7,720,000. Theatres, 3. Total number of seats, 3,200. Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks. Trading Area: Radius of 25 miles. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 4; garages (public), 8; grocers, 33; hardware, 8; jewelry, 4; meat markets, 18; men's furnishings, 10; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 4.

JOPLIN, MO.

1920 Population, 29,902. City and Suburban Estimate, 85,000. Native Whites, 95%; Negroes, 2.5%; Foreign Born, 2.4%; English Reading, 95%; Families, 7,000. Schools: Public Grade, 20; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,308. Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12, Christian 5.

Banks: National, 1; State, 4; Total Resources, \$11,317,569.77; Savings Bank Deposits Total, \$444,500. Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1 (in process of construction). Total number of seats, 5,758 (not including one in process of construction).

Location: Joplin is located 170 miles south of Kansas City, 5 miles east of Kansas border, less than 40 miles from Arkansas and Oklahoma and situated on hard surface roads from St. Louis and Kansas City, served by Missouri Pacific, Frisco, Santa Fe, M. K. & T., Kansas City Southern, Missouri and North Arkansas steam railroads and Southwest Missouri, and the Jop-

lin and Pittsburg Interurban. Excellent bus service to central parts of the state.

Principal Industries: Lead and zinc mining and smelting, flour mills, mining machinery, cigar factories, printing, baking, creameries, candy factories, garments, advertising novelties.

Manufacturing Establishments: 125. Leading firms, Eagle-Picher Lead Co., Empire District Electric Co., General Explosives Co., Independent Gravel, Junge Baking Co., Concrete and Steel Construction, Boucher Cigar Co., United Iron Works, Joplin Printing Co., Rogers Foundry, D. M. Oberman Mfg. Co., Meeker Avd. Co. Annual payrolls all over \$50,000.

Total value of yearly output of factories estimated at \$26,500,000.00.

Special Information: Metropolis of a trading area of 250,000 to 300,000, including Southwest Missouri, Southeastern Kansas, Northeastern Oklahoma, Northwestern Arkansas, gateway to the Ozark playgrounds, where 350,000 tourists visit annually. As a wholesale distributing center. Joplin is growing in importance. Large retail establishments equalling those in much larger cities are found here, supported by the exceptional "outside" market. Concrete highways radiate from Joplin to points in Kansas, Oklahoma, Arkansas and toward center of state.

Residential Features: Mostly one-family houses. About 18 apartment houses. Has many magnificent homes, but middle classes predominate.

Retail Shopping Section: Extends from Third to Seventh Sts. (4 blocks) on Main (the main N and S St.), Joplin, Wall, Virginia Sts., making an area 4 blocks long and 3 blocks wide. There are retail establishments located along Main St. from First St. to the southern limit of the city (35th St.) and in small sections in the northwestern, northeastern, west central and southern parts of town.

Trading Area: 60 miles south, 30 miles east, 30 miles west, 25 miles north.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 3; Hardware, 1; Miscellaneous Lines, Notions 1, Cigars-Tobacco 2, Garments 1, Grain, Flour and Feed 4, Poultry 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 9; automobile accessories, 5; automobile tire agencies, 18; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 31; druggists, 24; dry goods, 11; department stores, 3; electrical supplies, 7; florists, 7; fruits, 4; furniture, 20; furriers, 2; garages (public), 25; grocers, 160; hardware, 14; jewelry, 11; meat markets, 47; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 54; shoes, 8; sporting goods, 4; stationers, 6; women's apparel, 15.

See announcement columns 3 and 4

KANSAS CITY, MO.

1920 Population, 324,410. City and Suburban Estimate, 600,000. (Total population within 30-mile radius of Kansas City, 679,307. See attached Memo. A.)

Native Whites, 81.9%; Negroes, 9.7%; Foreign Born, 8.4%; English Reading, 91.871; Families, 82,058.

Schools: Public Grade, 90; High, 5; Junior High, 3; Parochial, 22; Number of Pupils, 75,000 (approximately).

Churches: Baptist, 45; Christian Science, 6; Congregational, 6; Episcopal, 11; Hebrew, 11; Methodist-Episcopal, 27; Presbyterian, 25; Roman Catholic, 32; Miscellaneous, 172; M. E. South, 15.

Banks: National, 11; State, 33; Total Resources, \$301,900,277 (as of 3/24) (June, 1924, will show an increase); Savings Banks Deposits Total, (These figures not available).

Theatres: Legitimate, 2; Moving Pictures, 57; Vaudeville, 7; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, approximately 55,000, not including Convention Hall, which seats 15,000.

Location: Union station (center of city) served by 12 trunk line railroads and 32 subsidiary lines. Trunk lines—Topeka & Santa Fe, Burlington, Rock Island, Missouri, Kansas & Texas, Chicago Great Western, Union Pacific, Missouri Pacific, Wabash, K. C. Southern, Frisco, Chicago & Alton; Chicago, Milwaukee & St. Paul. Interurban electric lines to Excelsior Springs; Olathe, Kan.; Leavenworth, Kan.; Lawrence, Kan.; Topeka, Kan.; St. Joseph, Mo. Numerous motor buses serve suburban territory; taxi and trolley service from station to any part of city or suburbs. The W. & S. W. can be served from K. C. in three days less time than from St. Louis, and five days less than from Chicago.

Principal Industries: Packing house products, flour and grain mill products, iron and steel products, oils (crude and refined), soap and heavy chemicals, bread, crackers, bakery products, motor cars and repairs.

Manufacturing Establishments: 1,200 in Greater Kansas City. Leading firms, Armour's Packing House; Swift & Co., Packers; Wilson Packing Co.; Cudaby's; Peet Bros., Soap; Proctor & Gamble Soap Co.; Kansas City Bolt & Nut Co.; American Radiator Co.; Kansas City Structural Steel Co.; Butler Mfg. Co.; Columbia Steel Tank Co.; Southwestern Flour Mills; Kansas Flour Mills.

Total value of yearly output of factories estimated at \$590,192,007.

Special Information: Sixth in postal receipts. Ninth in bank clearings. The Kansas City Union Station is the third largest in the world. Kansas City is gateway to the West. Kansas City leads the world as a Hereford cattle center. Second in the shipping of carloads of

meat. Is third in the manufacture and distribution of soap. Has the largest livestock exchange building in the world. Is 19th in population. Third largest grain market. Is second largest meat packing center. Has 95 miles of continuous boulevards.

Residential Features: Nearly 40% of Kansas City's families are home owners—one of the highest percentages in any American city. Homes predominate. 5,831 building permits issued in 1923, increase of 201 over 1922. Of this total, 2,650 were dwellings, 299 for apartment buildings, 102 duplexes. Very beautiful residential district. Many restricted residential districts. Value from \$12,500 to half million dollars. 30 separate parks; 40 supervised playgrounds; more than 3,470 acres of parks and boulevards.

Retail Shopping Section: From 8th and Main, south to 15th and Main streets, and from Wyandotte street east to Oak street—approximately 15 blocks of downtown shopping district. Outlying retail business sections at 31st and Troost, 31st and Prospect, 31st and Main, 47th and Troost, Sheffield, Centropolis, 15th and Troost, 35th and Troost, 63rd and Brookside, Boulevard, Crestwood (56th and Brookside), Country Club Plaza (47th and Ward Parkway), 59th and Main streets, St. John & Hardesty, and many others. These are all good-sized shopping centers.

Trading Area: Extends 50 miles north and south, and 60 miles east and west. Excellent electric line (Interurban) service to many towns within 60 miles' radius. Also very good bus lines, train and trolley service. Paved roads to many towns within 30 miles' radius. (Enclosed map gives some idea of scope.) (See Memo. B and C.)

Wholesale Houses: Groceries, 25; Meats, 6; Fruits, 17; Hardware, 13; Dry Goods, 13 (See Memo. A); Miscellaneous Lines.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 110, approx.; commercial automobile agencies, 50, approx.; automobile accessories, 51; automobile tire agencies, 118; bakers, 156; cigar stores and stands (including hotels), 120, approx.; confectioners (including hotel stands), 210, approx.; delicatessen, 20; dressmakers, 224; druggists, 510; dry goods, 283; department stores, 7; electrical supplies, 100; florists, 75; fruits, 39; furniture, 179; furriers, 15; garages (public), 280; grocers, 1,200; hardware, 125; jewelry, 118; meat markets, 115; men's furnishings, 103; men's clothing, 55; merchant tailors, 97; milliners, 80; opticians, 50; photographers, 58; pianos (and miscellaneous musical instruments), 26; radio supplies, 39; restaurants (including hotels), 700; shoes, 70; sporting goods, 10; stationers, 20; women's apparel, 25.

KIRKSVILLE, MO.

1920 Population, 7,213.

City and Suburban Estimate, 9,500.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; English Reading, 98.5%; Families, 1,900.

The Joplin Globe and News Herald

have no serious competitor in the Joplin trading territory of 250,000 population. This market creates wealth of \$125,000,000 to \$150,000,000 annually. You can tell them how to spend this through the columns of The Globe and News Herald.

Representatives:

E. KATZ

Special Advertising Agency

New York Chicago Atlanta Kansas City San Francisco

## MISSOURI (Cont'd)

## LAMAR, MO.

1920 Population, 2,255.  
City and Suburban Estimate, 4,000.  
Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; English Reading, 96%; Families, 665.  
Schools, 2. Number of Pupils, 800.  
Churches, 5.  
Banks, 4. Total Resources, \$1,900,000.  
Theatres, 1. Total number of seats, 450.  
Residential Features: One-family houses.  
Retail Shopping Section: Three blocks.  
Trading Area: Radius of 10 miles.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 3; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

## LEXINGTON, MO.

1920 Population, 4,695.  
City and Suburban Estimate, 8,000.  
Native Whites, 83%; Negroes, 10%; Foreign Born, 7%; English Reading, 90%; Families, 1,270.  
Schools, 4. Number of pupils, 975.  
Churches, 6.  
Banks, 4. Total Resources, \$3,200,000.  
Theatres, 1. Total number of seats, 600.  
Residential Features: One-family houses.  
Retail Shopping Section: Five blocks.  
Trading Area: Fifteen mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 5; dry goods, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; sporting goods, 2; stationers, 2; women's apparel, 2.

## LOUISIANA, MO.

1920 Population, 4,060.  
City and Suburban Estimate, 7,500.  
Native Whites, 85%; Negroes, 12%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 90%; Families, 1,204.  
Schools, 2. Number of pupils, 800.  
Churches, 5.  
Banks, 3. Total Resources, \$2,100,000.  
Theatres, 1. Total number of seats, 700.  
Residential Features: One-family houses.  
Retail Shopping Section: About five blocks.  
Trading Area: Ten miles north and east, 20 miles west, 30 miles south.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; garages (public), 7; grocers, 10; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 3.

## MACON, MO.

1920 Population, 4,258.  
Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 95%; Families, 1,200.  
Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 800.  
Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.  
Banks: State, 3; Total Resources, \$2,500,000; Savings Bank Deposits Total, \$100,000.  
Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 1,500.  
Location: Main Line of Chicago, Burlington & Quincy R. R. and Wabash R. R. Directly connected to Chicago, St. Louis and Kansas City.  
Principal Industries: Largest coal producing county in state, 6 to 10 miles from Macoon. Two large mines near city limits.  
Manufacturing Establishments: Sharp Mercan-

tile Co., Gieselman Dept. Store, Albert Skinner Furniture Co., Central Auto Sales Co., I. C. Stephens Clothing Co.

Special Information: Excellent shipping facilities to north, south, east and west. Large shale beds, suitable for brick, tile and fire clays in commercial quantities undeveloped. Plenty of coal and water right at hand. Non-union town at present, except coal miners' unions at nearby small towns. No labor troubles.

Residential Features: One-family houses, private homes predominate.

Retail Shopping Section: Rollins, Vine, Bonrke, Rubey. Total, 8 blocks.

Trading Area: Extends 35 miles east and west, 25 miles north and south. Good roads, rapidly being hard surfaced.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 10; dressmakers, 20; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 28; hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 3.

## MARSHALL, MO.

1920 Population, 7,000.  
City and Suburban Estimate, 6,100.  
Native Whites, 90%; Negroes, 10% Foreign Born, 1%; Industrial Workers, 5%; English Reading, 100%; Families, 1,150.  
Schools: Public Grade, 4; High, 1; Parochial, 1; 1 College.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 1; Miscellaneous—Christian, 1; Mormon, 1; Evangelical, 1.  
Banks: State, 4.  
Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), High School Auditorium, 1,100 capacity; College, 800. Total number of seats, 2,900.  
Location: Chicago & Alton R. R., Missouri Pacific Ry. Daily taxi to Sedalia, two trips each way daily. Located on Primary State Highway, north and south and is only 10 miles from Primary East and West. Both roads soon to be rocked. Marshall is county seat and is center of county. Points in county north and south have no railroads.  
Principal Industries: Shoe factory, high patent four, barrels, bottling works, ice cream factory, baby chick hatchery, creamery, two ice plants, also bakery.  
Manufacturing Establishments: Moore Co. Paper Co., Rea & Page Mill, and Victor Mill, International Shoe Factory, Missouri Ice Cream Co., Ohl's Hatchery, Marshall Ice Co., Missouri Gas & Electric Co. (ice, coal and gas).

Special Information: Located in center of rich agricultural section. Much feeding done in county surrounding. Marshall is the buying center for the farmers. Marshall is county seat. Has two wholesale grocery houses. One wholesale seed house.  
Residential Features: Most residents in eastern half of town are home owners. Factory people are encouraged to buy.  
Trading Area: 22 miles west and as far as Waverly; 17 miles southeast, to Nelson east to Glasgow.

Wholesale Houses: Groceries, 2; Miscellaneous Lines—1 Seed Co.; Bottling Works.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; furniture, 4; furriers, 3; garages (public), 9; grocers, 33; hardware, 4; jewelry, 4; meat markets, 4; men's furnishing, 5; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 6.

## MARYVILLE, MO.

1920 Population, 4,737.  
City and Suburban Estimate, 8,000.  
Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 100%; Families, 1,500.  
Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 1,125.  
Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous—First Christian, 1.  
Banks: National, 1; State, 3; Total Resources, \$1,807,453.21; Savings Bank Deposits Total, \$3,688,045.85.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vandeville, 1; Northwest State Teachers' College Auditorium. Total number of seats, 2,150.  
Location: Northwest district of Missouri. Served by Chicago, Burlington & Quincy.  
Principal Industries: Agricultural products and live stock, tool manufacturing company, two cigar factories, lightning rod company, shirt factory. Nodayway county is first in value of live stock on farms in the State, totaling \$9,714,881.

Manufacturing Establishments: 5. Leading firms, McDonald Shirt Co., Moore Lightning Rod Co., Basford Cigar Co., Lloyd Mfg. Co., Behm Cigar Co.

Total value of yearly output of factories estimated at \$161,000.

Special Information: Location of the city makes it a retail market for the people of northwest Missouri and southwest Iowa. Educational center for students and teachers for 19 counties. The Northwest State Teachers' College is located here. Paved streets, electric light plant, serving every town in the county and the surrounding counties. Total, 25 towns served. The condition of business is shown by the fact that there is not a vacant store or office in town.

Residential Features: City of homes, average home 6 or 7 rooms; private homes decidedly predominate. Average value of homes, \$6,500.

Retail Shopping Section: Located around square; extends 2 blocks south, 2 blocks west, 2 blocks north, and 1 block east, comprising over 100 retail houses.

Trading Area: Forty miles east, west and north, and twenty miles south. This being the best retail in the whole section, makes it a trade center.

Wholesale Houses: Groceries, 1; Meats, 1; Miscellaneous Lines—2 Cigar Factories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 9; grocers, 14; hardware, 4; jewelry, 2; meat markets, 8; men's furnishing, 3; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

## MEXICO, MO.

1920 Population, 6,039.  
City and Suburban Estimate, 14,000.  
Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 98%; Families, 1,355.  
Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800.  
Churches: Baptist, 2; Christian Science, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.  
Banks: National, 1; State, 3; Total Resources, \$5,673,231; Savings Bank Deposits Total, \$822,951.  
Theatres: Legitimate, 1; Moving Pictures, 1; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,800.  
Location: Wabash, Chicago & Alton, South Branch C. & A., C. B. & Q. cut-off, 35 passenger trains a day, one bus line, and three taxi lines to nearby small towns.  
Principal Industries: Fire clay industry. Shoe manufacturing. Bank supplies. Farming and fine saddle horses and stock.

Manufacturing Establishments: 19. Leading firms, A. F. Green Fire Brick Co., International Shoe Co., Continental Bank Supply Co., Western Stove Lining Works.

Total value of yearly output of factories estimated at \$9,738,000.

Special Information: This is the center of the fire clay industry in Missouri, as well as the saddle horse center. Two colleges, girls' and boys' schools.

Residential Features: Mostly one-family houses, largest percentage either owned or being bought by occupants. 112 houses built here last year and 96 per cent of those owned or being bought by occupants. Building this year amounts to over \$217,000, of which almost \$100,000 is homes. Most of the homes run from three to five thousand dollars. Several residential sections where higher values predominate.

Retail Shopping Section: Extends from the public square in each direction. Covers 29 business blocks in all.

Trading Area: Extends about 25 miles north, 30 miles west, 35 miles east, and 18 miles south. Because of the unusual train service into this city and the bus lines, business is frequently brought here from even greater distances.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 10; automobile accessories, 14; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 15; dressmakers, 16; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 1; fruits, 5; furniture, 2; furriers, 2; garages (public), 14; grocers, 26; hardware, 3; jewelry, 4; meat markets, 9; men's furnishing, 9; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 5; stationers, 6; women's apparel, 6.

## MOBERLY, MO.

1920 Population, 12,908.  
City and Suburban Estimate, 60,000.  
Native Whites, 95%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 2,560. (1924: 3960).  
Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 2,875.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: State, 4; Total Resources, \$4,647,965.44; Savings Bank Deposits Total, \$850,000.

Theatres: Legitimate, 1; Motion Pictures, 2; Total number of seats, 2,000.

Location: On Wabash and M. K. & T. Railroads. Division point on Wabash with lines running to Kansas City, Omaha, Des Moines and St. Paul, Detroit, Buffalo and St. Louis. Also on state highways north, south, east and west.

Principal Industries: Railroad shops, shoe factory, paving brick factory, tube expander and tool works, bay press company.

Manufacturing Establishments: Leading firms, Wabash Railroad, Brown Shoe Co., Moberly Paving Brick Co., Faisler Manufacturing Co., Missouri Hay Press Co.

Special Information: Midway between St. Louis and Kansas City, with best transportation and shipping facilities of any city in northern Missouri. Very accessible from all over the state. Abundant water supply. Large coal fields near. In center of fine agricultural section. Wholesale center for large territory.

Residential Features: A city of nice and well kept homes and paved streets.

Retail Shopping Section: Extends from Union Station to Tanneshill Park on Reed and Coates and cross streets, embracing 20 blocks. Many neighborhood groceries and meat shops.

Trading Area: Extends 25 miles east and north, and 30 to 35 miles south and west. Considerable business from beyond these areas.

Wholesale Houses: Groceries, 4; Fruits, 1; Miscellaneous Lines, Auto Accessories, 1; Barber Supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 3; grocers, 60; hardware, 4; jewelry, 5; meat markets, 25; men's furnishings, 2; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

## MONETT, MO.

1920 Population, 6,000.  
Native Whites, all; English Reading, all.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Methodist-Protestant, 1; Lutheran, 1; Nazarene, 1.  
Banks: National, 1; State, 2; Total Resources, \$1,737,733.49.  
Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.  
Location: In southwest Missouri in the Ozarks Playgrounds. Served by the Frisco Railroad. Bus service to Arkansas and east and west. Frisco division point.

Principal Industries: Railroad, center of strawberry industry and headquarters of Ozark Fruit Growers' Association. Farming, dairying and poultry raising. Manufacturing of overalls, pants, cigars, hatter, soda pop, electric batteries.

Manufacturing Establishments: 4. Leading firms, Obermann Mfg. Co., Frederick Cigar Factory, E. L. Jerome Creamery Co., F. M. Rein-smith.

Residential Features: Mostly one-family houses, a few apartments. Many home owners in the town.

Retail Shopping Section: Mostly on one main street—Broadway. A few small groceries in residence district.

Trading Area: Probably twenty-five miles.

Wholesale Houses: Groceries, 1; Fruits, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; druggists, 4; dry goods, 5; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 7; grocers, 12; hardware, 3; jewelry, 2; meat markets, 4; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; stationers, 3; women's apparel, 3.

## NEOSHO, MO.

1920 Population, 9,968.  
City and Suburban Estimate, 6,000.  
Native Whites, 98%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 100%; Families, 850.  
Schools: Public Grade, 4; High, 1; Junior High, 2; Number of Pupils, 1,370.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Miscellaneous, 3.  
Banks: National, 1; State, 4.  
Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: K. C. S. Ry., Frisco, M. & N. A. Good connections north, east, south and west. Fine bus service over concrete highway north. also good gravel roads in all directions.

Principal Industries: Farming, poultry rais-

Continued on page 118



# That Advertisers May Judge for Themselves

*the dealer influence of the St. Louis newspapers*

To enable advertisers to judge for themselves which newspaper to use to influence dealers and win new dealers in the St. Louis market,

*6500 retail dealers in Metropolitan St. Louis were recently asked which St. Louis daily newspapers they read.*



*74 out of every 100 replies specified the Globe-Democrat  
68 the first evening paper.  
35 the second evening paper.  
18 the third evening paper.*

The Survey covered dealers in eleven different lines of business.

In seven lines the Globe-Democrat is read by more dealers than is any other St. Louis newspaper.

In only three lines is the first evening paper read by more dealers than is the Globe-Democrat. In one other line the number reading each of these newspapers is the same.

Globe-Democrat predominance in dealer influence is proved by the foregoing figures based upon dealers' actual statements, obtained by a disinterested organization. The

### Men's Furnishings

88% of the dealers in Men's Furnishings read the Globe-Democrat.  
62% read the first evening paper.  
43% read the second evening paper.  
20% read the third evening paper.

### Hardware

70% of the Hardware Dealers read the Globe-Democrat.  
57% read the first evening paper.  
36% read the second evening paper.  
14% read the third evening paper.

### Drugs

86% of the Druggists read the Globe-Democrat.  
72% read the first evening paper.  
43% read the second evening paper.  
20% read the third evening paper.

### Shoes

62% of the Shoe Dealers read the Globe-Democrat.  
62% read the first evening paper.  
26% read the second evening paper.  
14% read the third evening paper.

### Dry Goods

69% of the Dry Goods Dealers read the Globe-Democrat.  
65% read the first evening paper.  
31% read the second evening paper.  
11% read the third evening paper.

### Millinery

63% of the dealers in Millinery read the Globe-Democrat.  
60% read the first evening paper.  
35% read the second evening paper.  
11% read the third evening paper.

### Groceries

73% of the Grocers read the Globe-Democrat.  
66% read the first evening paper.  
32% read the second evening paper.  
17% read the third evening paper.

### Cigars and Tobacco

80% of the Cigar and Tobacco Dealers read the Globe-Democrat.  
74% read the first evening paper.  
50% read the second evening paper.  
31% read the third evening paper.

daily Globe-Democrat is not only read by dealers but preferred by dealers.

42% of the retail dealers prefer the Globe-Democrat. 36% prefer the first evening paper. 14% the second. 5% the third.

And—

*In the 49th State no other newspaper even approaches the Globe-Democrat in dealer influence*

Throughout the great 49th State—that thriving area that spreads out 150 miles in every direction from St. Louis, its Capital—the Globe-Democrat is read by more retail dealers than is any other St. Louis newspaper.

Survey results show that it is read by 92.2% of the 49th State dealers. Read by more than the combined total of those who read the three St. Louis evening newspapers.

When 49th State retail dealers outside St. Louis were asked, "Does Globe-Democrat advertising help you to sell goods?" 88.2% answered, "Yes."



*The 49th State*

Place your advertising in the Globe-Democrat to reach and influence the retail dealers who supply this market's tremendous daily needs. There are more than 40,000 dealers in the 49th State, including St. Louis, the "Source of Supply" to 4,600,000 people.

The Globe-Democrat is St. Louis' Largest Daily—has been for years.

Let the Service and Promotion Department and the Research Division of the St. Louis Globe-Democrat give you the specific information in which you are most interested, concerning this great market for your product.

# St. Louis Globe-Democrat.

St. Louis' Largest Daily

ADVERTISING REPRESENTATIVES

NEW YORK: Room 501, 41 Park Row; Phone: Cort'd 2918; F. St. J. Richards

CHICAGO

360 N. Michigan Boul.; Phone: State 7847; Guy S. Osborn, Inc.  
332 So. La Salle St.; Phone: Wabash 2770; Charles H. Ravell

DETROIT

703 Ford Building  
Phone: Cadillac 5700  
Jos. R. Scolaro

SAN FRANCISCO

First National Bank Building  
C. George Krogness

LONDON

Dorland Agency, Ltd.  
16 Regent Street, S. W. 1

MISSOURI (Cont'd)

Neosho (con't)

ing, fruit, Foundry, broom factory, garment factory, cigar factory, canning factory, poultry dressing, feed grinding, flour mills.

Manufacturing Establishments, 20. Leading firms, Neosho Foundry, Neosho Broom Co., W. W. Davis Cigar Co., Neosho Canning Co., Neosho Garment Factory.

Special Information: Ship from 100 to 225 cars of strawberries each year; 30 to 60 cars of grapes. Best road system in the state; U. S. fish hatchery; dozens of fine springs; modern sewer system and water plant; some paved streets, contract let for more.

Residential Features: Homes mostly owned by occupants, 4 to 10 room houses. Well kept neat lawns and streets.

Retail Shopping Section: Public square and one block each way.

Trading Area: 15 miles north, 20 miles west, 30 miles south, 30 miles east.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; delicatessen, 6; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; garages (public), 8; grocers, 12; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

NEVADA, MO.

1920 Population, 8,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 35%; English Reading, 100%; Families, 1,775.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,875.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, \$3,328,900; Savings Bank Deposits Total, \$2,200,900.

Theatres: Moving Pictures, 1.

Location: Main line of M. K. & T. and Mo. Pacific Rys., Minden Branch of Missouri Pacific. Bus service to surrounding territory.

Principal Industries: Asphalt road material, railroad shops.

Manufacturing Establishments: 3. Leading firms, Norman Sheet Metal Co., Pohl Brick Plant, Hansen Asphalt Works.

Special Information: Located in the center of the largest road asphalt field in America, untold millions of tons in sight, and development just beginning.

Residential Features: Private homes predominate. A few choice lots yet to be had in fine residential districts close in.

Retail Shopping Section: Public square in the heart of the business district, and shopping section extends for 12 blocks in each direction from this central point.

Trading Area: Extends 20 miles north, 50 miles east, 20 miles south, and 16 miles west. Because of the extensive stocks carried here, trade is secured from as far east as 70 miles.

Wholesale Houses: Groceries, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 15; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 10; confectioners, (including hotel stands), 8; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 9; grocers, 25; hardware, 5; jewelry, 3; meat markets, 5; men's furnishings, 1; men's clothing, 3; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 4.

POLAR BLUFF, MO.

1920 Population, 8,042.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Negroes, 10%; Foreign Born, negligible; Industrial Workers, 10%; English Reading, about 98%; Families, 3,337.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,625.

Churches: Baptist, 6; Christian Science, 1; Disciples of Christ, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 4; Total Resources, \$2,565,000; Savings Bank Deposits Total, \$225,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vandeville, 1. Total number of seats, 2,200.

Location: In southeast Missouri, 75 miles west of Mississippi River and 20 miles north of Arkansas line on Big Black River. Served by Missouri Pacific, Frisco and B. C. Railroads. Converging point of many State and Federal roads.

Principal Industries: Staves, heading, hoops, oil well, sucker rods, handles, spokes, car material, hank and soft wood lumber, shoes,

sponge rubber inner tires, candy, cigars, soft drinks, flour and cereal, coffee, cedar chests, monuments, printing and furniture.

Manufacturing Establishments: 40. Leading firms, Brooklyn Cooperage Co., Bimel-Ashcroft Mfg. Co., Hamilton Brown Shoe Co., Lyford Asker Works.

Total value of yearly output of factories estimated at \$8,000,000.

Special Information: Caters to the largest trade territory of any town the size in the Mississippi Valley. Inter-State American claims to be first of newspapers to designate trade territory by name, having brought into being "The Mo-Ark Empire."

Residential Features: Poplar Bluff is a town given largely to individual homes.

Retail Shopping Section: Main, 8 blocks; Vine, 9 blocks; Broadway, 9 blocks; Fifth street, 4 blocks; cross streets, 14 blocks.

Trading Area: Twenty-five miles north, east, south and west, and far greater distance for several lines, including wearing apparel, house furnishings, etc.

Wholesale Houses: Groceries, 3; Fruits, 1; Miscellaneous Lines—Candy, 2; Cigars, 2; Oil, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 9; dressmakers, 8; druggists, 10; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 8; furriers, 3; garages (public), 5; grocers, 56; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 10; shoes, 13; sporting goods, 1; stationers, 7; women's apparel, 10.

SEDALIA, MO.

1920 Population, 21,144.

City and Suburban Estimate, 35,000.

Native Whites, 88.8%; Negroes, 0.7%; Foreign Born, 3.5%; Industrial Workers, 24%; English Reading, 92%; Families, 5,496.

Schools: 13. Number of Pupils, 4,400.

Churches: 14.

Banks: 7; Total Resources, \$8,250,000.

Theatres: 3. Total number of seats, 3,000.

Residential Features: One and two-family houses, a few apartments.

Retail Shopping Section: About 12 blocks.

Trading Area: About 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 11; druggists, 9; dry goods, 7; department stores, 3; electrical supplies, 5; florists, 3; fruits, 2; furniture, 5; furriers, 1; garages (public), 12; grocers, 82; hardware, 6; jewelry, 6; meat markets, 45; men's furnishings, 5; men's clothing, 10; merchant tailors, 16; milliners, 11; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 18; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 7.

SPRINGFIELD, MO.

1920 Population, 39,620.

City and Suburban Estimate, 90,000.

Native Whites, 90%; Negroes, 10%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 99%; Families, 10,000.

Schools: Public Grade, 25; High, 1; Junior High, 3; Parochial, 3.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 47.

Banks: National, 2; State, 7; Total Resources, \$20,000,000; Savings Bank Deposits Total, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,200.

Location: Commercial center of southwest Missouri. Served by the St. Louis & San Francisco R. R., the K. C., C. & S. R. R., and Missouri Pacific R. R. Excellent bus service to all cities and towns within 150 miles each direction out of Springfield.

Principal Industries: St. Louis & San Francisco erecting shops (three large plants) stove works, iron works, flour mills, wagon works, furniture works, pen and pencil writing tablets, work clothes factories, creaneries, pencil factory, bank and office fixtures. Distance from St. Louis, 238 miles; from Kansas City, 204 miles.

Manufacturing Establishments: 125. Leading firms, St. Louis & San Francisco R. R. Co., Oberman Mfg. Co., United Iron Works, Springfield Furniture Co., Springfield Packing Co., Woods-Evett Stove Co., Welsh Packing Co., Springfield Tablet Mfg. Co., Anchor Broom Co., Southwest Tanning Co., Ameco Metal Products, Springfield Creamery Co., Patton Creamery Co.

Total value of yearly output of factories estimated at \$35,000,000.

Special Information: Springfield is a great residential city, made so by the Missouri State Teachers' College, with an average enrollment of 2,000 students the year round, and buildings and plant estimated at \$1,000,000; Drury College (annual enrollment, 500), and two large

Business Colleges. Springfield is also the gateway to the great White River resorts 50 miles south. Altitude, 1,300 feet; mild climate, and short winters. Hydro-electric power with rate for factories as low as 1 1/2 cents per K.W. Model water plant serving water with lowest bacteria count in America. Over 150 miles of paved streets. Missouri will have the most complete system of hard surface roads in the United States, being now actively engaged in building hard surface roads, connecting each county seat town in Missouri. Springfield is the hub of the road system in southwest Missouri.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for trolley and bus lines). There are several outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about 25 miles north, west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and bus service.

Wholesale Houses: Groceries, 6; Meats, 2; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Drugs 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 38; bakers, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 12; druggists, 36; dry goods, 35; department stores, 5; electrical supplies, 6; florists, 4; fruits, 18; furniture, 11; garages (public), 62; grocers, 297; hardware, 24; jewelry, 12; meat markets, 203; men's furnishings, 33; men's clothing, 33; merchant tailors, 12; opticians, 10; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 97; shoes, 77; sporting goods, 2; stationers, 6.

ST. CHARLES, MO.

1920 Population, 8,503.

City and Suburban Estimate, 15,000.

Native Whites, 84%; Negroes, 8%; Foreign Born, 8%; Industrial Workers, 23%; English Reading, 88%; Families, 2,083.

Schools: 5. Number of Pupils, 1,003.

Churches: 9.

Banks: 5; Total Resources, \$5,320,000.

Theatres: 3. Total number of seats, 2,450.

Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 25-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 7; grocers, 20; hardware, 4; jewelry, 5; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 3.

ST. JOSEPH, MO.

1920 Population, 77,839.

City and Suburban Estimate, 90,000.

Native Whites, 86.3%; Negroes, 6.4%; Foreign Born, 8.2%; Industrial Workers, 16%; Families, 19,189.

Schools: Public Grade, 36; High, 4; Junior High, 1; Parochial, 10; Number of Pupils, 19,249.

Churches: Baptist, 11; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 4; Methodist, 19; Presbyterian, 12; Roman Catholic, 11; Miscellaneous, 40.

Banks: National, 4; State, 2; Total Resources, \$3,358,000; Savings Bank Deposits Total, \$10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vandeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,000.

Location: East bank of Missouri River in northwest part of Buchanan county. C. B. & Q., Rock Island, Great Western, Wabash, Grand Island, Missouri Pacific, Santa Fe. Bus service all directions, except east.

Principal Industries: Meat packing, dry goods, stationery, flour, milling, candy, furniture, hardware, and railroad supplies.

Manufacturing Establishments: 125. Leading firms, St. Joseph Stockyards Co., Wyeth Hardware Co., Western Tablet Co., Annt Jemima Mills Co., National Biscuit Co., Chase Candy Co., Larabee Mills.

Total value of yearly output of factories estimated at \$175,000,000.

Special Information: Ranks third in United States in dry goods. \$100,000,000 yearly. Fifth live stock market. Seventh candy. First per capita in manufacture of hardware.

Residential Features: Mostly one-family dwellings. We have no tenement district. Several apartment houses. Private homes predominate. Average price of homes, \$3,500.

Retail Shopping Section: We have three main business streets, running from Fourth to Ninth

streets. Three business avenues. There are six "neighborhood" sections.

Trading Area: The trading area extends for a distance of 50 miles, chiefly in the northwestern part of the State.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 12; Hardware, 2; Dry Goods, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 3; automobile accessories, 16; automobile tire agencies, 17; bakers, 24; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 36; delicatessen, 4; dressmakers, 50; druggists, 77; dry goods, 17; department stores, 12; electrical supplies, 17; florists, 15; fruits, 17; furniture, 20; furriers, 3; garages (public), 33; grocers, 320; hardware, 22; jewelry, 11; meat markets, 42; men's furnishings, 43; men's clothing, 18; merchant tailors, 14; milliners, 12; opticians, 10; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 98; shoes, 30; sporting goods, 4; stationers, 7; women's apparel, 16.

ST. LOUIS, MO.

1920 Population, 772,897.

City and Suburban Estimate, 1,300,000.

Native Whites, 77.5%; Negroes, 9%; Foreign Born, 13%; Industrial Workers, 40.7%; English Reading, 85%; Families, 100,640.

Nativity of Foreign Born.

Table with 2 columns: Country and Population. Includes Austria (5,587), Belgium (363), Canada (1,935), Czechoslovakia (3,479), Denmark (418), England (3,892), France (1,872), Germany (30,088), Greece (2,049), Hungary (6,637), Ireland (9,244), Italy (9,067), Jugo-Slavia (1,686), Mexico (429), Netherlands (401), Norway (167), Poland (5,224), Rumania (1,206), Russia (13,067), Scotland (1,060), Sweden (898), Switzerland (2,105), Syria (469), Wales (154), All other countries (1,752).

Schools: Public Grade, 134; High, 6; Junior High, 1; Parochial, 108; Number of Pupils, 143,000.

Churches: Baptist, 24; Catholic, 90; Christian, 15; Christian Science, 6; Congregational, 20; Evangelical, 30; Evangelical Lutheran, 27; Hebrew Orthodox, 18; Hebrew Reformed, 4; Methodist Episcopal, 23; Methodist Episcopal Church of the South, 25; New Jerusalem, 2; Organized Spiritualists, 13; Presbyterian, 41; Presbyterian Cumberland, 4; Protestant Episcopal, 29; Reformed, 2; Miscellaneous, 6.

Banks: National, 12; State, 46; Total Resources, \$661,658,063; Savings Bank Deposits Total, \$114,708,216.

Theatres: Legitimate, 3; Moving Pictures, 115; Vandeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 187,820.

Location: On the Mississippi River about 20 miles below the mouth of the Missouri River, and is considered one of the largest railroad centers in the United States. There are 21 main trunk lines and numerous branches radiating in all directions. The trunk lines are as follows: Baltimore & Ohio R. R.; Chicago & Alton R. R.; Chicago-Burlington & Quincy R. R.; Chicago and Eastern Illinois R. R.; Cleveland, Cincinnati, Chicago, St. Louis Railway Co.; Illinois Central R. R. Co.; Louisville & Nashville R. R.; Missouri Pacific R. R.; Mobile & Ohio R. R.; Pittsburgh, Cincinnati, Chicago & St. Louis R. R.; Southern Railway; St. Louis, Southwestern Railways; Toledo, St. Louis & Western R. R.; Washburn R. R.; St. Louis Merchants' Bridge Terminal Railway Co.; Terminal R. R. Association of St. Louis; Chicago, Rock Island & Pacific Railway; Missouri, Kansas & Texas Railway; St. Louis & San Francisco R. R.; Mississippi River and Boone Terra Railway.

The total mileage of railway serving St. Louis is 69,071. Six interurban electric lines enter city: Kirkwood-Ferguson Line; St. Charles; Meramec Highland (Manchester) Creve Coeur Line. The following lines reach points in Illinois: Illinois Traction System (McKinley Line); East St. Louis & Suburban Railway.

Principal Industries: Steel furnaces, stoves and ranges, sugar mill machinery, woodenware, shoes, street cars, terra cotta, tobacco, poultry feed, drugs, glass, brick, chemicals, coffins, lumber, millinery, and open-hearth steel castings.

Manufacturing Establishments: 3,205. Leading firms, International Shoe Co., Monsanto Chemical Co., Commonwealth Steel Co., Scullion Steel Co., St. Louis Cake and Iron St. can Steel, Wrought Iron Range Co., Fulton Iron Co., Cuyper Co., Hydraulic Press Brick Co., Meyer Bros. Drug Co., Lizzett & Myers Tobacco Co., Rosenthal-Sloan Millinery, Levis-Zucsky Millinery, Bemis Bag Co., Illinois Glass Co., St. Louis Pump & Equipment Co.

Total value of yearly output of factories estimated at City, \$71,700,438; Metropolitan District, \$1,358,859,530.

Special Information: Second largest railroad center; unlimited supply of steam coal; access

Continued on page 120

*In St. Louis More than*  
**500 National Advertisers**  
*Use the POST-DISPATCH*  
**EXCLUSIVELY**

More than 500 National Advertisers, representing nearly every class and price of merchandise, depended entirely upon the Post-Dispatch to introduce, maintain or increase the sale of their products in the St. Louis territory during the first six months of 1924.

This striking endorsement of the Post-Dispatch would not be possible unless these keen National Advertisers found success in the St. Louis territory through Concentrating their advertising in One newspaper—the Post-Dispatch—which influences Both the merchant and the consumer.

During the first six months of 1924, St. Louis business firms representing the 15 most important retail classifications, placed 53% of all their advertising in the Post-Dispatch ALONE—or more than in ALL THREE other St. Louis newspapers COMBINED.

Home merchants, too, have found the Post-Dispatch produces more sales at less cost than any other St. Louis newspaper.

Only a few of the 500 National Advertisers who used the Post-Dispatch exclusively are listed below, but—

**Ask Any of These Exclusive Advertisers WHY They Concentrate**

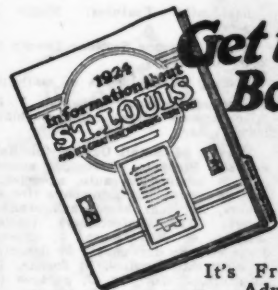
A B C Electric Washers.  
 American Thermos Bottle.  
 Andrew Jergens Co.  
 Azurea Perfumes.  
 Berman's Gum.  
 Berry Bros. Varnish.  
 Bluhill Cheese.  
 Boyles Old English Wax.  
 Butterfield & Co., Fred.  
 Butterick Publishing Co.  
 Caraco Shampoo.  
 Cohen, Goldman & Co.  
 Colgate & Co. (FAB)  
 Creme Angelus.  
 Crosley Radio Corp.  
 Crown Corset Co.  
 Del Monte Canned Fruits.  
 Djer-Kiss Perfume.  
 Eastman Kodaks.

Educator Shoes.  
 Elgin Watches.  
 El Producto Cigars.  
 Enoz Chemical Co.  
 Firststone Apsley Rub. Co.  
 Fleischmann Co.  
 General Phono Co.  
 Grebe & Co., A. H.  
 Green River.  
 Hearst's American Weekly.  
 Henssfoam.  
 Hickory Garters.  
 Hofstra.  
 Holland Furnace Co.  
 Hoover Vacuum Sweepers.  
 Hotpoint Products.  
 Houbigant Perfumes.  
 Illinois Refrigerator Co.  
 Jelke Margarine.

Johansen Bros. Shoe Co.  
 John Ruskin Cigar.  
 Johnson Floor Varnish.  
 Kaufman & Bros., Chas.  
 Kimark Rugs.  
 Kirk Co., Jas. S.  
 Kleen Heat Oil Burner.  
 La France Mfg. Co.  
 La May Face Powder.  
 Landers, Fryer & Clark.  
 Lee Unionalls.  
 Leggett & Co., Francis H.  
 Liederman, Earl E.  
 Listerine.  
 Lloyd Mfg. Co.  
 Lorraine Hair Nets.  
 Lux.  
 Niagara Wall Paper Co.  
 Northern Paper Mills.

Nubona Corset Co.  
 Nujol.  
 Onyx Hosiery.  
 Parapad Co.  
 Pictorial Review.  
 Phoenix Hosiery.  
 Pluto Water.  
 Pompeian Co.  
 Procter & Gamble.  
 Q B S Music Bells.  
 Radio Corp. of America.  
 Rand Co.  
 Rubberet Co.  
 Salada Tea.  
 Simmons Beds.  
 Sonora Phonograph.  
 S. O. S. Aluminum Cleaner.  
 Standard Oil Co. (Flit)  
 Standard Textile Co.

Stearns Electric Pasta.  
 Story & Clark.  
 Street & Smith.  
 Sunbeam Electric Iron.  
 Sweetheart Soap.  
 Swoboda, Alois P.  
 Tintex.  
 Thor Electric Washers.  
 Underwood & Co., Wm.  
 U. S. Rubber Co. (Jar Rings)  
 Van Raalte Silks.  
 Warner Bros. Corsets.  
 Wasmuth Endicott.  
 Wenatchee Apples.  
 Whitall Rugs.  
 Woman's Home Companion.  
 Yeast Foam.  
 Yucatan Gum.  
 Zonite.



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- WESTERN ADVERTISING OFFICE: Mallers Building, Chicago
- DETROIT OFFICE: General Motors Bldg.
- KANSAS CITY OFFICE: Coca Cola Building
- SAN FRANCISCO OFFICE: 564 Market St.
- LOS ANGELES OFFICE: Title Insurance Bldg.
- SEATTLE OFFICE: Securities Bldg.

# MISSOURI and MONTANA Markets in Standard Surveys

## MISSOURI (Cont'd)

### St. Louis (cont')

to Mississippi River; diversified manufacturing plants; important wholesale distributing center; centrally located, and fresh water (largest rapid sand filtration plant in the world).

**Residential Features:** Thirty-eight per cent home owners. Large number of two and four-family flats. Abundance of residences throughout the city. Modern apartment houses, accommodating 100 and more families. Many modern family hotels. West End one of the finest residence sections in the United States.

**Retail Shopping Section:** From Broadway (5th) west to 12th; from Chestnut street north to Franklin avenue; Chestnut, 4 blocks; Pine, 7; Olive, 7; Locust, 7; Washington, 6; Franklin, 7; Broadway, 5; Sixth, 5; Seventh, 6; Eighth, 5; Ninth, 5; Tenth, 3; Eleventh, 3; Twelfth, 3.

**Trading Area:** Forty miles comprising 1,300,000 people.

**Wholesale Houses:** Groceries, 50; Meats, 46; Fruits, 79; Hardware, 8; Dry Goods, 12; Miscellaneous Lines—Shoes, 10; Millinery, 41.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 171; commercial automobile agencies, 21; automobile accessories, 99; automobile tire agencies, 135; bakers, 55; cigar stores and stands (including hotels), 272; confectioners (including hotel stands), 885; delicatessen, 43; dressmakers, 402; druggists, 472; dry goods, 544; department stores, 11; electrical supplies, 152; florists, 126; fruits, 145; furniture, 228; furriers, 57; garages (public), 140; grocers, 2,119; hardware, 268; jewelry, 223; meat markets, 814; men's furnishings, 68; merchant tailors, 112; milliners, 504; opticians, 53; photographers, 119; pianos (and miscellaneous musical instruments), 360; radio supplies, 261; restaurants (including hotels), 880; shoes, 933; sporting goods, 12; stationers, 22.

See pages 117, 119, 121

## TRENTON, MO.

1920 Population, 9,951.

City and Suburban Estimate, 15,000.

**Native Whites,** 94%; **Negroes,** 2%; **Foreign Born,** 2%; **Industrial Workers,** 30%; **English Reading,** 96%; **Families,** 1,927.

**Schools:** 4; **Number of Pupils,** 1,630.

**Churches:** 7.

**Banks:** 5; **Total Resources,** \$2,800,000.

**Theatres:** 1. **Total number of seats,** 500.

**Residential Features:** One and two-family homes.

**Retail Shopping Section:** Six blocks.

**Trading Area:** North 20 miles, west 18 miles, south 10 miles, east 15 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 7; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 7; grocers, 20; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 3.

## WEBB CITY, MO.

1920 Population, 7,865.

City and Suburban Estimate, now 15,000.

**Native Whites,** 99%; **Negroes,** .01%; **Foreign Born,** .10%; **Industrial Workers,** 30%; **English Reading,** 99%; **Families,** 1,500.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; **Number of Pupils,** 1,800.

**Churches:** Baptist, 1; Christian Science, 1 (no building); Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** State, 2; **Total Resources,** \$1,800,000. **Savings Bank Deposits Total,** \$40,000.

**Theatres:** Moving Pictures, 2. **Total number of seats,** 1,800.

**Location:** 150 miles south of Kansas City, Mo; 323 miles S. W. St. Louis, Mo. On both Missouri Pacific and the St. L. S. F. (Frisco) Rys. from those cities. Headquarters S. W. Mo. (electric) R. R., 45 miles long, connecting Oklahoma-Kansas zinc mine fields with the Ozark tourist and fruit section. Farming and mining.

**Principal Industries:** Mining, lead and zinc ores, road gravel and chalk by product of mines, farming, fruit growing, Jersey cattle, manufacturing of cigars, garments, shoes, mine machinery. Has more Jersey cattle owners than any other county in U. S.

**Manufacturing Establishments:** 12 to 15. Leading firms, E. R. Milke Cigar Co., Ozark Shoe Mfg. Co., Webb City Cigar Box Co., Elder Mfg. Co., W. C. & O. Foundry and Machine Works, Interstate Fertilizer Co., Crocker Bros. Packing Co., Atlas Powder Co., Hercules Powder Co., Independent Gravel Co.

**Total value of yearly output of factories estimated at:** \$10,000,000.

**Residential Features:** Average 5 room, modern, up to \$20,000 value. Frame predominating and few brick and stone.

**Retail Shopping Section:** Main St., 5 blocks; Webb St., 2 blocks; Dougherty St., 3 blocks.

**Trading Area:** 5 to 15 miles, concrete and gravelled auto roads; street car service from four directions, 10 miles out.

**Wholesale Houses:** Groceries, 1; meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 1; furniture, 2; garages (public), 6; grocers, 40; hardware, 3; jewelry, 3; meat markets, 15; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

## Standard Surveys of MONTANA

### ANACONDA, MONT.

1920 Population, 11,668.

City and Suburban Estimate, 14,000.

**Native Whites,** 59%; **Negroes,** 1%; **Foreign Born,** 40%; **Industrial Workers,** 50%; **English Reading,** 80%; **Families,** 3,050.

**Schools:** Public Grade, 7; High, 1; Parochial, 2; **Number of Pupils,** 4,590.

**Churches:** 14.

**Banks:** National, 1; State, 1; **Total Resources,** \$5,300,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2. **Total number of seats,** 2,500.

**Location:** Thirty miles from Butte, on Butte, Anaconda and Pacific R. R.

**Principal Industries:** Smelting.

**Residential Features:** One and two-family frame houses.

**Retail Shopping Section:** One and a half miles on Park, Main and Commercial Sts.

**Trading Area:** East 15 miles, west 20 miles, south 30 miles, 25 miles north.

**Wholesale Houses:** All wholesale business is handled from Butte.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; delicatessen, 4; dressmakers, 12; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; furriers, 5; garages (public), 8; grocers, 11; hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 5; men's clothing, 10; merchant tailors, 4; milliners, 2; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

### BILLINGS, MONT.

1920 Population, 15,100.

City and Suburban Estimate, 25,000.

**Schools:** Public Grade, 8; High, 1; Parochial, 1.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vandeville, 1; **Miscellaneous (Auditoriums, etc.),** 2.

**Location:** No. Pac., Burlington, G. N. (division point for all three railroads; makes city great distributing point. Heaviest shipping point between Fargo and Spokane. Second largest U. C. T. lodge in Utah, Idaho and Montana.

**Principal Industries:** Sugar, foundry.

**Manufacturing Establishments,** 20. Leading firms, Great Western Sugar Co., Martin Pickling, Yellowstone Creamery, Midland Iron Works, Baking Industries. Total value of yearly output of factories estimated at \$5,000,000.

**Special Information:** Natural gas supply. Located centrally in Montana and Wyoming oil fields. Hepp gusher production 1,500 barrels, 35 miles west.

**Residential Features:** South and east parts of city contain the quarters and homes of workers. North and west are fine residential sections, averaging \$3,000.

**Retail Shopping Section:** Montana Ave. 6 blocks, First Ave. 9 blocks, Second Ave. 3 blocks, 26th St. 2 blocks, 27th St. 4 blocks, 28th St. or Broadway 5 blocks, 29th St. 5 blocks, 30th St. 3 blocks, Minnesota Ave. 3 blocks, center around Broadway and 1st and 2nd Aves.

**Trading Area:** 85 miles west, 60 miles south, west, 100 miles south, 103 miles east and 54 miles north.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 60; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 11; dry goods, 4; department stores, 5; electrical supplies, 4; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 11; grocers, 54; hardware, 5; jewelry, 7; meat markets, 10; men's furnishings, 8; men's clothing, 10; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 4; sporting goods, 5; stationers, 5; women's apparel, 10.

### BOZEMAN, MONT.

1920 Population, 6,930.

City and Suburban Estimate, 17,000.

**Schools:** Public Grade, 3; High, 1; Junior High, 1; **Number of Pupils,** 1,510.

**Churches:** Baptist, 1; Methodist, 1; Roman Catholic, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 1; **Miscellaneous (Auditoriums, etc.),** 1.

**Location:** Northern Pacific and branch of C. M. & St. P. Auto bus service to surrounding towns. Gallatin Co. is the head water of Missouri River in southwestern Montana and northwestern corner of Yellowstone Park.

**Principal Industries:** Farming, dairying, hogs, cattle, seed peas and pea canning.

**Manufacturing Establishments:** Leading firm, Gallatin County 1924 growing crops, 40,000 acres of hay, 100,000 acres of wheat, 30,000 acres of oats, 15,000 acres of corn, 12,000 acres of alfalfa and seed peas, 324 elevators; 1,184 miles of improved roads; 24,000 cattle, 17,000 sheep, 18,000 hogs.

**Wholesale Houses:** Groceries, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Automobile accessories, 2; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; garages (public), 5; grocers, 18; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 10; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 3; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 5.

### BUTTE, MONT.

1920 Population, 52,000.

City and Suburban Estimate, 90,000.

**Native Whites,** 60%; **Negroes,** 1%; **Foreign Born,** 39%; **Industrial Workers,** 75%; **English Reading,** 80%; **Families,** 11,000.

**Schools:** Public Grade, 23; High, 1; Junior High, 1; Parochial, 7; **Number of Pupils,** 10,000.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 12; **Miscellaneous,** 9.

**Banks:** National, 1; State, 3; **Total Resources,** \$29,000,000; **Savings Bank Deposits Total,** \$12,088,000.

**Theatres:** Legitimate, 1; Moving Pictures, 6.

**Location:** On Northern Pacific, Great Northern, C. M. & St. P., Butte, Anaconda & Pacific, C. B. & Q.

**Principal Industries:** Mining.

**Special Information:** Butte is the largest city in Montana. Its location and railroad facilities make it the logical jobbing center of the state.

**Residential Features:** 99% of homes are electric lighted, 10,132 homes, 65% owned by families living in them. Many homes built in last ten years. Average cost \$4,000 to \$5,000.

**Retail Shopping Section:** Extends from Granite St. south to Galena St., 3 blocks, east from Arizona St. to Idaho St. 5 blocks.

**Trading Area:** Extends north to Boulder 30 miles; east to Three Forks 65 miles; southeast to Virginia City 90 miles; south to Dillon 65 miles; west to Anaconda 26 miles; southeast to Garrison 52 miles.

**Wholesale Houses:** Groceries, 3; Meats, 3; Fruits, 6; Hardware, 2; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 35; delicatessen, 6; dressmakers, 15; druggists, 31; dry goods, 3; department stores, 3; electrical supplies, 20; florists, 7; furniture, 91 furriers, 5; garages (public), 24; grocers, 14; hardware, 11; jewelry, 14; meat markets, 41; men's furnishings, 15; men's clothing, 16; merchant tailors, 11; milliners, 12; opticians, 11; photographers, 13; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 38; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

### GREAT FALLS, MONT.

1920 Population, 24,121.

City and Suburban Estimate, 28,040.

**Native Whites,** 80%; **Negroes,** 1%; **Foreign Born,** 19%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 5,794.

**Schools:** Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; **Number of Pupils,** 9,235.

**Churches:** Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; **Miscellaneous,** 10.

**Banks:** National, 3; State, 1; **Total Resources,** \$1,350,446; **Savings Bank Deposits Total,** \$26,709.

**Theatres:** Legitimate, 2; Moving Pictures, 4; **Miscellaneous (Auditoriums, etc.),** 3. **Total number of seats,** 7,300.

**Location:** North central part of Montana, making it the hub from which transportation services are furnished by Great Northern Lines and 2 Milwaukee lines running in as many different directions.

**Principal Industries:** Copper and zinc, milling, hydroelectric power, oil refining, iron works, meat packing, railroad shops, brick and tile, cigars.

**Manufacturing Establishments,** 40. Leading firms, Anaconda Copper Mining Co., Great Falls Brick & Tile Co., Great Falls Iron Works.

**Special Information:** 165,000 horsepower is developed within a few miles of Great Falls, by utilizing the falls of the Missouri River. In 5 miles, the river drops 865 feet, providing 3 dams near the city.

**Residential Features:** Has several excellent apartment houses. Homes mostly of bungalow type. Entire residence section is boulevarded, making it exceptionally attractive.

**Retail Shopping Section:** 5 blocks on Central Ave. from Park Drive to 6th St. On First Ave. south from Park Drive to 5th St. and intersecting cross streets. All street car lines follow the loop in the business section.

**Trading Area:** To Canada on the north, Williston, N. Dak., on the east, Kallispell on the west and Harlowtown on the south. Distributing center for 200 small towns, some of which are over 200 miles away. Several hard surfaced highways make it possible for farmers and residents of smaller communities to shop here.

**Wholesale Houses:** Grocers, 4; Meats, 2; Fruits, 5; hardware, 1; dry goods, 1; Miscellaneous Lines, Drugs, 1; Cigars, 1; Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 30; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 22; delicatessen, 3; dressmakers, 11; druggists, 17; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 4; fruits, 5; furniture, 3; furriers, 3; garages (public), 22; grocers, 55; hardware, 4; jewelry, 7; meat markets, 14; men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 8; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 6; sporting goods, 5; stationers, 3; women's apparel, 4.

### HELENA, MONT.

1920 Population, 12,037.

City and Suburban Estimate, 17,000.

**Native Whites,** 82%; **Negroes,** 10%; **Foreign Born,** 8%; **Industrial Workers,** 21%; **English Reading,** 85%; **Families,** 3,205.

**Schools:** 11. **Number of Pupils,** 2,295.

**Churches:** 21.

**Banks:** 7. **Total Resources,** \$21,500,000.

**Theatres:** 2. **Total number of seats,** 1,500.

**Location:** Main line of Great Northern and Northern Pacific R. R.'s.

**Principal Industries:** Mining, mining machinery, crackers and biscuits, confectionery, office furniture, brick and tile, nursery stocks.

**Special Information:** Capital of state; administrative offices located here.

**Residential Features:** Single and double houses.

**Retail Shopping Section:** Twenty blocks in the heart of the city.

**Trading Area:** Radius of sixty miles.

**Wholesale Houses:** Groceries, 1; Hardware, 1; Miscellaneous Lines, farm machinery and tobacco 1 each.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 15; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 5; florists, 1; fruits, 2; furniture, 3; furriers, 2; garages (public), 15; grocers, 26; hardware, 2; jewelry, 5; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 6; sporting goods, 5; stationers, 8; women's apparel, 6.



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## THE ST. LOUIS STAR

# MONTANA and NEBRASKA Newspaper Markets in Standard Surveys

## MONTANA (Cont'd)

### LEWISTOWN, MONT.

1920 Population, 9,200.  
 City and Suburban Estimate, 50,000.  
 Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 90%.  
 Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
 Banks: National, 1; State, 1; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$1,200,000.  
 Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.  
 Location: Situated in center of Montana, the jobbing center for this section of the state. On C. M. & St. P. and Gt. Nor. R. E. These two lines radiate in five directions, making Lewistown the jobbing center for the 50 or more small towns within its radius.

**Principal Industries:** Brick, tile, cement, plaster, oil refining, flour milling; agriculture, livestock raising, coal, gold, silver and gypsum mining, crude oil.

**Manufacturing Establishments, 5.** Leading firms, Montana Flour Mills Co., Three Forks Portland Cement Co., Arco Oil & Ref. Co., Lewistown Oil & Ref. Co., Northwest Gypsum Products Co. Total value of yearly output of factories estimated at \$15,000,000.

**Special Information:** Lewistown is recognized as one of the most progressive cities of the west, with wonderful electric system, paved and beautiful streets. It is known by national advertisers as one of the high spots of the state, and as such earned its way to the top of the list through the co-operation and energy of its Chamber of Commerce, Kiwanis and Rotary clubs; 4,000 autos and 3,000 tractors registered in territory adjacent to Lewistown.

**Residential Features:** Mostly one-family residences of from 3 to 12 rooms. Large residential section. Workingmen's homes located in south part of city near railroad yards, flour mills and brick yards. Homes in better part of city average \$10,000.

**Retail Shopping Section:** Extends from 6th Ave. down Main St. for a distance of 7 blocks with well built buildings on each side. Extends north and south on 1st, 2nd, 3rd, 4th and 5th Aves., from one to three blocks on each side of Main St.

**Trading Area:** 100 miles south, west and east and 70 miles north. Business is secured from greater distances by automobile.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 2; fruits, 15; furniture, 5; furriers, 1; garages (public), 16; grocers, 11; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 6.

### LIVINGSTON, MONT.

1920 Population, 5,371.  
 City and Suburban Estimate, 6,500; trade territory, 10,000.

**Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 1,300.**

**Schools:** Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,471.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

**Banks:** National, 2; State, 1.

**Theatres:** Moving Pictures, 2.  
 Location: Northern Pacific, main line, also branch lines to Yellowstone National Park, and Willard, Mont.

**Principal Industries:** Railroad shops, farming and tourists; N. P. payroll \$166,000 a month.

**Manufacturing Establishments:** Leading firms, Garrier Cigar Mfg. Co., Park Co., Milling Co., Livingston Marble and Granite Co., Park Co. Creamery.

**Retail Shopping Section:** Main St. 3 blocks, Calder St. 2 blocks, Second St. 2 blocks, Park St. 2 blocks.

**Trading Area:** West 25 miles, south 50 miles, north 100 and east 60 miles.

**Wholesale Houses:** Groceries, 1; Fruits, 2; Miscellaneous Lines, Cigar Mfrs., 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 11; automobile tire agencies, 11; cigar

stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 3; dry goods, 2; department stores, 3; electrical supplies, 2; florists, 1; furniture, 2; furriers, 3; garages (public), 7; grocers, 19; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 5.

### MILES CITY, MONT.

1920 Population, 7,892.  
 City and Suburban Estimate, 10,000.

**Native Whites, 99 1/4%; Negroes, 1/4%; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 95%; Families, 1,500.**

**Schools:** Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 209.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; Total Resources, \$3,000,000.

**Theatres:** Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

**Location:** C. M. & St. P., No. Pac.

**Principal Industries:** Oil refining, 600 barrel capacity, 100 barrel flour mill, general repair shops of St. Paul Ry.

**Manufacturing Establishments, 3.** Creamery, two wholesale saddlery houses.

**Special Information:** On two lines of railroad, the third, a north and south road under construction.

**Residential Features:** Beautiful homes, about 80% owned; 15 apartment blocks.

**Retail Shopping Section:** Full length of Main St., three-quarters of a mile long; 162 retail establishments.

**Trading Area:** 25 miles west, 40 east, 100 north and 100 miles south. Auto transportation in all directions.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 20; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 6; grocers, 27; hardware, 4; jewelry, 4; meat markets, 9; men's clothing, 4; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 2; sporting goods, 1; stationers, 4; women's apparel, 2.

### MISSOULA, MONT.

1920 Population, 14,000.  
 City and Suburban Estimate, 21,000.

**Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 2,800.**

**Schools:** Public Grade, 11; High, 1; Junior High, University, 1,400 students; Parochial, 1; Number of Pupils, 1,900.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

**Banks:** National, 2; State, 1; Total Resources, \$7,500,000; Savings Bank Deposits Total \$2,587,000.

**Theatres:** Legitimate, 2; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,900.

**Location:** Northwest part of Montana, on main line C. M. & St. P. and Northern Pacific Railway.

**Principal Industries:** Manufacturing and lumber; Northern Pacific shops.

**Manufacturing Establishments, 18.** Leading firms, Anaconda Copper Mining Co. (Lumber Div.), Western Lumber Co., Polleys Lumber Co., White Pine Sash Co.

**Residential Features:** Mostly all one-family houses, a few apartments and no tenements.

**Retail Shopping Section:** Extends north and south 8 blocks and east and west four blocks. A few outlying sections and about 70 scattered stores.

**Trading Area:** 100 miles in each direction.

**Wholesale Houses:** Groceries, 6; Meats, 4; Fruits, 5; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Lumber, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 19; automobile accessories, 2; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 3; druggists, 7; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 5; fruits, 7; furniture, 3; furriers, 2; garages (public), 25; grocers, 78; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 15; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 5.

## Standard Surveys of NEBRASKA

### COLUMBUS, NEB.

1920 Population, 6,200.  
 Schools: Public Grade, 6; High, 1; Parochial, 3.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 2.

**Banks:** National, 3; State, 3.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

**Location:** Union Pacific and B. & M. Three branch lines of F. P.

**Principal Industries:** Swift & Co. poultry and produce packing, cannery factory, wooden shoe factory, planing mill, machine shop, bottling works, converted brewery.

**Manufacturing Establishments, 4.**

**Special Information:** Junction of Lincoln Highway and Meridian Highway.

**Residential Features:** One and two-family houses. Area restricted by reluctance of sewer company to extend. Movement to purchase private sewer company now under way. Residence district very compact. Well graded or paved streets. Much activity in building.

**Retail Shopping Section:** 11th St. 7 blocks, 12th St. 7 blocks, 13th St. 9 blocks (main business street), 25th, 26th and 27th Aves. intersecting streets. No outlying business blocks, but 3 groceries, 3 garages and filling stations scattered.

**Trading Area:** 20 miles east and south, good train service on U. P. branches extend trading to 75 miles northwest.

**Wholesale Houses:** Groceries, 2; Miscellaneous (Cigars and Stationery), 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 14; dressmakers, 6; druggists, 6; dry goods, 10; department stores, 6; electrical supplies, 4; florists, 2; fruits, 5; grocers, 2; furniture, 2; garages (public), 6; grocers, 14; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 0.

### FREMONT, NEB.

1920 Population, 9,065.  
 City and Suburban Estimate, 30,000.

**Native Whites, 94.5%; Negroes, .5%; Foreign Born, 5%; Industrial Workers, 15-20%; English Reading, 100%; Families, approximately 3,000.**

**Schools:** Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,450; Midland College, 600.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 1; Total Resources, \$4,334,000; Savings Bank Deposits Total, \$1,000,000.

**Theatres:** Moving Pictures, 2. Total number of seats, 1,700.

**Location:** 35 miles west of Omaha in heart of best agricultural section of Nebraska. Lincoln Highway paved between Fremont and Omaha. Served by Union Pacific, Chicago & Northwestern and Burlington railroads. Truck freight service in all directions. Passenger bus service to Omaha and Lincoln.

**Principal Industries:** Butter, candy, corn canning, cement tile, cigars, foundry and machine shops, printing and publishing, tents and awnings, refrigerators, incubators, railroad shops, stockyards. Total value yearly output of factories estimated at \$3,000,000.

**Manufacturing Establishments, 75.** Crystal Refrigerator Co., Golden Rod Creamery Co., Marr-Hein Candy Co., Atlantic Tanning Co., Hammond Printing Co., Fremont Foundry & Machine Co., Sure Hotel Incubator Co.

**Special Information:** Excellent railroad service makes Fremont desirable location for distribution of goods; 75 scheduled trains in and out every 24 hours, 15 miles paved streets, 2,900 telephones, over 9,000 registered autos in county of over 25,000 population. Municipal water plant supplies unlimited quantity of pure water filtered through gravel plants underlying city.

**Residential Features:** All private homes, except two apartment houses. No tenements, 60 new residences built in 1924. Majority of homes occupied by owners.

**Retail Shopping Section:** Main St. 7 blocks, Broad St. 3 blocks, Sixth St., 3 blocks.

**Trading Area:** 15 miles east and south, 20 miles west, 25 miles north and northwest. Main roads into city well maintained. Nearly all of the outside trade comes by automobile. Excellent bus service east and south.

**Wholesale Houses:** Groceries, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies,

6; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; druggists, 8; dry goods, 4; department stores, 5; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 9; grocers, 25; hardware, 5; jewelry, 3; meat markets, 7; men's furnishings, 8; men's clothing, 7; merchant tailors, 1; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 7.

### HASTINGS, NEB.

1920 Population, 11,647.  
 City and Suburban Estimate, 54,000.

**Native Whites, 86.6%; Negroes, .8%; Foreign Born, 12.6%.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,965.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 9.

**Banks:** National, 3; State, 2; Total Resources, \$6,425,358.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,100.

**Location:** 150 miles east of Omaha on main line of C. B. & W.; U. P., C. & N. W. and M. P. lines extend in 11 directions into trading territory. Division points on C. B. & Q. and U. P.

**Principal Industries:** Brick, tile, harness, the pumps, building materials, cigars, millwork, land rollers, cement culverts, flour and feed products, ice cream, butter, cheese, bread, auto accessories, novelties.

**Manufacturing Establishments, 26.** Leading firms, Dutton & Sons' Co., Both Mfg. Co., Hastings Mills Co., Kipp Cigar Co., Central Nebraska Millworks Co., Western Brick & Sagg Co., Western Land Roller Co.

**Special Information:** Location of city 71 miles of radiating railway and with excellent highways reaching out of several directions, make it one of the best distributing points for jobbers in this western territory.

**Residential Features:** Private homes predominate. Mostly a city of home owners, percentage of rentals being small; 42 miles of paving covering practically entire residential section.

**Retail Shopping Section:** Is located within a square of practically 12 blocks, all closely built in. Few vacant lots in this district and none on the two principal streets within this district. Numerous neighborhood stores.

**Trading Area:** 30 miles east, 40 south, 55 southwest and west and 19 north. Excellent system of highways brings a trading populace from quite a distance.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 4; fruits, 6; furniture, 3; furriers, 1; garages (public), 15; grocers, 35; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 1; men's clothing, 9; merchant tailors, 5; milliners, 6; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 14; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

### KEARNEY, NEB.

1920 Population, 9,000.  
**Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 8%; English Reading, 98%; Families, 2,125.**

**Schools:** Public Grade, 1,150 pupils; High, 200; Junior High, 253; Parochial, 40; Number of Pupils, State Teachers' College, 750 to 2,100.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous Total of 16.

**Banks:** National, 2; State, 2; Total Resources, \$5,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

**Location:** On Platte River, main line of F. P., Black Hills Ry., C. B. & W. Good roads. Bus service. State Teachers' College.

**Principal Industries:** Cement mixer factory, potato chips, candy, bindery, printing, nursery.

**Manufacturing Establishments, 8.** Leading firms, Boite Mfg. Co.

**Residential Features:** Very large percentage of home owners. Pretty much a retired farmer and school town.

**Retail Shopping Section:** Central Ave., 16th to 25th St.; A. Ave., 30th to 25th St., 1st Ave., 20th to 25th St. and cross streets 2 blocks long.

**Trading Area:** Kearney is a trading center for 70 miles north and northwest, 60 west, 40 south, southeast and southwest and 25 east.

**Wholesale Houses:** Groceries, 1; Fruits, 2;

**NEBRASKA (Cont'd)**

Miscellaneous Lines, Midway Bottling & Candy Co.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 27; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 12; department stores, 3; electrical supplies, 7; florists, 2; fruits, 18; furniture, 4; garages (public), 26; grocers, 38; hardware, 4; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 15; shoes, 7; sporting goods, 6; stationers, 3; women's apparel, 8.

**LINCOLN, NEB.**

1920 Population, 54,948. Suburban, 11,278. Total, 66,226.

City and Suburban Estimate, for Dec., 1924, 72,452.

1920, Native Whites, 46,818; Negroes, 896; Foreign Born, 7,198; Persons Occupied and Industrial Workers, 22,483; Families, 13,512.

Schools: Public Grade, 22; High, 1; Junior High, 2; Parochial, 4; Number of Pupils, 13,459. Public School, 443 teachers, 1924 payroll, \$862,255.

Churches: Baptist, 5; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 2; Methodist, 15; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 5; State, 2; Joint Stock Land, 1; Trust Cos., 4; Building and Loan Assns., 9.

Theatres: Legitimate, 1 (Orpheum); Moving Picture, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), City Auditorium. Total number of seats: Theatres, 6,539; Auditorium, 2,948; Total, 8,707.

Location: In east south central part of Nebraska, 30 miles from the Missouri River. Served by Chicago, Burlington & Quincy Railroad, Chicago & Northwestern Ry., Chicago, Rock Island & Pacific Railroad, Missouri Pacific Railroad and Union Pacific Railroad. Splendid motor bus service operated on frequent schedules between Lincoln and Omaha, Lincoln and Fremont, Lincoln and Grand Island, Lincoln and Beatrice and Lincoln and Nebraska City.

Principal Industries: Flour mills and bakeries, creamery products, harness and leather goods, planing mills, printing, incubators, gas engines, motor trucks, agricultural implements, commercial truck bodies, paints, railroad shops, cotton mittens, cigars, overalls and workmen's shirts, brick.

Manufacturing Establishments, 96. Leading firms: Gooch Milling & Elevator Co., Beatrice Creamery Co., Patriot Manufacturing Co., Harpham Bros. Co., Cushman Motor Works, Curtis, Towle & Paine Co., Lincoln Paint & Color Co., Western Glass & Paint Co., Queen Incubator Co., Jacob North & Co.

Total value of yearly output of factories estimated at \$51,570,000.

Special Information: Lincoln is the seat of state government for Nebraska, the county seat of Lancaster county. The State is constructing a \$5,000,000 state capitol building. The University of Nebraska, State Agricultural College, Nebraska Wesleyan University, Cotner University, Union College are located in Greater Lincoln, and have a student population for the 1924-25 term of 15,462. At least 75 per cent of the student population is not included in population figures given above. Lincoln is the preferred point for holding state conventions. An average of 100 of these meetings convene annually in Lincoln with an average attendance of 300, for an average session of 3 days. In addition to being a large railroad center it is the hub of a system of highly developed highways, all of which add to its accessibility as a convention city and trading point.

Residential Features: Lincoln is essentially a city of home owners. It does not enjoy the distinction of having even one tenement house. Families reside in detached houses located on the standard Lincoln building lots of 50 x 142 ft. The rapid extension of fine residential homes in east and southeast Lincoln well paved streets, numerous parks, churches, schools, colleges and universities contribute as desirable residential features.

Retail Shopping Section: The principal street is "O" Street, retail district 9th to 16th; east of 16th Street to 21st Street is largely devoted to automobile store rooms and allied lines. N Street 10th to 13th; P Street 9th to 14th; 10th Street N to Q; 11th Street M to P Street; 12th Street N to Q Street; 13th Street M to Q Street; 14th Street M to P Street; 15th Street O to N Street; Some Lincoln Pay Roads.

Industries	No. of Employees	Annual Payroll
Jobs and Manufacturers	5,125	\$ 7,956,672.00
Insurance Companies, local	587	810,450.00
Burlington Railroad Lincoln Yards, Stations and Havelock Shops	3,764	6,300,000.00
C. R. I. & P. Railroad	71	89,016.00
Missouri Pacific Railroad	66	85,524.00
Union Pacific Railroad	32	50,416.57
Chicago & Northwest, R.R.	87	125,309.52
<b>Public Service Corporations</b>		
Lincoln Traction Company	245	\$ 349,115.00
Lincoln Gas & Elec. Lt. Co.	215	255,924.00

Lincoln Tel. & Tel. Co.	447	508,000.00
City of Lincoln	351	372,651.00
<b>Educational Institutions</b>		
University of Nebraska	689	\$ 1,465,000.00
Nebraska Wesleyan Univ.	80	92,228.00
Cotner College	50	52,000.00
Union College	42	42,429.00
Lincoln Board of Education	599	869,031.00
Nebraska Business College	14	21,655.00
Nebraska School of Business	12	15,482.00
University School of Music	51	99,000.00
Lin. Auto & Tractor School	12	18,000.00
U. S. Veterans' Bu. (men)	315	475,452.00
<b>Total</b>	<b>12,954</b>	<b>\$20,856,426.00</b>

Trading Area: Trading area may conservatively be stated as a radius of 50 miles, although in certain directions it extends beyond that distance. The Farm Journal of Philadelphia made a survey of 228 cities running from 25,000 to 100,000 population to determine the volume of their retail trade business and extent of their trading zone. The survey disclosed that Lincoln stood first in both instances.

Wholesale Houses: Groceries, 3; Meats, 6; Fruits, 4; Hardware, 1; Automobile Accessor-

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 12; bakers, 35; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 27; druggists, 46; department stores, 6; florists, 6; furniture, 7; furriers, 4; garages (public), 39; grocers and meat dealers, 207; hardware, 10; jewelry, 11; men's furnishings, 14; men's clothing, 14; merchant tailors, 7; milliners, 8; opticians, 11; photographers, 13; pianos (and miscellaneous musical instruments), 9; radio supplies, 9; restaurants (including hotels), 54; shoes, 37 stores selling shoes; sporting goods, 5; stationers, 9; women's apparel, 18.

**NEBRASKA CITY, NEB.**

1920 Population, 6,379.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 10%; Foreign Born, 9%; Industrial Workers, 70%; English Reading, 100%; Families, 1,400.

Schools: Public Grade, 7; High, 1; Parochial, 2. Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 1,600.

Location: Mo. Pac. and Burlington railroads.

Principal Industries: Pork packing, food products, dairy, ice cream, soft drinks, alfalfa feed, chick feed, terminal grain elevators, wholesale grocers, apple orchards, iron, automobiles, machinery supplies, printing, shirt factory, brick and supply co.

Manufacturing Establishments: Leading firms, Morton-Gregson Co., Oteo Food Products Co., Bones Dairy, Grandman Dairy, Stoker Dairy, Green's Ice Cream Co., N. C. Bottling Co., J. O. Lock Milling Co., Wilson Elevators, Duff Elevators, Bartling Elevators, N. C. Iron Co., Kregel Windmill Co., Kressen Bros., Bartling Seed Co., Press Printing Co., Wheeler-Motter Co., Western Brick & Supply Co.

Special Information: On Missouri River 50 miles below Omaha. Three trunk highways. Nebraska City is largest trading center within radius of 40 miles. Wholesale and retail center of this territory. Seat of Arbor Lodge State Park, drawing thousands annually; dairying, fruit, no crop failures since 1855.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Practically in center of city, stores, modern and progressive.

Trading Area: 40 mile radius.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous, Limes, Canners.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 1; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 1; fruits, 4; furniture, 3; garages (public), 3; grocers, 30; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 4.

**NORFOLK, NEB.**

1920 Population, 8,664.

City and Suburban, 75,000.

Native Whites, 95%; Negroes, 25%; Foreign Born, 3.75%; Industrial Workers, 5%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, \$4,992,247.54; Savings Bank Deposits Total, \$1,679,466.12.

Theatres: Legitimate, 1; Motion Pictures, 2; Miscellaneous, 1. Total number of seats, 3,000.

Location: On C. & N. W. C. M. St. P. M. & O., and U. P.; 125 miles northwest of Omaha.

Principal Industries: Railroad division and shops, canning plant, poultry plant, wholesale houses, bridge and construction company, flour mill.

Manufacturing Establishments, 4. Norfolk Flour Mills, Norfolk Bridge & Construction Co., Norfolk Packing Co., Midwest Mfg. Co.; \$3,000,000. Railroad center, 21 trains in 5 directions. Distributing and shopping center for northeast Nebraska and southeastern South Dakota.

Residential Features: About 2,500 good homes, no tenements or apartments.

Retail Shopping Section: 4 large dept. stores and many exclusive stores of every line; nearest city of equal size 85 miles.

Trading Area: West, 100 miles; north, 75; east and south, 50. State highways in every direction.

Wholesale Houses: Groceries, 2; Fruits, 2; Auto accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 4; bakers, 4; cigar stores and stands (including hotels), 72; confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 10; druggists, 5; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 3; fruits, 10; furniture, 2; furriers, 1; garages, 5; grocers, 46; hardware 2; jewelry, 3; meat markets, 12; men's furnishings, 7; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotel), 12; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 6.

**OMAHA, NEB.**

1920 Population, 191,601.

City and Suburban, 40 mile zone, approximately 500,000.

Natives Whites, 76%; Negroes, 5.38%; Foreign Born, 18.4%; Industrial Workers, 11%; Families, 47,330.

Schools: Public Grade, 53; High, 4; Junior High, none; Parochial, 37; Number of Pupils, 40,000.

Churches: Baptist, 10 w., 10 c.; Christian Science, 3; Congregational, 8; Roman Catholic, 34; Miscellaneous, 67.

Banks: National, 8; State, 4; Total Resources, Bank Clearings, 1923, \$2,103,475,000. Savings Bank Deposits Total, \$100,765,700.

Theatres: Legitimate, 1; Moving Pictures, 32; Vaudeville, 3; Auditoriums, etc., 3; Total Seats, 37,710.

Location: Omaha is the leading rail center between Chicago and Denver. It is the center of 13 national and interstate highways. It is on the main transcontinental mail route. Fourth railroad center in America. The following railroad centers enter Omaha: Burlington, C. & N. W., C. Gt. W., C. M. & St. P., C. R. I. & P., I. C., Mo. Pac. U. P., Washab, C. St. P. M. & O.

Principal Industries: Smelting of all kinds, packing industry, butter, railroad shops, tires, alfalfa products, biscuit making, bags, structural steel, printing, manufacturing of flour and mill products.

Manufacturing Establishments, 450. Leading firms: American Smelting & Refining, M. C. Peters Mill Co., M. E. Smith Co., Item Biscuit Co., Loose-Wiles Biscuit Co., Bemis Bag Co., Omaha Flour Mills Co., Omaha Steel Works, Cudahy, Swift, Armour, Morris Packing Companies.

Although 34th in population, Omaha is 19th in bank clearings. Omaha has the best one mile track in the west, with splendid stables and a grand stand seating 10,000 people. Special trackage and street railways show perfect efficiency in handling huge crowds that attend the races. Nearly 200 acres are included in the grounds in which \$1,000,000 has been invested. Aside from the races, which are an annual event, the grounds are available as an entertainment center and places Omaha among the leading cities for handling large number of visitors.

Residential Features: Almost 50% of the families own their homes. There are no slums or tenements. Most of the houses are one and two family. Dundee, located to the west of the city, is a fine residential suburb which has been absorbed by the growing city of Omaha. Homes vary greatly in value from \$10,000 to \$105,000.

Retail Shopping Section: The retail shopping district comprises from Chicago to Leavenworth and from 14th to 17th except Douglas, which extends to 19th, Farm to 24th and Harney to 18th. From Chicago to Leavenworth is 10 blocks. Three outlying retail districts, namely Florence, Benson and South Omaha, each of which used to be separate small towns which have been absorbed by Omaha. Usual neighborhood shopping districts. Council Bluffs is right across the River, a 20 minute street car ride from center of Omaha.

Trading Area: The trading area is 40 miles in a circle from Omaha and Council Bluffs. As Omaha and C. B. are the only really large towns in this territory they naturally draw from larger radius than if there were other large towns where people could shop. Leading from Omaha into this region are two interurban lines, 15 bus lines, 10 trunk railroads, 22 branch railroads and 13 national highways.

Wholesale Houses: Grocers, 10; Semi-Wholesale, 5; Meats, 16; Fruits, 20; Hardware, 7; Dry Goods, 7; Bakers, 6; Cigars, 12; Coal, 8; Confectioners, 18; Drugs, 9; Fuel, 35; Furniture,

5; Jewelry, 8; Millinery, 2; News Dealers, 12; Notions, 4; Oils, 20; Paper, 12; Produce, 18; Salt, 3; Shoes, 6; Soft Drinks, 10; Wall Paper, 2; Woolenware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 33; automobile tire agencies, 79; bakers, 92; cigar stores and stands, 1,250; confectioners (including hotel stands), 167; delicatessen, 16; dressmakers, 39; druggists, 250; dry goods, 48; department stores, 9; electrical supplies, 33; florists, 32; fruits, 7; furniture, 52; furriers, 14; garages, 168; grocers, 695; hardware, 38; jewelry, 59; meat markets, 108; men's furnishings and clothing, 43; men's tailors, 129; milliners, 22; opticians, 19; photographers, 35; pianos (and miscellaneous musical instruments), 28; radio supplies, 34; restaurants (including hotels), 298; shoes, 39; sporting goods, 7; stationers, 3; women's apparel, 11.

**PLATTSMOUTH, NEB.**

1920 Population, 4,565.

City and Suburban Estimate, 5,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$1,863,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 800.

Location: Two miles south of the mouth of the Platte River, on the west bank of the Missouri River. Served by main lines of C. B. & Q. and the Mo. Pac. R. R. north, south, east and west, as well as auto bus service to the north and south.

Principal Industries: Farming and cattle raising on the farms, and in the city we have Burlington repair shops which employ from 400 to 600 men. Flour mills and machine shops also found here.

Manufacturing Establishments: 2. Bertsch's Machine Shops.

Special Information: Besides being on the main lines east and west of C. B. & Q. R. R. and main line north and south of the Mo. Pac. Ry., we have several popular automobile highways, the principal ones being the King of Trails and the Washington Highway. Being only a 45-minute drive from the great live stock markets of Omaha, stock raising is quite an occupation in itself. Missouri River freight rates apply to Plattsmouth. Daily truck service to the north and south.

Residential Features: Plattsmouth enjoys a natural location for beauty second to none in the state. It being situated in the hills overlooking the Missouri River makes it a most desirable spot for summer homes and permanent residences. Mostly one-family houses. Three modern apartment houses. A very limited section is devoted to workmen's dwellings. Private homes predominate.

Retail Shopping Section: Extends seven blocks west from the Burlington depot and one block on either side of this (main) street.

Trading Area: Extends about 20 miles south and west. Intermittent business is secured from people living across the river east in Iowa, also from across the Platte River to the north. A wooden bridge spans the Platte River three miles north, while a Missouri River ferry takes care of travel from Iowa.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 2.

**SCOTTS BLUFF, NEB.**

1920 Population, 6,912.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 1%; English Reading, 90%; Families, 1,500.

Schools: Public Grade, 6; High, 1; Junior High, 1. Number of Pupils, 2,852.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 3; Total Resources, \$3,000,000. Savings Bank Deposits, Total, \$225,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,200.

Location: On Alliance-Casper Division of C. B. & Q. Ry. Three miles across river from

Continued on page 124.

## NEBRASKA, NEVADA and NEW HAMPSHIRE Markets in Standard Surveys

## NEBRASKA (Cont'd)

## Scotts Bluff (con't)

Gering Station of Union Pacific. Nucleus of various truck and state lines. Largest freight receipts and shipments of any city in United States on single line of railroad.

**Principal Industries:** Sugar beet factory, flour mill, creamery, cheese factory, packing house, iron foundry, bottling works, cement tile factory, only daily newspaper in western Nebraska.

**Manufacturing Establishments:** Great Western Sugar Co., Mead Milling Co., Kinks Creamery Co., Fairview Cheese Association, Scottsbluff Packing Co., Gering Foundry, Scottsbluff Bottling Works, Star-Herald Printing Co. Total value output, \$20,000,000.

**Special Information:** Metropolis of leading beet growing section of middle west, center of the largest section of irrigated land in the United States. Largest city in western Nebraska, 10th largest in state. Wholesale distributing point for western Nebraska, northern Omaha and eastern Wyoming. Most modern fire-proof hotel west of Omaha and Lincoln. On North Platte Valley highway and Denver-Black Hills highway.

**Residential Features:** Mostly homes of bungalow type, being a very noticeable absence of "shacks," this being due to newness of town. Streets wide and well shaded, many streets graveled, with some concrete paving in residence section. Especially compact.

**Retail Shopping Section:** Broadway, principal, 6 blocks. First Avenue, 2 blocks, Avenue A, 3 blocks. Cross streets between First Avenue and Avenue A.

**Trading Area:** Approximately 60 miles each direction.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 3; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 10; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 4; grocers, 14; hardware, 4; jewelry, 2; meat markets, 5; men's furnishing, 6; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 2; sporting goods, 3; stationers, 6.

## WYMORE, NEB.

1920 Population, 2,562.

City and Suburban Estimate, 3,000.

**Native Whites, 100%; Foreign Born, approx. 5%; Industrial Workers, 50%; English Reading, 96%; Families, approx. 600.**

**Schools:** Public Grade, 3; High, 1; Number of Pupils, approx. 600.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous—Christian, 1.

**Banks:** National, 1; State, 1; Total Resources, about \$950,000; Savings Bank Deposits Total, \$125,000.

**Theatres:** Legitimate, 2; Combination, 2. Total number of seats, about 1,200.

**Location:** C. B. & Q. R. R.

**Principal Industries:** Agricultural community town; is railroad division.

**Manufacturing Establishments:** Bottling works. Leading firm, Wymore Bottling Works.

**Special Information:** Being division point of railroad, with a pay-roll of from \$50,000 to \$60,000 per month. Geographical location makes it the best distributing and shipping point.

**Residential Features:** Most people own their own homes, which are well furnished and modern mostly.

**Retail Shopping Section:** Seventh avenue and streets intersecting therewith.

**Trading Area:** Extends ten miles east, fourteen miles south, ten miles west, and ten miles north.

**Wholesale Houses:** Grocers.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 5 to 10; druggists, 2; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, all grocers; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

Standard Surveys  
of  
NEVADA

## CARSON CITY, NEV.

1920 Population, 1,680.

**Native Whites, 80%; Negroes, only 5 or 6 in town; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 85%; Families, 400-500.**

**Schools:** Public Grade, 1.

**Churches:** Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

**Banks:** National, 1.

**Theatres:** One, which is used for movies and vaudeville.

**Location:** On Virginia and Truckee R. R.

**Principal Industries:** Farming. No manufacturing.

**Special Information:** Carson City is the state capitol. We have a government building here, which is used as post-office, land office, Federal Court and few other offices. State Prison, Government Indian School and Carson Hot Springs are other places besides the State Orphan Home, and just 5 miles from the noted Lake Tahoe.

**Residential Features:** The residential section is scattered, many nice homes in all parts of town. Mostly one-story buildings.

**Retail Shopping Section:** Extends from railroad depot south 11 blocks. Only one main street with stores.

**Trading Area:** A number of people come from small outside towns to shop.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 2; dry goods, 2; department stores, electrical supplies, 2; fruits, 1; furniture, 1; garages (public), 7; grocers, 4; hardware, 2; jewelry, 2; meat markets, 2; men's furnishing, 3; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 2; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 1.

## GOLDFIELD, NEV.

1920 Population, 1,560.

**Schools:** Public Grade, 1; High, 1; Number of Pupils, 215.

**Churches:** Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

**Banks:** State, 1; Total Resources, \$802,297.01.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 600.

**Location:** Tonopah and Goldfield, connecting with Southern Pacific. Bullfrog-Goldfield, connecting with Santa Fe and U. P. Automobile state line between Tonopah and Goldfield, Lida and Silver Peak.

**Principal Industries:** Mining, railroad shops, printing.

**Manufacturing Establishments:** Goldfield Cons. Mining Co., Goldfield Deep Mines Co., Goldfield Ice and Bottling Works, Florence Goldfield Mining Co.

**Special Information:** Goldfield is the gold mining center of southern Nevada and has direct connections and communications with all the smaller mining and ranching communities of the southern part of the state, all of which are reached by railroad and stage lines. Few other industries.

**Residential Features:** As good as, and in many cases superior, to those to be found in the average gold mining camp of this size. Electric lighting, running water and modern sewerage system.

**Retail Shopping Section:** About 10 blocks, 5th avenue, Crook avenue, Columbia street, Ramsey street, Broadway.

**Trading Area:** South about 80 miles, west about 40 miles, east, all ranching area, north 30 miles.

**Wholesale Houses:** Groceries, 2; Meats, 1; Ice and Bottling.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 1; dry goods, 2; department stores, 1; electrical supplies, 3; fruits, 3; garages (public), 4; grocers, 5; hardware, 2; meat markets, 2; men's furnishing, 2; men's clothing, 1; merchant tailors, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 1; stationers, 2; women's apparel, 2.

## RENO, NEVADA

1920 Population, 12,016.

City and Suburban Estimate, 25,000.

**Native Whites, 79.6%; Negroes, .5%; Foreign Born, 18.9%; Industrial Workers, 20%; English Reading, 85%; Families, 2,975.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,500.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; State, 3; Total Resources, \$16,857,862; Savings Bank Deposits Total, \$7,601,133.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

**Location:** Situated at the eastern base of the Sierra Nevada Mountains, on transcontinental line of Southern Pacific R. R., and branch line of Western Pacific R. R. Terminus of Virginia & Truckee railroad, and on line of Southern Pacific R. R. running to southern Nevada and northeastern California. Stage line service in all directions. Center of distributing area for northern and central Nevada, north-eastern California and small part of southern Oregon.

**Principal Industries:** Mining, lumber and cattle, small flour mill, 2 meat-packing plants, 5 planing mills, 1 foundry, 1 soap factory, 1 brick factory. Shipping point for wool, potatoes, cattle, sheep, mining machinery.

**Manufacturing Establishments, 10.** Leading firms, Nevada Packing Co. (branch of Western Meat Co.), Humphrey Supply Co., Commercial Soap Co., Verdi Lumber Co., Red River Lumber Co., Reno Pressed Brick Co.

**Residential Features:** There are five large and a dozen small apartment houses in Reno. The homes are mostly one-family, and 70% of them are privately owned. Exclusive residence districts predominate; the homes are mostly new and modern, costing from \$5,000 and a few costing \$50,000. Average value about \$7,500.

**Retail Shopping Section:** Virginia St., 5 blocks; Second St., 5 blocks; First St., 1 block; Front St., 2 blocks; Commercial Row, 3 blocks; Plaza, 4 blocks; Center St., 2 blocks; Sierra St., 4 blocks; Lake St., 3 blocks; Fourth St., 8 blocks. Small stores in residential district.

**Trading Area:** The trading area includes Carson Valley to the south for 60 miles; northern California to the north for 80 miles; the Comstock district to the south for 30 miles and central Nevada for a distance of 100 miles, and California district to the west, for 40 miles. Some of the highways are paved, and some graveled and graded. Train service is also good for all points.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 10; druggists, 8; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 2; fruits, 4; furniture, 4; furriers, 2; garages (public), 5; grocers, 40; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 9.

Standard Surveys  
of  
NEW HAMPSHIRE

## CLAREMONT, N. H.

1920 Population, 9,524; now, 10,800.

**Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 70%; English Reading, 88%; Families, 2,500.**

**Schools:** Public Grade, 11; High, 2; Junior High, 2; Parochial, 1. Number of Pupils, 2,111.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 2; State, 1. Total Resources, \$1,755,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,290.

**Location:** On western border of New Hampshire, served by Connecticut and Passumpsic and the Concord-Claremont divisions of the B. & M. R.R. Bus line connections with nearby towns of New Hampshire and Vermont. Elec. railway connection with Claremont Junction.

**Principal Industries:** Mining machinery, cotton bed spreads, kraft paper, pattern paper, woolen goods, shoes, shoddy products.

**Manufacturing Establishments, 11:** Sullivan Machinery Co., Monadnock Mills, Claremont Paper Co., Coy Paper Co., International Shoe Co., Robert Wollen Mills, Claremont Waste Mfg. Co.

**Special Information:** Largest town in state and shopping center for county and Vermont border towns. Labor troubles unknown. High percentage of home owners.

**Residential Features:** Single homes predominate. Foreign element largely segregated in well kept tenement district. Sugar River divides tenement district from business and residential sections. Average value of homes in residential section, \$7,500.

**Retail Shopping Section:** Centers in large

public square and extends two blocks south on Pleasant St., 5 blocks north on Main St., 1 block west on Sullivan, 3 blocks east on Tremont and Broad. Two sectional shopping centers on north side of river and several neighborhood trading districts, one at West Claremont.

**Trading Area:** Approximately 30 miles in each direction.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Confectioners products, 1; Shoes, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 13; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 37; delicatessen, 5; dressmakers, 9; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 6; grocers, 31; hardware, 3; jewelry, 3; meat markets, 13; men's furnishing, 8; men's clothing, 8; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 3; stationers, 6; Women's apparel, 13.

See announcement below

## CONCORD, N. H.

1920 Population, 22,167.

City and Suburban Estimate, 66,000.

**Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 15%; English Reading, 98%; Families, 7,000.**

**Schools:** Public Grade, 14; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 3,582.

**Churches:** Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 1; Methodist, 3; Roman Catholic, 4; Miscellaneous, 9.

**Banks:** National, 3; State, 4. Total Resources, \$36,136,447.83. Savings Bank Deposits Total, \$25,484,493.26.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 6,000.

**Location:** Located in central part of southern New Hampshire, 45 miles from Atlantic Ocean on the east. Boston & Maine R.R., with 68 passenger and approximately 20 freight trains daily. Truck service three times weekly to Boston and other points in Massachusetts. Direct freight to Boston and New York connect with steamship lines and through service to the South and West is available for all shipments.

**Principal Industries:** Granite, printing, silverware, leather belting, electrical apparatus, railroad shops, wood products, textile mills, truck and body factory, confectionery, wagon, wheels, men's clothing, fire hose and nozzles, automobile springs, four metal castings, insurance, brick.

**Manufacturing Establishments:** John Swenson Granite Co., Granite State Quarries Co., Perry Bros., Rumford Printing Co., Wm. B. Durgin Co., Page Belting Co., N. E. Cable Co., Boston & Maine R. R. shops, Wooden Products Corp., Concord Worsteds Corp., N. H. Spinning Co., Abbott-Downing Co., Treisman Bros., Holt Bros., Leopold Morse Co., Ford & Kimball, Concord Foundry Machinery Co., United Life, Capital Fire and N. H. Liability Insurance Co., Concord Brick Co., N. E. Box Co., Concord Lbr. Co., C. M. & A. W. Rolfe, Hoyt Electric, Harris Emery, Kimball Studio. Annual output, \$13,000,000.

**Special Information:** Concord is the railroad center of New Hampshire. It is the home and starting point of many salesmen who cover Vermont, N. H. and Maine. It is on the main route to the White Mountains.

**Residential Features:** Very few apartment houses. Two family and single family houses predominate. Many of the latter are extremely large, having more than 8 rooms. Much new construction of one family homes. No tenement district in city. West End section has many homes worth from \$15,000 to \$30,000.

**Retail Shopping Section:** Extends from Pitt-

## THE CLAREMONT, N. H.

## Daily Eagle

New Hampshire's Only Daily Newspaper in the Thickly Populated Connecticut Valley Region.

Represented by

THE JULIUS MATHEWS

Special Agency

Boston New York Chicago Detroit



**NEW HAMPSHIRE**  
(Cont'd)

man St. for 8 blocks on Main, the principal business street. School, Warren and Pleasant Sts., off Main St., are business streets for one block each. Pleasant St., Ext., Depot and Bridge Sts., off Main, are business streets for one block each. Six outlying retail sections and many neighborhood sections.

**Trading Area:** Extends about 35 miles, West, East and North, and 10 miles South.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines—Drugs, 1; flour, 3; grain-feed, 3; shoes, 1; confectionery, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 22; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 17; druggists, 14; dry goods, 13; department stores, 4; electrical supplies, 4; florists, 3; fruits, 8; furniture, 4; furriers, 3; garages (public), 19; groceries, 53; hardware, 6; jewelry, 5; meat markets, 22; men's furnishing, 9; men's clothing, 11; merchant tailors, 11; milliners, 22; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 13; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 10.

See announcement column 4

**DOVER, N. H.**

1920 Population, 13,029.

Native Whites, 50%; Negroes, less than 1%; Foreign Born, 25%.

**Schools:** Public, 7; High, 1; Junior, 1; Parochial, 2; Number of Pupils, 2,185.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1 Unitarian, 1 Universalist, 1 Greek Orthodox.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2.

**Location:** Boston & Maine Ry., Portland Div. Situated in Stratford County, Southeastern part of New Hampshire, midway between Boston and Portland on main line of B. & M. Cobeco River flows through center of town. Two bus lines running into city, one from Portsmouth, the other to Salmon Falls and So. Berwick. Street railway running from Dover to Rochester, Gonc and Somersworth.

**Principal Industries:** Cotton mills, woolen mills, leather belting manufacturing, machine shops (printing presses), shoe factories, box toes for shoes, bakeries, window, door and sash factories.

**Manufacturing Establishments:** 32. Leading firms, Pacific Mills Co., American Woolen Co., F. B. Williams & Sons, Kidder Press, National Woodworking Machine Co., Farmington Shoe Co., Beckwith Mfg. Co., Ireland Grafton Shoe Co., Herrick Shoe Co., D. Foss & Son, D'Arcy Co., Brown-Beckwith Co., M. & M. Bakeries.

**Special Information:** See special issue of paper mailed under separate cover.

**Residential Features:** Mostly one and two-family houses. Several apartment houses. Private houses predominate, especially in the best residential sections.

**Retail Shopping Section:** Extends from railroad crossing on Central avenue south to Washington street, lower Central avenue to St. Thomas and Kirkland street, Locust street, also Third street, Main street, Broadway on north side of river. North of railroad crossing on Central avenue and in neighboring sections are neighborhood stores so-called, also grocery and provision stores.

**Trading Area:** Extends at least a radius of twenty-five miles from Franklin Square, north, east, west and south.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines—Confectionery, 2; Drugs, etc., 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 13; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 35; dry goods, 10; department stores, 3; electrical supplies, 8; florists, 2; fruits, 8; furniture, 6; garages (public), 13; grocers, 28; hardware, 4; jewelry, 4; meat markets, 16; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 6; photographers, 3; piano (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 8; sporting goods, 3; stationers, 8; women's apparel, 7.

**KEENE, N. H.**

1920 Population, 11,210.

City and Suburban Estimate, 14,000. Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 98%; Families, 2,972.

**Schools:** Public Grade, 12; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,954.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 4; State, 2; Total Resources, \$4,810,518. Savings Bank Deposits Total, \$4,908,205.51.

**Theatres:** Five theatres in the city are included in these classifications.

**Location:** On Main line of B. & M. to Montreal. Terminal for Ashuelot Division and Nashua Division of Boston & Maine.

**Principal Industries:** Chairs, palls, boxes, textiles, shoes, machinery, wood heels, toys, mica, celluloid, screes, glue, loose-leaf ledgers, automobile accessories, granite, soft drinks, silver polish, manicure implements, braid and trimming, brush handles, carriages and wagons, washing products, sash, blinds, interior finish, hoops, floor tile, patent medicines.

**Manufacturing Establishments:** 52: Sprague & Carleton, Norwood & Calef, Wilcox Comb Co., Lynn Wood Heel Co., Faulker & Colony Mfg. Co., Ashuelot Shoe Co., A. E. Martell Co., Wascokang Woolen Co., International Shoe Co., A. E. Fish Co., J. A. Wright & Co., Brattleboro Overall Co.

**Special Information:** The location of this city makes it a trading center for a radius of over 16 miles. Diversified industries have always protected Keene against the effects of severe business depression. General farming protects the rural population from the reverse of special agriculture.

**Residential Features:** One family houses predominate, large proportion owned.

**Retail Shopping Section:** Very compact. All within one quarter mile of Main St., Central Square and immediate connecting streets.

**Trading Area:** Keene is the county seat of Cheshire County. Popular stopping place for tourists enroute to mountains. People for a radius of over 16 miles make Keene their financial, wholesale and retail shopping center.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 8; bakers, 3; cigar and stores and stands (including hotels), 25; dressmakers, 17; druggist, 5; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 3; furriers, 2; garages (public), 12; grocers, 50; hardware, 3; jewelry, 5; meat markets, 17; men's furnishing, 6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 12; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 7.

See announcement below

**MANCHESTER, N. H.**

1920 Population, 78,384.

City and Suburban Estimate, \$2,000, based on police census of 1923.

Native Whites, 50,790; Negroes, 62; Foreign Born, 27,516; Industrial Workers, 27,000; Eng-

lish Reading, approx. 15,000; Families, 17,415; 6,000 French families.

**Schools:** Public Grade, 25; High, 2; Number of Pupils, 14,000.

**Churches:** Baptist, 4; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 2; Methodist, 5; Presbyterian, 2; Roman Catholic, 15 (7 French); Miscellaneous, 14.

**Banks:** National, 4; State, 6; Total Resources, \$63,874,142; Savings Bank Deposits Total, \$55,392,000.

**Theatres:** Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

**Location:** 56 miles from Boston on Boston & Main R. R. Electric line to Concord, Nashua and Derry, Goffstown, connecting with other electric lines as far as Boston.

**Principal Industries:** The principal industries of Manchester are cotton and woolen goods, print paper, box shooks, itch needles, shoes, paper and wooden boxes, doors, sashes, blinds, knit underwear, caskets, brushes, machinery, fire escapes, hosiery, lumber, cigars, bobbins, carbonated beverages. The city is classed as the largest industrial center in New Hampshire. The industries include seven box and lumber manufacturers, one carriage factory, two concrete and brick manufacturing, two hosiery, two machiners, one brush factory, three needles, three papers, 19 shoe factories, two sporting goods and four textile manufacturers.

**Manufacturing Establishments:** 165. Leading firms, Amoskeag Mfg. Co., the largest cotton mill in the world; R. G. Sullivan Cigar Co., the largest single cigar plant in the country; S. A. Feilton & Son, brush manufacturers; W. H. McElweil Co., shoes; F. M. Hay Shoe Co., Plant Bros. & Co., Craft Shoe Co., Leighton Machine Co. (knitting machinery), C. A. Williams Needle Co., Currier Needle Co., Fay Mfg. Co. (women's garments), Elliott Mfg. Co. Knit Goods.

Total value of yearly output of factories estimated at \$117,000,000.

**Special Information:** Manchester has been an industrial community for nearly 100 years and therefore is the home of a high-grade skilled class of workmen. It is only one and a half hour by train from Boston, the distributing center for New England. It has the residential advantages of a small city located in agriculture territory. The cost of living is appreciably lower. The diversity of industry insures a high average of prosperity.

**Residential Features:** Mostly one and two-family houses. Large percentage of individually owned homes. Total dwellings, 10,657.

**Retail Shopping Section:** Chiefly on Elm St. for about 15 blocks. Also for a distance of 1 block on each of 10 streets crossing Elm St. Foreign retail section covering about 7 blocks. Another section in vicinity of warehouses and manufacturing sections extending about 10 blocks.

Continued on page 126



A highly developed one paper city

**THE MONITOR PATRIOT**

A. B. C.

Afternoon Paper  
Goes Into the Homes

Savings in Concord banks total more than \$25,000,000.

Ninety-two per cent of the population of Concord is English reading. Eighty-five per cent are native born whites.

No industry in Concord has been shut down for lack of work since before the war. There are 76 factories.

Concord is headquarters for the Southern Division of the Boston & Maine railroad with 40 miles of trackage to care for the big transfer business.

Wholesale houses in Concord supply most of New Hampshire and much of Vermont.

Concord has 300 retail establishments.

Concord is a home owning city of beauty with the state capital buildings at its heart.

The standard of living in Concord is high.

No New Hampshire Campaign is complete without the Monitor-Patriot.

Special Representative

Julius Mathews,  
Boston, New York, Chicago, Detroit

**KEENE, NEW HAMPSHIRE**

is the banking and business center for wholesale and retail trade of 33,000 population. Over forty diversified industries keep labor constantly employed, creating steady buying power, which is further stimulated by prosperous agricultural territory surrounding. 95% of citizens are native whites, 98% are English reading, 75% of dwellings are individually owned.

**KEENE EVENING SENTINEL IS THE ONLY DAILY**

paper thoroughly covering this field, going into the homes of 2,972 families with a circulation always exceeding 3,200 and a suburban circulation over 400. A thriving city daily produced in a metropolitan manner. Value as an advertising medium is expressed by nearly 100% of local merchants being continuous advertisers, and a list of national advertising accounts that is seldom, if ever, equalled by publications of like and larger circulation.

**THERE IS NO SUBSTITUTE**

**NEW HAMPSHIRE  
(Cont'd)**

**Manchester (con't)**

**Trading Area:** North to Concord, 18 miles; south to Nashua, 17 miles; west to New Boston, 16 miles.

**Wholesale Houses:** Groceries, 2; Meats, 5; Fruits, 3; Hardware, 1; Miscellaneous Lines, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 26; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies, 5; bakers, 41; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 46; delicatessen, 3; dressmakers, 76; druggists, 39; dry goods, 3; department stores, 1; electrical supplies, 4; florists, 8; fruits, 40; furniture, 34; furriers, 5; garages (public), 37; grocers, 236; hardware, 7; jewelry, 15; meat markets, 41; groceries; men's furnishings, 16; men's clothing, 26; merchant tailors, 58; milliners, 19; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 79; shoes, 34; sporting goods, 4; stationers, 7; women's apparel, 11.

**NASHUA, N. H.**

1920 Population, 28,000.

City and Suburban Estimate, 35,000.

Native Whites, 18,990; Negroes, About 10. Foreign Born, 9,000; Industrial Workers, 8,500; English Reading, 20,000.

**Schools:** Public Grade, 10; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 6,834.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 5; Miscellaneous, 3.

**Banks:** National, 2; State, 3; Total Resources, \$17,500,000; Savings Banks Deposits Total, \$8,500,000.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

**Location:** On Boston & Maine Railroad, junction point for five lines. Splendid shipping center, city in nearly the center of New England.

**Principal Industries:** Nashua Mfg. Co., cotton textiles; Asbestos Wood Co.; White Mountain Freezer Co.; Maine Mfg. Co., refrigerators; McElwain Shoe Co.; Nashua Gummed and Coated Paper Co.; Gregg & Son, doors, blinds, etc.; Wonalancet Co., cotton carders; Improved Paper Machine Co.; National Bread Wrapping Machine Co.; Proctor Bros. Co., coopers; other lines, machine tools, wood working, tannery, etc.

**Manufacturing Establishments:** 35. **Leading**

frms, Nashua Mfg. Co. (capital, \$12,000,000). White Mountain Freezer Co. (capital, \$1,000,000). Maine Mfg. Co. These three are national advertisers.

**Special Information:** Splendid shipping center. Good labor market. Excellent homes. Fine water system. Good streets. Generally a very desirable city to live in and do business in.

**Retail Shopping Section:** Main, Factory and West Pearl streets.

**Trading Area:** About 16 miles. Includes Hudson, Hollis, Milford, Wilton, Merrimack, Litchfield, Pepperell, Dunstable, Tyngsboro.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 7; confectionery (including hotel stands), 12; druggists, 10; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 4; fruits, 12; furniture, 6; garages (public), 11; grocers, 140; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 8; mens' clothing, 15; merchant tailors, 5; milliners, 10; opticians, 4; photographers, 5; pianos (and musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 10.

See top columns 3 and 4

**PORTSMOUTH, N. H.**

1920 Population, 15,000.

City and Suburban Estimate, 60,000.

Native Whites, 91.5%; Negroes, 1.5%; Foreign Born, 7%; Industrial Workers, 13%; English Reading, 95%; Families, 3,421.

**Schools:** Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,819.

**Churches:** Baptists, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 3; Total Resources, \$4,145,608.98. Savings Bank Deposits Total, \$101,013.14. (Three savings banks.)

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,212.

**Location:** Midway between Boston and Portland, 85 miles to either city. Served by B. & M., main line to Canada and four branches. City at mouth of Piscataqua River. Ice free 80 feet harbor one mile from ocean.

**Principal Industries:** Ladies shoes, buttons, auto bodies, United States Navy Yard. Summer business.

**Manufacturing Establishments,** 10: Portsmouth Navy Yard, Morley Button Co. (largest button manufacturer in country), Shapiro Wag-

Continued on page 127

*IN NASHUA,  
New Hampshire's Second  
Largest City, it's the*

**NASHUA  
TELEGRAPH**

*An Evening Newspaper with a  
Home Circulation.*

Leased wire service  
Associated Press

Over Ninety Per Cent  
Carrier Delivery

**These two newspapers dominate  
the State of New Hampshire!**

**THE MANCHESTER UNION**  
MANCHESTER'S GREAT AND ONLY MORNING  
NEWSPAPER

"The Newspaper Bible of the State"

Analysis of circulation and advertising situations in the United States reveals the fact that not in a single one of the forty-eight states in the Union does any one newspaper so comprehensively dominate its own state in the matter of circulation and advertising as does the Manchester Union and Leader with its morning and evening editions.

**THE MANCHESTER LEADER**  
MANCHESTER'S POPULAR EVENING NEWSPAPER  
"Everybody Reads It"

Reader efficiency increases volume of circulation, and by the same token it is always reader efficiency that leads to advertising supremacy.

Average daily net paid circulation more than **28,000**

Larger than the net paid circulation of all other dailies in New Hampshire combined!

NEW HAMPSHIRE IS A RICH AND PROSPEROUS INDUSTRIAL AND AGRICULTURAL STATE, AND MANCHESTER IS LOCATED IN THE VERY HEART OF ITS POPULATION AND INDUSTRY. A MORE DETAILED DESCRIPTION OF CONDITIONS IS GIVEN IN ANOTHER COLUMN OF THIS PAPER.

*If you want to cover Manchester and New Hampshire, the Union and Leader does this for you more thoroughly than any other medium!*

**THE UNION-LEADER PUBLISHING COMPANY**

# Space Buyers' Guide to Markets of NEW HAMPSHIRE and NEW JERSEY

## NEW HAMPSHIRE (Cont'd)

### Portsmouth (con't)

Shoe Co., Gale Shoe Co. Annual output, \$1,000,000.

**Special Information:** Location of city remarkable due to only ice free harbor on North Atlantic coast. State Pier Commission now making survey. Only U. S. Navy Yard building submarines. Fertile field for machine shops due to unusual number of skilled artisans.

**Residential Features:** Mostly one family houses, unusual number of owners. No real poor section. Housing shortage at present due to constructive industrial work. Many houses very old.

**Retail Shopping Section:** Market Square, the hub, with following streets radiating from three to six blocks. Market, Daniel, Congress (main street), Pleasant, State.

**Trading Area:** Extends about 20 miles in all directions, center of Rockingham County, New Hampshire, and York County, Maine.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 15; dressmakers, 20; druggists, 7; dry goods, 12; department stores, 10; electrical supplies, 6; florists, 3; fruits, 8; furniture, 4; furriers, 6; garages (public), 12; grocers, 70; hardware, 6; jewelry, 4; meat markets, 13; men's furnishings, 10; men's clothing, 10; merchant tailors, 15; milliners, 8; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 10; sporting goods, 4; stationers, 3; women's apparel, 10.

## Standard Surveys of NEW JERSEY

### ASBURY PARK, N. J.

1920 Population, 12,400.

City and Suburban Estimate, 30,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 4%; English Reading, 97%; Families, 3,800; (Summer population, 160,000).

**Schools:** Public Grade, 4; High, 1; Number of Pupils, 4,000.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

**Banks:** National, 1; State, 3; Total Resources, \$18,761,075.

**Theatres:** Moving Pictures, 5; Vaudeville, 1; Total number of seats, 7,000.

**Location:** On the North Jersey shore of the Atlantic Ocean, about 50 miles from New York and 80 miles from Philadelphia. On Penn. and New Jersey Central Railroads, steamship connection with New York.

**Principal Industries:** Monmouth County: Women's Underwear, Uniforms, Clothing, Night Gowns, Pajamas, Dyed Furs, Ivory Buttons, Silk Goods, Hats and Caps, Rugs, Soft Drinks, Canned Goods, Porcelain Goods, Children's Clothing, Toys, Drumheads, Wood Products.

**Manufacturing Establishments:** Total amount of goods manufactured annually throughout Monmouth County of which Asbury Park is the center is \$25,000,000 annually.

**Special Information:** Summer visitors at Asbury Park spend \$1,500,000 each season for accommodations, and in addition to this amount spent nearly \$1,000,000 in local stores and for amusements. These visitors are taken care of for the most part in hotels and boarding houses, among the former being some of the most up-to-date resort hosteries in the country. The farm products of Monmouth County amount to over \$10,000,000 annually. The per capita wealth of Asbury Park is \$2,507.94.

**Residential Features:** Mostly one family houses and along the avenues leading from the shore are many handsome summer homes, forming a colony of well-to-do residents. There are no tenements, a small group of workers live in one-family houses in the western section of city. Many high grade boarding houses and smaller houses for the accommodation of summer visitors.

**Retail Shopping Section:** Extends along Cookman avenue a half mile, on Mattison avenue two blocks and on the west side along Springwood avenue. Main street, for its entire length of half a mile, is lined with garages, carrying generally every car.

**Trading Area:** Asbury Park enjoys one of the most prosperous trading areas in the state. During the summer season there is a vast amount of wealth in circulation, as the summer visitors' demands are great and varied.

To the North the trading area extends to Long Branch, Eatontown, Maricao, Colt's Neck. To the south to Lakewood, Spring Lake, Point Pleasant, Toms River, Allenwood, Manasquan. To the west it includes Adelphia, Farmingdale, Ailaire, Freehold and Scranston.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 3; Miscellaneous Lines, Confectionery, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 35; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 5; florists, 2; fruits, 8; furniture, 3; furriers, 2; garages (public), 18; grocers, 30; hardware, 4; jewelry, 10; meat markets, 10; men's furnishings, 3; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 6; sporting goods, 5; stationers, 8; women's apparel, 5.

### ATLANTIC CITY, N. J.

1920 Population, 50,707.

Native Whites, 64%; Negroes, 21%; Foreign Born, 13.9%; Industrial Workers, 47%; Families, 12,468.

**Schools:** Public Grade, 14; High, 1; Parochial, 3; Number of Pupils, 10,550.

**Churches:** Baptist, 8; Christian Science, 2; Episcopal, 5; Hebrew, 5; Methodist, 11; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 4.

**Banks:** National, 5; State, 8; Total Resources, \$54,855,160.

**Theatres:** Legitimate, 3; Moving Pictures, 11; three ocean piers which give all sorts of amusements; numerous cabarets.

**Location:** Is located on an island about ten miles long, directly on the Atlantic Ocean. Has three railroads to Philadelphia, two of which also run trains directly to New York City. Trolley line runs the entire length of the city and two lines to the mainland. In addition to the railroad and trolley service there are three boulevards to the mainland, connecting with hard-surfaced roads to Philadelphia, New York, and all the main automobile routes. On the Pennsylvania and Philadelphia & Reading R. R's.

**Principal Industries:** Practically the only business is the entertainment of visitors in the hundreds of hotels and boarding houses, and the rental of cottages throughout the Summer season. The number of visitors ranges from 15,000 during the dull months to 300,000 during the Summer months.

**Special Information:** Owing to the climate, transportation facilities, and unsurpassed hotel accommodations there are many conventions held in this city in addition to the regular class of visitors. Because of the climate, excellent schools, pure water supply, and train service there are many who make their homes in this city, whose business is in Philadelphia.

**Residential Features:** This is largely a city of individual homes as is shown by the fact that the 1920 census showed that there were over 9,000 dwellings. Owing to the almost universal custom of renting during the summer season, thus getting additional revenue, it is possible for people, to occupy a much finer home than could otherwise be done. There are also many apartment houses. The finest residential district is located in the southern part.

**Retail Shopping Section:** Most of the larger and better class of stores are located on Atlantic avenue for a distance of 20 blocks; on Pacific and Arctic avenues for nearly the entire length, and on many of the cross-town avenues are located a considerable number of small stores, which are mostly of the neighborhood class. There are many large and fine stores on the boardwalk which cater especially to visitors.

**Trading Area:** Radius of about 20 miles and is made up of several towns of 1,000 to 5,000 population. All of easy access by railroad or trolley.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 44; commercial auto. agencies, 8; automobile accessories, 17; automobile tire agencies, 14; bakers, 43; cigar stores and stands (including hotels), 134; confectioners (including hotel stands), 107; delicatessen, 41; dressmakers, 99; druggists, 84; dry goods, 46; department stores, 6; electrical supplies, 12; florists, 15; fruits, 30; furniture, 18; furriers, 18; garages (public), 69; grocers, 206; hardware, 27; jewelry, 48; meat markets, 79; men's furnishings, 37; men's clothing, 32; merchant tailors, 154; milliners, 34; opticians, 9; photographers, 20; pianos (and miscellaneous musical instruments), 13; radio supplies, 18; restaurants (including hotels), 253; shoes, 39; sporting goods, 7; stationers, 11; women's apparel, 47.

### BAYONNE, N. J.

1920 Population, 80,000.

City and Suburban Estimate, All city.

Native Whites, 66.2%; Negroes and others, 2.3%; Foreign Born, 32.5%; Industrial Workers, 22.5%; English Reading, 75%; Families, 16,000.

**Schools:** Public Grade, 13; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 21,000.

**Churches:** Baptist, 4; Christian Science, 1; Episcopal, 3; Hebrew, 8; Methodist, 4; Presbyterian, 1; Roman Catholic, 9; Miscellaneous, 11.

**Banks:** National, 2; State, 5; Total Resources, \$25,750,000; Savings Bank Deposits Total, \$16,900,000.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

**Location:** Bayonne, a peninsula, separates New York and Newark bays. Bounded on north by Jersey City, N. J., south by Kill von Kull, east by New York bay, west by Newark bay. Served by Central R. R. of New Jersey and Lehigh Valley. Excellent bus and trolley service to neighboring towns and country.

**Principal Industries:** Petroleum and its by-products, chemicals, steam boilers, radiators, insulated wire and cable, electric launchers, motors and generators, silk, cotton, belting, borax, soap and lotions, vegetable and essential oils.

**Manufacturing Establishments:** 152. Lead-ferrous, Standard Oil Co., Tide-Water Oil Co., Vacuum Oil Co., Babcock & Wilcox, American Radiator Co., Elco Works, Safety Insulated Wire & Cable Co., Pacific Coast Borax Co.

**Special Information:** Bayonne is on the Main Line of the Central Railroad of New Jersey which has five stations for freight and passenger service in the city. Bayonne is also served by the National Dock Railway (freight), connecting with the Pennsylvania and Lehigh Valley. This city leads the world in the manufacture of petroleum and its by-products. Its location makes it an ideal industrial and home site.

**Residential Features:** Like other industrial communities, Bayonne has suffered from a housing shortage, but is recovering from this condition. 371 dwellings, costing \$1,479,500 having been erected in 1921. Many others have been erected each year, among them being 150 family apartment houses. Bayonne is the largest city of home owners.

**Retail Shopping Section:** Extends from 4th to 50th streets on Broadway, the main business artery, and from 10th to 20th streets and Avenue C. There are also a number of outlying neighborhood grocery and meat shops.

**Trading Area:** Purely local.

**Wholesale Houses:** Groceries, 2; Meats, 4; Fruits, 1; Hardware, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 29; automobile tire agencies, 50; bakers, 28; cigar stores and stands (including hotels), 59; confectioners (including hotel stands), 95; delicatessen, 37; dressmakers, 17; druggists, 44; dry goods, 88; department stores, 11; electrical supplies, 15; florists, 9; fruits, 48; furniture, 15; furriers, 9; garage (public), 28; grocers, 279; hardware, 24; jewelry, 17; meat markets, 112; men's furnishings, 23; men's clothing, 26; merchant tailors, 44; milliners, 15; opticians, 23; photographers, 1; pianos (and miscellaneous musical instruments), 12; radio supplies, 9; restaurants (including hotels), 37; shoes, 39; sporting goods, 7; stationers, 23; women's apparel, 39.

### BRIDGETON, N. J.

1920 Population, 14,000 (estimated 16,000 today, based on registration, poll and school.

City and Suburban Estimate: Not less than 42,000 trading area.

Native Whites, 85%; Negroes, 15%; Foreign Born, 8%; Industrial Workers, 25%; English Reading, 94%; Families, 4,000.

**Schools:** Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,500.

**Churches:** Baptist, 5; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 7.

**Banks:** National, 3; State, 1; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$3,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), school and lodge and new hotel; Total number of seats, 3,500 exclusive of church auditoriums, often used.

**Location:** W. J. & S. S., New Jersey Central.

**Principal Industries:** Illinois Glass Co., Martin Finishing & Dyeing Co., Ferracute Machine Co., American Can Co., Cox & Sons, Crescent Art Metal Co., Bridgeton Chandelier Co., Hamper & Basket Co., E. Pritchard, Wm. Lansing & Sons, P. J. Ritter & Co., Clinton B. Ayars, Garrott Berger Co. (last five are canners), Bridgeton Gaslight Co., Crystal Ice Mfg. Co.

**Manufacturing Establishments:** 71. **Special Information:** 1,000 acres of lakes and parks; excellent residential center; free from labor trouble; moderate tax rate but constant municipal improvements; new nine story hotel, largest and best in inland South Jersey. Bridgeton is on nearest hard-surfaced route from Baltimore, Washington, etc., to seashore points.

**Residential Features:** Excellent with private homes predominating. One family home in great majority, some two, and a few recently converted into five and six family apartments. 130 new lots just opened up in three developments, two in heart of residential section and one adopted especially for industrial homes.

**Retail Shopping Section:** From city's bus-

ness center (Commerce and Laurel streets) shopping section runs one block west to Atlantic street, one block north to Washington street, two blocks east to Bank street, and two blocks south to Jefferson street. Some neighborhood stores scattered throughout the city.

**Trading Area:** Five miles west beyond Silex, six miles north beyond Deerfield, 20 miles south to Fort Norris, with six towns between, and six miles east beyond Gouldtown. This is conservative, as area really includes all surrounding towns.

**Wholesale Houses:** Groceries, 4; Meats, 4; Fruits, 2; Miscellaneous Lines, 2; Cigar, 5; Confectionery, 2; Poultry, 3; Florists, 2; Dairies.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 25; automobile tire agencies, 27; bakers, 7; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 30; delicatessen, 3; dressmakers, 10; druggists, 12; dry goods, 10; florists, 5; fruits, 8; department stores, 12; grocers, 112; hardware, 12; meat markets, 12; men's furnishings, 15; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 12; restaurants (including hotels), 18; shoes, 10; sporting goods, 6; stationers, 7; women's apparel, 15.

### BURLINGTON, N. J.

1920 Population, 9,049.

City and Suburban Estimate, 25,000.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 2.

**Churches:** Baptist, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

**Banks:** National, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1.

**Residential Features:** Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate.

**Retail Shopping Section:** There are about four blocks of retail shopping section, in addition to a general number of neighborhood stores scattered through the community.

**Trading Area:** Extends on two sides to a radius of about 7 miles—on west about three miles. River on north.

**Wholesale Houses:** Meats, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 24; commercial auto. agencies, 3; automobile accessories, 25; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 5; druggists, 6; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 5; garages (public), 25; grocers, 25; hardware, 10; jewelry, 3; meat markets, 15; men's furnishings, 10; men's clothing, 3; merchant tailors, 6; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 15; sporting goods, 6; stationers, 3; women's apparel, 7.

**Note:**—Figures marked with asterisks (\*) are estimates. No business directory is available.

### CAMDEN, N. J.

1920 Population, 116,300.

City and Suburban Estimate, 300,000.

Native Whites, 75.2%; Negroes, 7.3%; Foreign Born, 17.4%; Industrial Workers, 35%; English Reading, 90%; Families, 27,000; 25,000 homes.

**Schools:** Public Grade, 41; High, 2; Junior High, 2; Parochial, 5; Number of Pupils, 27,000.

**Churches:** Baptist 23; Christian Science, 1; Congregational, none; Episcopal, 30; Hebrew, 4; Methodist, 1; Presbyterian, 8; Roman Catholic, 6; Miscellaneous, Friends, 2; German Evangelical, 1; Greek Catholic, 1; Missions, 10; Lutherans, 7; Methodist Protestant, 1; Polish, Natl. Catholic, 1; Protestant Episcopal, 7; Salvation Army, 1; 7th Day Adventist, 1.

**Banks:** National, 2; State, 10; Total Resources, \$70,000,000; Savings Bank Deposits Total, \$55,000,000.

**Theatres:** Legitimate, none; Moving Pictures, 21; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 19,000.

**Location:** Camden is on the east shore of the Delaware River, directly opposite Philadelphia. It is served by the Pennsylvania, West Jersey and Seashore, the Amboy and New York Division, Long Branch Division and the Philadelphia and Reading railroads, as well as five ferryboat lines. Camden has six and one quarter miles of water front on the Delaware River, also about 5 miles on the Cooper River. The Delaware River front furnishes excellent sites for shipping lines.

**Principal Industries:** Talking machines, ships, soap, pens, cork products, leather products, furniture, soap, gas mantles, railroad shops, woollens, lace, hosiery, chemicals.

**Manufacturing Establishments:** 200. Leading firms, Victor Talking Machine Company, N. Y. Shipbuilding Corp., Campbell Soap Co.

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NEW JERSEY (Cont'd)

Camden (cont')

Esterbrook Pen Co., Hunt Pen Mfg. Co., Welshch Company, Armstrong Fork Company, Warren Webster Co., J. B. Van Sciver Co., MacAndrews and Forbes, R. M. Hollingshead Company.

Total value of yearly output of factories estimated at \$260,000,000. Annual payroll over \$85,000,000.

Special Information: The Delaware River bridge, connecting Camden and Philadelphia, is now under construction and will be finished by 1926. The rapid growth of population in anticipation of the completion of the bridge, makes this the fastest growing territory in the east.

Residential Features: Few cities afford better living facilities than Camden and its beautiful high-class suburbs. There are very few apartment houses in this area.

Retail Shopping Section: The retail business section of Camden is conducted principally on five streets; namely, Market, Federal, Broadway, Kalginia avenue and Haddon avenue, as well as outlying neighborhood business streets.

Trading Area: Extends about 20 miles north, east and south; because of the unsurpassed steam and electric railway, bus and trolley service the lines entering the city supply transportation to a territory having a population of 250,000, all within a radius covered by a short ride.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Miscellaneous Lines, Drugs, 2; Tobacco, 2. Most of the wholesale houses are in Philadelphia, just across the Delaware River.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 49-110 makes of cars; commercial auto, agencies, 5; automobile accessories, 105; automobile tire agencies, 55; bakers, 220; cigar stores and stands (including hotels), 317; confectioners (including hotel stands), 340; delicatessen, 20; dressmakers, 75; druggists, 100; dry goods, 197; department stores, 7; electrical supplies, 73; florists, 27; fruits, 150; furniture, 31; garages (public), 175; grocers, 641; hardware, 126; jewelry, 38; meat markets, 204; men's furnishings, 50; men's clothing, 24; merchant tailors, 157; milliners, 60; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 20; radio supplies, 20; restaurants (including hotels), 126; shoes, 100; sporting goods, 11; stationers, 10; women's apparel, 16.

ELIZABETH, N. J.

1920 Population, 95,000. Native Whites, 95,783; Negroes, 1,970; Foreign Born, 28,215.

Schools: Public Grade, 17; High, 1; Junior High, 1 and 1 under construction; Parochial, 9. Churches: Baptist, 4; Christian Science, 4; Congregational, 1; Episcopal, 6; Hebrew, 4; Methodist, 6; Presbyterian, 10; Roman Catholic, 13.

Banks: National, 8. Theatres: Legitimate, 1; Moving Pictures, 8.

Location: Pennsylvania R. R., Central R. R. of New Jersey, Lehigh Valley R. R., B. & O. R. R., N. Y. & N. J. Steamboat Co.

Principal Industries: Sewing machines, automobiles, oil and gas, green houses, boilers, ship building.

Manufacturing Establishments: Singer Mfg. Co., Elizabethport; Bethlehem Shipbuilding Corp., Standard Oil Co., Durant Motors Co. of New Jersey, American Type Founders Co.

Special Information: Present estimated population 110,000, representing an increase of approximately 15,000 in the last four years. Zoning ordinances signed February, 1922, designates three kinds of residential districts, two kinds of business districts, 3,000 commutation tickets sold monthly at local stations. City embarked on a \$1,000,000 school building program. Survey now being made at expense of State of New York and New Jersey for a bridge connecting Elizabeth with Staten Island.

Residential Features: Mostly single and two-family houses. An increasing number of apartment houses being erected.

Retail Shopping Section: Broad street from 9 to 300; North Broad street from 200 to 400; Elizabeth avenue from 700 to 1200.

Trading Area: Elizabeth Stores sell to the population within a radius of approximately twelve miles, an area consisting of approximately 250,000 people. Trolley lines and auto bus, commonly known as jitneys extend from Elizabeth throughout this territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 27; commercial auto, agencies, 7; automobile accessories, 48; automobile tire agencies, 10; bakers, 73; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 73; delicatessen, 31; dressmakers, 93; druggists, 58; dry goods, 111; department stores, 5; electrical supplies, 7; florists, 13; fruits, 31; furniture, 28; furriers, 5; garages (public) 31; grocers, 895; hardware, 31; jewelry, 26; meat markets, 133; men's furnishings, 22; men's clothing, 24; merchant tailors, 2; milliners, 21; opticians, 14; photographers, 10; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 53; shoes, 46; sporting goods, 4; stationers, 8; women's apparel, 30.

See announcement column 4

HACKENSACK, N. J.

1920 Population, 17,667. City and Suburban Estimate, 150,000.

Native Whites, 78%; Negroes, 5%; Foreign Born, 17%; Industrial Workers, 10%; English Reading, 95%; Families, 3,518.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 4,100.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 2; Total Resources, \$21,628,238.67; Savings Bank Deposits Total, \$8,801,968.59.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 11; Total number of seats, 6,500.

Location: New York, Susquehanna & Western Railroad and the New Jersey & New York connect Hackensack with New York, 14 miles away. Former has two and the latter, five stations in Hackensack. Both are branches of the Erie. The West Shore, and New York Central run through Bogota, one mile away. The Hackensack River emptying into Newark Bay affords excellent water transportation by barge. Train, express, freight and passenger service excellent, adding to Hackensack's business and residential advantages. It is the county seat of Bergen County. Eight bus lines connect Hackensack with the rest of the county. Four trolley lines pass through Hackensack.

Principal Industries: Paper Board and Box, Wall Paper, Building Materials, Road Materials, Chemicals, Women's Clothing, Silk, Railway Equipment, Brick.

Manufacturing Establishments: 20. Leading firms, Wm. Campbell Wall Paper Co., The Gregg Co. Ltd., Schwitzsch-Huber Silk Co., Citro Chemical Co., Continental Paper Co., Geo. M. Brewster & Sons.

Total value of yearly output of factories estimated at \$10,000,000.00.

Special Information: Location of city makes it especially adaptable for manufacturing as well as residence. Has large commuting population. Near Peterson and Newark, N. J., two large manufacturing centers. Splendid highways encourage motor truck and pleasure car transportation. With building of bridge across the Hudson, Hackensack is positively assured of remarkable growth, both industrially and residentially. Tax rate 4.86-valuation fairly low. All improvements. Assessed valuation of property over \$18,000,000. Building activity very extensive. Ten large clubs, libraries and parks. Hackensack is the center of all Bergen County activities.

Residential Features: Mostly one family dwellings of excellent construction. One section devoted to colored population. Southern part of the city houses foreign population in well kept houses. Several very modern and beautiful apartment houses. Hackensack has one of the finest residential sections in New Jersey. The Hackensack Golf Club is one of New Jersey's finest courses. Homes in the better section average \$25,000. Famous Million Dollar Court House and other county buildings are situated on the historic "Green" in Hackensack.

Retail Shopping Section: Extends from Main and Mercer streets (which forms heart of business section) (main railway depot and principal trolley stop for all four lines), 6 blocks South and 6 blocks North on Main street. Parallel to Main street is State street containing four business blocks. About ten interesting streets between Main and State streets are devoted to business. There are 4 smaller business centers, consisting of food, drug, meat and confectionery stores supplying outside sections of town.

Trading Area: Extends about 4 miles West, 5 miles South, 12 miles North and 8 miles East. Intermittent business is secured from people living at a greater distance because of the fine bus service.

Wholesale Houses: Meats, 2; Fruits, 2; Miscellaneous Lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto, agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 10; cigar stores and stands (including hotels), 95; confectioners (including hotel stands), 28; delicatessen, 8; dressmakers, 12; druggists, 11; dry goods, 20; department stores, 1; electrical supplies, 6; florists, 12; fruits, 13; furniture, 12; furriers, 2; garages (public), 20; grocers, 68; hardware, 7; jewelry, 5; meat markets, 26; men's furnishings, 10; men's clothing, 6; merchant tailors, 14; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 17; shoes, 13; sporting goods, 5; stationers, 8; women's apparel, 12.

HOBOKEN, N. J.

1920 Population, 68,166. City and Suburban Estimate, 450,000.

Native Whites, 21.75%; Negroes, .0019%; Foreign Born, 44.75%; Industrial Workers, 23.40%; English Reading, 92.75%; Families, 17,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 13,487.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 2; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 8.

Banks: National, 2; State, 6; Total Resources, \$127,313,038; Savings Banks Deposits Total, \$21,000,000. One Savings Bank.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 3; Burlesque, 1.

Location: On the west bank of the Hudson River, directly opposite the lower section of New York City. Served by D. L. & W. Erie, West Shore, also Hoboken Shore Railroad. Of the larger steamship lines located here are: the Scandinavian-American, Holland-American, Wilson, Ellerman-Wilson, Munson, Cosmopolitan, United States, Lamport & Holt and the Dollar Steamship lines. Excellent trolley and bus service.

Principal Industries: Foundry and machine shop products, bread and bakery products, furniture, paper boxes, drawing materials, pencils, baking powder.

Manufacturing Establishments: 280. Cooper-Hewitt Electric Co., Ferguson Bros. Mfg. Co., American Lead Pencil Co.; R. B. Davis Baking Powder Co.; Keuffel & Esser Co., Owens & Trsger.

Value annual output, \$70,311,540.

Special Information: Hoboken's situation, in the Port of New York, with over a mile of excellent water front and in the midst of a metropolitan population of about 8,000,000, is unexcelled from a business and industrial standpoint. Efficient police and fire departments. Of the 30 miles of streets, 27 are paved. It is a compact industrial city, with an area of one square mile, and exceeded only by New York in density of population per square mile.

Residential Features: Mostly tenement and apartment houses. Very few one and two-family houses. Exclusive residential section is in northeast portion of the city.

Retail Shopping Section: Extends from First street for 14 blocks on Washington street and for 10 blocks on First street between Washington and Monroe.

Trading Area: Mostly local, due to proximity of metropolitan shopping district.

Wholesale Houses: Groceries, 1; Meats, 6; Miscellaneous Lines, Cigars and Tobacco, 3; Confectionery, 4; Furniture, 3; Hats and Caps, 1; Lumber, 2; Paint, 2; Leather Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 25; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 23; delicatessen, 10; dressmakers, 8; druggists, 27; dry goods, 20; department stores, 1; electrical supplies, 17; florists, 10; fruits, 58; furniture, 16; furriers, 3; garages (public), 34; grocers, 219; hardware, 9; jewelry, 19; meat markets, 8; men's furnishings, 34; men's clothing, 22; milliners, 15; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 130; shoes, 34; sporting goods, 3; stationers, 34; women's apparel, 25.

JERSEY CITY, N. J.

1920 Population, 298,103.

City and Suburban Estimate, above figure is total city according to last Federal Census, 1920.

Native Whites, 86%; Negroes, 2%; Foreign Born, 12%; Industrial Workers, 20%; English Reading, 80%; Families, 75,750.

Schools: Public Grade, 39; High, 2; Junior High, 1; Parochial, 20.

Churches: Baptist, 14; Christian Science, 2; Congregational, 3; Episcopal, 11; Hebrew, 9; Methodist, 16; Presbyterian, 2; Roman Catholic, 26.

Banks: National, 5; State, 13; Total Resources, \$228,000,000.

Theatres: Legitimate, 3; Moving Pictures, 25; Vaudeville, 6; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10.

Location: Jersey City is the terminating point for ten railroads, placing the city in direct touch with all parts of the continent. Hudson & Manhattan tubes place Jersey City within five minutes of Broadway, N. Y. City. Construction of Hudson River Vehicular Tunnel, connecting Jersey City with New York is still under way. Completion of these tunnels will provide quicker through access from New York to New Jersey, relieving the present great pressure on ferries, etc.

Principal Industries: Meat packing, soap and toilet articles, oils, paints, metals, foods, chemicals, wood products, textiles.

Manufacturing Establishments: Leading firms, Colgate & Company, Dixon Crucible Co., Durham Duplex Razor Co., Wm. Crane Co., Voorhees Rubber Co., Mueller Macaroni Co., Lorillard Tobacco Co., Ryerson Co., Woolsey Co., American Sugar Refining Co., Whitlock Cordage Co., A. B. C. Elevator Co., Davis-Bournville, Ammon & Person, Eagle Printing Lines, John Mehl.

Special Information: Jersey City has a water frontage of 10 miles, which adds greatly to its prosperity. It is the second largest city in the State, the county seat of Hudson County, which

has a population of 629,154, approximately one-fifth of that of the State of New Jersey. It has more than one thousand acres of undeveloped land, suitable for industrial purposes. This fact tends to keep down the land costs and rental far below the standard in Manhattan. Jersey City's prosperity is indicated by its sound economic conditions reflected by recent statements of banks reporting over \$309,000,000 assets.

Residential Features: Jersey City is an ideal residential place. Homes consist mainly of one and two family houses. Many large apartment houses of the very newest and most modern type were recently erected and more under course of construction. The majority of the homes are owned by the tenants, there being a great demand for homes for working men employed in the various industries.

Retail Shopping Section: The principal shopping districts include Newark avenue, Monticello avenue, Jackson avenue, Ocean avenue, Westside avenue, Central avenue, Five Corners, and Journal Square.

Trading Area: The trading area of Jersey City is 19 square miles—This does not, to any extent, do justice to the amount of business enjoyed by local merchants. Thousands of dollars worth of business come from shoppers who reside many miles beyond the boundary of Jersey City area, who are attracted by the excellent transportation facilities via very fine bus, trolley and tube service.

Wholesale Houses: Groceries, 13; Meats, 3; Fruits, 2; Hardware, 6; Dry Goods, 2; Miscellaneous Lines, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 63; commercial auto, agencies, 8; automobile accessories, 70; automobile tire agencies, 16; bakers, 134; cigar stores and stands (including hotels), 116; confectioners (including hotel stands), 112; delicatessen, 168; dressmakers, 125; druggists, 145; dry goods, 252; department stores, 16; electrical supplies, 45; florists, 47; fruits, 257; furniture, 56; furriers, 14; garages (public), 143; grocers, 766; hardware, 76; jewelry, 52; meat markets, 414; men's furnishings, 52; men's clothing, 42; merchant tailors, 125; milliners, 67; opticians, 19; photographers, 30; pianos (and miscellaneous musical instruments), 15; radio supplies, 32; restaurants (including hotels), 140; shoes, 127; sporting goods, 17; stationers, 163; women's apparel, 48.

See columns 3 and 4, page 129

LONG BRANCH, N. J.

1920 Population, 13,521.

City and Suburban Estimate, 28,000.

Native Whites, 74.5%; Negroes, 7.6%; Foreign Born, 17.8%; Industrial Workers, 25%; English Reading, 89%; Families, 3,367.

Schools: Public Grade, 8; High, 1; Prochial, 1; Number of Pupils, 3,360.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 3; Methodist, 4; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 1; State, 3; Total Resources, \$6,870,000.

Theatres: 3. Total number of seats, 4,100. Location: 30 miles south of New York on Penn R. R., Central New Jersey R. R. and N. Y. & Long Branch R. R.

Principal Industries: Silk goods, raincoats, clothing, shirt waists, underwear, hats, sash doors and blinds.

Residential Features: Large number of one and two-family houses.

Retail Shopping Section: Three-quarter mile on Broadway and few blocks on Second and Third Aves.

Trading Area: Radius of 12 miles. Wholesale Houses: Groceries, 1; Meats, 2; Confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto, agencies, 8; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 13; delicatessen, 6; dressmakers, 30; druggists, 9; dry goods, 15; department stores, 2; electrical supplies, 12; florists, 2; fruits, 8; furniture, 6; furriers, 4; garages (public), 24; grocers, 89; hardware, 4; jewelry, 4; meat mar-

Only One Newspaper

Covers both Elizabeth, N. J. with its 110,000 Population and its trade area of another 100,000 - It is the

ELIZABETH DAILY JOURNAL

with over 23,000 Net Paid Circulation, 90 per cent of which is Home Delivered. Brings Results to its Advertisers.

National Representatives

CHAS. H. EDDY CO.

New York City Chicago Paris-Lexington Bldg. Wrigley Bldg. Boston Old South Bldg.

**NEW JERSEY (Cont'd)**

lets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 14; restaurants (including hotels), 10; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

**MILLVILLE, N. J.**

1920 Population, 16,000.

City and Suburban Estimate, 28,000.

Native Whites, 91%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 60%; English Reading, 99%; Families, 2,800.

Schools: Public Grade, 7; High, 1; Parochial, 1.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$1,233,161.98; Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,500.

Location: On West Jersey & Seashore Railroad at head of navigation of Maurice River. Forty-one miles from Philadelphia, 35 from Atlantic City, and 130 from New York City; in the center of the industrial-agricultural district of New Jersey. Hourly train service to Philadelphia and best shipping facilities on regular freight schedule daily. Excellent truck service on state highways.

Principal Industries: Manufacture of glass in all branches, particularly bottles. Sand and gravel in unlimited quantities is mined in Millville. Center of great poultry raising district, shipping direct to New York and Philadelphia markets every day. Cotton Mill and Bleachery employing 2,000 workers.

Manufacturing Establishments: 12. Leading firms, Whital, Tatum Co., T. C. Wheaton Co., Millville Bottle Co., Menanico Sand & Gravel Co., Millville Manufacturing Co., Cotton Mill and Bleachery.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Center of big agricultural district that totals nearly 40,000 with Millville as center for much of the shopping. Excellent retail stores. City of home owners; 70% of population own their own homes, making good white intelligent labor at hand. Few strikes and labor troubles. Close to biggest cities of the East. Population of 37,000,000 within radius of 300 miles of Millville.

Residential Features: Mostly one and two family houses. No tenement district. Private residents, 99%. Paved sidewalks and streets.

Retail Shopping Section: Extends from Second and Main streets to High and Broad streets, giving more than half a mile of retail stores and business houses, drawing from the surrounding territory.

Trading Area: Extends about four miles north, one mile east, five miles west, and fourteen miles south, throughout the prosperous oyster producing section of the Maurice River upon which Millville is situated. Trolley and bus lines connect with all but one of these districts, bringing people in all during the week. Largest trading days are Friday and Saturday.

Wholesale Houses: Groceries, 1; Meats, 4; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 9; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 6; delicatessens, 1; dressmakers, 14; druggists, 4; dry goods, 6; electrical supplies, 2; furriers, 2; fruits, 5; furniture, 3; furriers, 1; garages (public), 6; grocers, 21; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 1; photographers, 1; Pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 2; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 6.

**MORRISTOWN, N. J.**

1920 Population, 12,548.

City and Suburban Estimate, 20,000.

Native Whites, 85%; Negroes, 8%; Foreign Born, 7%; Industrial Workers, 3%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 3; Total Resources, \$1,397,125. Savings Bank Deposits Total, \$8,685,424.

Theatres: Moving Pictures, 1; Vaudeville, 1. Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 4,200.

Location: On the main line Delaware & Lackawanna Railroad, 30 miles from New York. Terminal of Morristown & Erie Railroad, connecting with Erie Railroad. Excellent bus service to surrounding territory. Center of five main routes of travel by road.

Principal Industries: Paper, rubber goods, wire, printing.

Manufacturing Establishments: 4. Leading firms, McEwan Bros., Manhattan Rubber Co., Electrical Alloy Co., The Servadish Co.

Special Information: Morristown proper is residential and not industrial. The Whippany River valley along the line of the Morristown and Erie Railroad is an ideal site for factory locations. Information can be secured through the Morristown Chamber of Commerce.

Residential Features: Morristown proper is residential, with one and two family houses, and is nearly surrounded by large estates. It is within commuting distance of New York.

Retail Shopping Section: Park Place extending around the Park in the center of town is center of the shopping district. Retail stores extend for some distance from Park along five main radiating streets as follows: Speedwell avenue, 3 blocks; Morris street, 3 blocks; South street, 2 blocks; Market street, 1 block; Washington street, 2 blocks.

Trading Area: 15 miles north and west, 10 miles south, 7 miles east.

Wholesale Houses: Meats, 1; Umbrellas, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 5; automobile accessories, 30; automobile tire agencies, 25; bakers, 11; cigar stores and stands, 22; confectioners, 21; delicatessens, 5; dressmakers, 41; druggists, 10; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 8; fruits, 11; furniture, 6; furriers, 1; garages (public), 19; grocers, 52; hardware, 4; jewelry, 5; meat markets, 17; men's furnishings, 10; men's clothing, 15; merchant tailors, 19; milliners, 10; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 10; sporting goods, 3; stationers, 8; women's apparel, 19.

**NEW BRUNSWICK, N. J.**

Population, 40,000 (estimated for 1924).

Native Whites, 65%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 60%; Families, 8,000.

Schools: Public Grade, 7; High, 1; Parochial, 5; Private Schools, 2; Vocational Schools, 1; Number of Pupils, 8,500.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 5; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 4.

Banks: National, 3; Trust Cos., 3; Savings Banks, 1; Total Resources, \$29,500,000; Savings Banks Deposits Total \$5,201,054.65.

Theatres: Legitimate, 3; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 8,000.

Location: On main line of Pennsylvania Railroad—Raritan River Railroad making connections with New Jersey Central and Baltimore & Ohio Railroads. Direct boat line to and from New York, with splendid facilities for shipments West and to New England points L. C. I.

Principal Industries: Automobile trucks, Red Cross supplies, chemicals, cigars, floor covering, wall paper, machinery, needles, surgical dressings, castings, refrigerating machines, nickel alloy, paper boxes, rubber tires, and tubes, typewriter supplies, binning, music wire, harmonicas, household refrigerators, ivory buttons, clothing, knit goods, piano cases, leather novelties, rugs, gas water-heaters, cigar boxes, gaskets, etc.

Manufacturing Establishments: 70. Leading firms, Johnson and Johnson, International Motor Co., Brunswick-Kroeschell Co., General Tigar Co., Rhodia Chemical Co., Reckitt's U. S. A., Ives Needle Co., Bayuk Bros., Janeway & Carpenter, John Waldron Co., E. R. Squibb & Sons, National Music String Co., F. J. Potter Co., Howe Rubber Co., American Incubator Co., Webb Wire Works, Janeway Button Co., U. S. Nickel Co., Berkowitz & Co., Duplex Mfg. Co., etc.

Total value of yearly output of factories, \$30,000,000.

Special Information: The city is an educational as well as industrial center, with Rutgers College, the New Jersey College for Women, the New Jersey Agricultural Experiment Station, the Reformed Theological Seminary, Rutgers College Preparatory School, and an exceptionally fine public school system. The Raritan River affords opportunity for boating and swimming. Good roads lead to all parts of the State and it is less than 35 miles to the Atlantic Ocean. New York is within easy reach, and Philadelphia only 60 miles away. The Michelin Tire Co. is located at Milltown, a suburb. Johnson & Johnson, known throughout the world, have their plant here.

Residential Features: The city has several fine residential sections, and a City Zoning and Planning Commission is working on the matter of zoning the community. Also there are fine residential sections in the borough of Highland Park, which is essentially a part of New Brunswick.

Retail Shopping Section: George street with six blocks; Church street with three blocks; Albany street with six blocks; French street with eight blocks. The store are as fine as in any city of its size in the State.

Trading Area: The trading area covers a radius of approximately 20 to 25 miles, the residents reaching the city by trolley, bus lines, steam lines and automobiles. New Brunswick is the county seat of Middlesex County, which brings many persons to the city.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Hardware, 3; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 13; automobile accessories, 27; automobile tire agencies, 15; bakers, 32; cigar stores and stands

Continued on page 130

**JERSEY CITY**

a market that "sells the goods" because its merchants are completely sold on the idea of stocking products advertised in

**The Jersey Journal**

"a real necessity which can't very well be overlooked when contemplating distribution in Jersey City."

This statement by a well-known national advertiser (name furnished on request) indicates the absolute strength of the selling force of The Jersey Journal.

As the 2nd largest city in the State, Jersey City has a prosperous buying population as is indicated by the thrift of its people. The total resources of the Jersey City banks as reported by the State Commissioner of Banking and Insurance and the National Banks at the end of the last fiscal period being

**\$246,246,669.03**

Of this vast amount

**\$217,269,071.28**

IS REPRESENTED BY DEPOSITS ALONE.

Furthermore Jersey City has an unusually large proportion of home-owners among its citizens. The total resources of the Building and Loan Associations reported by the same department for the same period were

**\$35,821,247.00**

In the past decade Jersey City has experienced a tremendous growth. During 1923, there was spent in new buildings the sum of \$15,705,119.

And for the first nine months of 1924 the sum of \$13,600,516 was spent for the same purpose.

Jersey City's ideal homes and modern apartment life, the rentals of which are comparatively low as compared with other big cities, tend to lower the cost of living and enable its residents to give quick and ready response to advertisements appearing in their favorite home newspaper.

Largest circulation in Hudson County.

In Jersey City three times the circulation of any other newspaper.

**41,693 net paid**

for six months ending September 30, 1924

**NEW JERSEY (Cont'd)**

**New Brunswick (cont')**

(including hotels), 37; confectioners (including hotels), 94; delicatessen, 10; dressmakers, 27; druggists, 20; dry goods, 44; department stores, 3; electrical supplies, 18; florists, 10; fruits, 16; furniture, 16; furrers, 5; garages (public), 15; grocers, 172; hardware, 12; jewelry, 12; meat markets, 56; men's furnishings, 13; men's clothing 22; merchant tailors, 83; milliners, 13; opticians, 4; photographers, 10; pianos, etc., 9; radio supplies, 10; restaurants (including hotels), 55; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

**NEWARK, N. J.**

1920 Population, 414,524.

City and Suburban Estimate, 694,534.

Native Whites, 67.6%; Negroes, 4.18%; Foreign Born, 28.22%; Industrial Workers, 23.3%; English Reading, 86%; Families, 86,954.

Schools: Public Grade, 67; High, 4; Junior High, 3; Parochial, 25; Number of Pupils, 102,316.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 17; Hebrew, 15; Methodist, 17; Presbyterian, 34; Roman Catholic, 82; Miscellaneous, 40.

Banks: National, 6; State, 1; Total Resources, \$102,334,212; Savings Bank Deposits, \$75,697,036.

Theatres: Legitimate, 2; Moving Pictures, 49; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums), 13; Total number of seats, 57,754.

Location: Newark is located on Newark Bay and the Passaic River. It is an important section of the Port of New York and the overflow from Manhattan has started on its way to Newark insuring great strides and rapid development for the next few years. This, coupled with the rail and water connections and the natural growth of the great industries already here, makes Newark a most opportune city for real estate investment or the location of productive enterprise. Newark is eight miles west of New York with a twenty-minute running time for trains between the two great cities.

Five trunk railroads serve Newark giving it exceptional service to all parts of the country. The city is within convenient trucking distance of New York and river lines give direct connection with ocean shipping. As a railroad point it enjoys the low competitive water rates on all railroads. One ocean line makes Newark its home port and the city has a service extending over the lines of the New York large canals.

Principal Industries: Electric machinery, apparatus and supplies, foundry, machine shop products, leather, jewelry, printing, publishing, bread and bakery products.

Manufacturing Establishments: 3,500. Leading firms, Rubberset Co., Splittorf Electrical Co., Weston Elec. Instrument Co., Whitehead & Hoag, Durant Motor Co., Crnicbie Steel Co. of America, Edlson Lamp Works of General Elec. Co., Hyatt Roller Bearing Corp., Wortington Pump & Machinery Co., Clark Thread Co., Nairn Linoleum Co., Thomas Edison, Inc., Monroe Calculating Machine Co., Crocker-Wheeler Co., General Lead Batteries Co., Westinghouse Lamp Co., Celluloid Co.

Special Information: Newark ranks among the leading industrial centers of the United States in volume and diversity of manufacture. While New Jersey ranks tenth in population among the States of the Union, it ranks sixth in wealth. This wealth is largely concentrated in Newark, the largest city in the State. Because of its strategic position and the colossal development now under way at Port Newark, the logical terminals in the expansion of the port of New York, Newark will shortly be recognized as one of the most important seaports on the Atlantic coast.

Newark has twenty-one freight depots, fifteen passenger depots and sixteen delivery yards. It is served by the Pennsylvania; Central Railroad of New Jersey; Erie; Delaware, Lackawanna & Western; Lehigh Valley and Hudson & Manhattan Railroads. Freight tonnage by rail in 1920 was 6,015,382, by express 181,000 tons and by water 3,408,700 tons, making a total freight movement for the city of 9,605,082 tons.

Residential Features: Of the 37,011 dwellings in Newark, 25,353 are one and two family houses. Newark's suburbs, including the Oranges, Montclair, Glen Ridge, Bloomfield, Maplewood, Madison, Millburn, Short Hills, Chatham, Summit, Morristown, and other communities along the Lackawanna, are the most desirable in the metropolitan district.

Retail Shopping Section: Extends on Broad street from the Lackawanna Station to Lincoln Park, 20 blocks, and at right angles on Market street, from the Pennsylvania Station to the Court House, 10 blocks. Outlying shopping sections are known as Clinton Hill, Springfield avenue, Roseville, Forest Hill and Ironbound.

Trading Area: Extends in fan shape for about 25 miles and is served by five trunk lines of railroads, and trolley and bus systems, all affording quick and efficient service.

Wholesale Houses: Groceries, 22; Meats, 24; Fruits, 22; Hardware, 29; Dry Goods, 4; Miscellaneous, 1 (Shoes).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 52; commercial auto agencies, 17; automobile accessories, 202; automobile tire agencies, 34; bakers, 285; cigar stores and stands (including hotels), 111; confectioners (including hotels), 808; delicatessen, 240; dressmakers, 400; druggists, 234; dry goods, 418; department stores, 7; electrical supplies, 77; florists, 59; fruits, 113; furniture, 68; furrers, 49; garages (public), 160; grocers, 1,361; hardware, 180; jewelry, 133; meat markets, 525; men's furnishings, 67; men's clothing, 94; merchant tailors, 48; milliners, 101; opticians, 35; photographers, 56; pianos (and miscellaneous musical instruments), 40; radio supplies, 33; restaurants (including hotels), 445; shoes, 167; sporting goods, 21; stationers, 29; women's apparel, 28.

\*City of Newark. Note.—There are 364 drug stores in 6 1/2 mile radius.

See columns 3 and 4

**PASSAIC, N. J.**

1920 Population, 63,841.

City and Suburban Estimate, 150,000.

Native Whites, 57%; Negroes, 2%; Foreign Born, 41%; Industrial Workers, 30%; Families, 11,966.

Schools: Public Grade, 12; High, 1; Parochial, 7.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 8; Methodist, 2; Presbyterian, 1; Roman Catholic, 8; Miscellaneous, 3 colored.

Banks: National, 1; State, 5; Total Resources, \$44,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 11,000.

Location: On Passaic River at head of tidewater, twelve miles from New York and nine miles from Newark, Susquehanna by Erie, Lackawanna and New York, Susquehanna and Western R. R. River now used for lumber, coal and other shipments, will shortly be improved for wider use by industries.

Principal Industries: Woolens, worsteds, rubber goods, cotton cloth, chemicals, banker-chiefs, metal ware, automatic machinery.

Manufacturing Establishments: 200. Leading firms, Botany Worsteds Mills, Forstmann-Huffman Co. (worsted); New York Beiting & Packing Co. (rubber); Manhattan Rubber Manufacturing Co.; Acheson-Harden Co. (handkerchiefs); General Chemical Co.

Special Information: Passaic is close to the great Metropolitan Market, with unexcelled shipping facilities. Excellent trolley and bus service to well-populated districts. Draws business from large area with population of 150,000.

Residential Features: Many fine one and two family houses on "Hill" section; with addition of large number of high class apartments. Industrial section separated from residential.

Retail Shopping Section: Main avenue has about six excellent business blocks, and this is gradually spreading to the full length of the thoroughfare. Passaic is a fine business street, as is Monroe street, and they are main arteries connecting with Main avenue.

Trading Area: West, East, South—approximately 8 miles; north, approximately 15 miles.

Wholesale Houses: Groceries, 9; Meats, 7; Fruits, 5; Hardware, 3; Miscellaneous Lines, Confectionery, Soft Drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 12; bakers, 66; cigar stores and stands (including hotels), 44; confectioners (including hotel stands), 156; delicatessen, 35; dressmakers, 50; druggists, 44; dry goods, 117; department stores, 3; electrical supplies, 28; florists, 22; fruits, 45; furniture, 25; furrers, 3; garages (public), 26; grocers, 380; hardware, 39; jewelry, 27; meat markets, 156; men's furnishing, 12; men's clothing, 15; merchant tailors, 88; milliners, 17; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 182; shoes, 55; sporting goods, 4; stationers, 19; women's apparel, 21.

**PATERSON, N. J.**

1920 Population, 135,876. Estimated today 149,000.

City and Suburban Estimate, Within 10 mile radius, 540,000.

Native Whites, 65.6%; Negroes, 1.1%; Foreign Born, 33.2%; Industrial Workers, 33%; English Reading, 85%; Families, 32,186.

Schools: Public Grade, 24; High, 1; and 1 under construction; Normal, 1; Vocational Training, 1; Parochial, 15; Number of Pupils, 30,000.

Churches: Baptist, 10; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 6; Methodist, 15; Presbyterian, 13; Roman Catholic, 17; Miscellaneous, 82.

Banks: National, 5; Trust Companies, 6; Savings Banks, 1; Total Resources, \$115,930,772.91; Savings Deposits, \$62,352,644.01.

Theatres: Legitimate, 3; Moving Pictures, 12; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: 17 miles from New York City on the main lines of the Erie, New York, Susquehanna & Western, and D. L. & W. Railroads, and on the Newark Branch of the Erie R. R.; 14 trolleys; 28 bus lines in the city.

Principal Industries: Manufactured silk,

# Let Its Record Speak

The standing of a Newspaper in the community it serves is to be judged by its record of achievement alone. Such a record of the

## Newark Evening News

not only proves its pre-eminent position in Northern New Jersey, but fixes its standing well up among the leaders of ALL the Great Dailies of the United States.

The NEWARK EVENING NEWS is primarily a Newspaper for the Home.

It serves a territory rich in business prospects for the shrewd advertiser.

It is a Newspaper of sorts and its position in the home is not filled by any other newspaper reaching its territory.

### AN IMPRESSIVE RECORD OF ACHIEVEMENT

Among all the six day newspapers published in the United States, the NEWARK EVENING NEWS, during 1923, ranked as follows:

- FIRST in FOOD ADVERTISING
- SECOND in NATIONAL ADVERTISING
- THIRD in AUTOMOBILE ADVERTISING
- THIRD in CLASSIFIED ADVERTISING
- FIFTH in TOTAL ADVERTISING

Such a record must be accepted as conclusive evidence that

In Northern New Jersey it is the

# Newark Evening News

HOME OFFICE, 215-221 Market street  
NEWARK, NEW JERSEY

EUGENE W. FARRELL, Business and Advertising Manager

O'MARA & ORMSBEE, General Advertising Representatives  
320 FIFTH AVENUE, NEW YORK

DETROIT: 9-246 General Motors Building  
CHICAGO: 1308 Peoples Gas Building  
SAN FRANCISCO: 1007 Monadnock Building

**NEW JERSEY (Cont'd)**

Metal Trades, Shirts, Linen Threads, Locomotives.

**Manufacturing Establishments:** 1,200. Leading firms, National Silk Dyeing Co., American Locomotive Co., Manhattan Shirt Co., Weidman Silk Dyeing Co., Wright Aeronautical Corp., Peigram & Meyer, Miesch Mfg. Co., Nicholson File Co., Standard Silk Dyeing Co., Henry Doherty Silk Co., Harris Bros Silk Co., Benj. Eastwood Co., Metric Shirt Co., Excello Shirt Co., Wm. Hand & Sons, John Boyle & Sons, Peerless Plush Mfg. Co., Barbour Flax Spinning Co.

Total value of yearly output of factories estimated at \$225,000,000.

**Special Information:** Paterson is an important part of the greatest industrial district of the U. S. It is the leading silk manufacturing city of the country; its modern retail shops are the buying center for a population of more than 500,000 people. Through a popular campaign Paterson has just raised over a million dollars to build a modern hotel for the city, to be known as the Alexander Hamilton Hotel.

**Residential Features:** There are about 20,000 dwellings in Paterson. It has well developed home sections, which are adequately protected from incursion of garages and shops by the recent passage of the city zoning ordinance.

**Retail Shopping Section:** Extends from Main street on the west to the Erie R. R. on the east—a distance of 4 blocks; and from the Passaic River on the north to Grand street on the south—a distance of 12 blocks. The heart of the shopping district is on Main street, from Broadway to Grand—9 blocks; and on Market street, from Main to the Erie R. R.—4 blocks.

**Trading Area:** Extends about 25 miles west, north and northeast. About 10 miles east. Six miles south.

**Wholesale Houses:** Groceries, 10; Meats, 6; Fruits, 4; Dry Goods, 3; Miscellaneous Lines, Produce, 35; Shirts, 15; Confectionery, 14; Cigars, 19; Plumbing Supplies, 15.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 24; commercial auto. agencies, 9; automobile accessories, 31; automobile tire agencies, 28; bakers, 86; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 235; dressmakers, 144; druggists, 51; dry goods, 155; department stores, 5; electrical supplies, 22; florists, 22; fruits, 33; furniture, 36; furriers, 10; garages (public), 63; grocers, 581; hardware, 47; jewelry, 48; meat markets, 202; men's furnishings, 58 men's clothing, 58; merchant tailors, 12; milliners, 47; opticians, 13; photographers, 15; piaaos (and miscellaneous musical instruments), 16; radio supplies, 25; restaurants (including hotels), 113; shoes, 69; sporting goods, 7; stationers, 23; women's apparel, 11.

See announcement on this page

**PERTH AMBOY, N. J.**

1920 Population, 42,000.

Native Whites, 83%; Negroes, 2%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 30%.

**Schools:** Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 11,000.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

**Theatres:** Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,400.

**Location:** On Staten Island Sound at mouth of Raritan River. Served by Penn., Central & Lehigh Valley Rys. Trolley, bus and ferry service to central and western part of state.

**Principal Industries:** Terra Cotta Mfrs., men's and women's clothing, machinery supplies, iron and steel, asphalt chemicals, copper, handkerchiefs, cartridges, cables, carborundum, cigars, dye stuffs.

**Manufacturing Establishments:** 35. Leading firms, Raritan Copper Works, Atlanta Terra Cotta Co., Jersey Terra Cotta Co., Rossler & Hasselcher Chemical Co., General Bakelite Corp., H. Rosenthal & Co., U. S. Cartridge Co., Standard Underground Cable Co., Carborundum Co., Bayuk Bros. Cigars, Inc., General Cigar Co., Inc., General Supply Co.

**Residential Features:** Mostly one and two family houses. Limited sections devoted to workmen's tenements. Private homes predominate. One of the finest residential sections is located north of city, also one west of city.

**Retail Shopping Section:** Extends from Public Market for 15 blocks on Smith, State, Broad and New Brunswick avenues. There are 6 outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

**Trading Area:** Extends about 5 miles west and east, about 4 south. Extensive business is secured from people living at a greater distance due to the excellent trolley and bus service.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 2; Hardware, 1; Dry Goods, 8.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 32; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 8;

druggists, 10; electrical supplies, 8; florists, 6; fruits, 8; furniture, 20; furriers, 4; garages (public), 22; grocers, 35; hardware, 7; jewelry, 8; meat markets, 10; men's furnishings, 9; milliners, 7; opticians, 4; photographers, 6; piaaos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 5 shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 21.

**PLAINFIELD, N. J.**

1920 Population, 37,000.

City and Suburban Estimate, 7,000.

**Schools:** Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 7,500.

**Churches:** Baptist, 6; Christian Science, 2; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 5; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 7.

**Banks:** National, 2; State, 2; Total Resources, \$25,000,000; Savings Bank Deposits Total \$3,000,000.

**Theatres:** Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,000.

**Location:** C. R. R. of N. J., 24 miles south of N. Y. C.

**Principal Industries:** Printing, machinery, automobiles, silk, machine tools.

**Manufacturing Establishments:** 97. Leading firms, International Motor, Niles-Bement-Pond Co., Wood Printing Press Co., Scott Printing Press Co., British American Metal Co., Wood Newspaper Machinery Co., Jersey Silk Mills.

Total value of yearly output of factories estimated at \$30,000,000.

**Special Information:** Plainfield is suburban residential city, with 3,300 persons commuting to New York daily.

**Residential Features:** Mainly one family houses, valued from \$10,000 to \$25,000. Many worth 50,000 and 100,000. Zoning ordinance restricts industries along railroad and two family house zone la colise to industries.

**Retail Shopping Section:** Watchung avenue and Fifth street to Central avenue and Front street. Three principal streets are Front, 3 blocks; Watchung avenue, 4 blocks; and Park avenue, 4 blocks.

**Trading Area:** 6 miles east to Westfield, trolley and steam transportation; 6 miles south to Metuchen, buses; 12 miles west to Somerville, trolley and steam railroads; 12 miles north to Bernardsville, no public transportation.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Automobile accessories, 11; automobile tire agencies, 13; bakers, 30; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 42; delicatessen, 7; dressmakers, 59; druggists, 14; dry goods, 28; department stores, 4; electrical supplies, 5; florists, 12; fruits, 20; furniture, 16; furriers, 3; garages (public), 22; grocers, 132; hardware, 9; jewelry, 8; meat markets, 57; men's furnishings, 12; men's clothing, 1; merchant tailors, 42; milliners, 11; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 30; shoes, 15; sporting goods, 3; stationers, 10; women's apparel, 7.

**TRENTON, N. J.**

1920 Population, 119,289.

City and Suburban Estimate, 181,197 (1920 U. S. Census).

Native Whites, 71.1%; Negroes, 3.6%; For-

sign Born, 25.3%; Industrial Workers, 33.1%; English Reading, 88%; Families, 25,319.

**Schools:** Public Grade, 80; High, 1; Junior High, 3; Parochial, 15; Parochial High, 2; Number of Pupils, 27,056.

**Churches:** Baptist, 12; Christian Science, 1; Episcopal, 12; Hebrew, 3; Methodist, 15; Presbyterian, 13; Roman Catholic, 19; Miscellaneous, 30.

**Banks:** National, 3; State, 3; Total Resources, \$90,413,369.64, 1923; Savings Banks Deposits Total \$38,203,963.30—\$6,845 Savings' Accounts in 1923.

**Theatres:** Moving Pictures, 4; Vaudeville, 5; Miscellaneous (Auditoriums, etc.), 12.

**Location:** At head of navigation on Delaware River, 30 miles from Philadelphia. On main line of Penn. R. R., 55 miles from New York. Served by Penn. R. R. & P. & E. R. R. E. On Lincoln and State Highway System with hard surfaced roads radiating in every direction. Excellent trolley and bus service to various parts of state. Steamboat transportation on Delaware River and on Delaware & Raritan Canal.

**Principal Industries:** First America city in production of pottery, second in rubber, sixth in wire and cable, seventh in iron and steel. Pottery, rubber, wire, machinery, linoleum, anvils, millboard, candy, radiators, crucibles, steam turbines, tile. 97 different products are manufactured.

**Manufacturing Establishments:** More than 400. Leading firms, John A. Roebling's Sons Co., N. J. Wire Cloth Co., Trenton Potteries Co., Ajax Rubber Co., Thermoid Rubber Co., American Steel & Wire Co., Certain-teed Prod. Co., Bella Mead Sweets, N. J. School Church Furniture Co., De Laval Steam Turbine Co., Lenox, Inc., H. D. Lee Mercantile Co., Trent

Continued on page 132

**The MARKET**

Can you picture a well-ordered city with a population of 135,875 people (1920 U. S. Census report—population now estimated to be 149,000) with 64,000 engaged in gainful occupations?

This large family occupies 32,186 homes and spent in 1923 \$24,605,604 for food and clothing alone.

This rich market is Paterson, N. J., the third city in the State, which has 2,659 retail outlets for your goods with a total value of yearly output of its factories estimated at \$225,000,000. Its banks and trust companies have total resources of \$115,930,772.91 with savings deposits amounting to \$62,332,644.61.

Its principal industries are manufactured silk, the dyeing of same, the making of shirts, linen threads, locomotives, aeroplane engines.

Paterson is also the commercial centre for 500,000 buyers in Northern New Jersey.

**A REAL MARKET FOR ADVERTISED GOODS!**

**The MEDIUM**

Passaic County, of which Paterson is the county seat, is primarily an evening paper field with four evening dailies to one morning and THE PATERSON PRESS-GUARDIAN, with the LARGEST evening circulation in the County, offers the ideal medium for most advertised goods in Paterson.

THE PRESS-GUARDIAN is delivered to or eventually reaches over 14,000 homes in Paterson and thriving suburbs every evening and STAYS IN THE HOME where it is carefully read by every member of the family. (Last A. B. C. Auditor's report made in July, 1924, shows 13,625 net paid for 6 months ending June 30, 1924.

The readers of THE PRESS-GUARDIAN in 1923 PAID \$7,323,000 FOR FOOD ALONE.

The Press-Guardian now leads in food advertising in Paterson.

Its methods of co-operation have been highly commended by some of the biggest national advertisers in the country.

If you want your message to be carefully read and considered by the discriminating people of Paterson, THE PRESS-GUARDIAN performs that service admirably.

Why isn't radio broadcasting done in the early morning?

Because no one would have the time to "listen in."

Use the largest evening paper in Paterson and get an attentive audience.

Represented in the national field by:

**G. Logan Payne Co.**  
in the West

and

**Payne, Burns & Smith**  
in the East.

# NEW JERSEY and NEW MEXICO Newspaper Markets in Standard Surveys

## NEW JERSEY (Cont'd)

### Trenton (cont'd)

Tile Co., Thos. Maddock's Sons Co., Bartley Crucible Co.

Total Value of yearly output of factories estimated at \$125,000,000.

**Special Information:** Although its location is 30 miles from Philadelphia and 55 miles from New York, Trenton is independent of these cities. Its nearness to New York and Philadelphia cause it to be affected by railroad and truck service to and from these points. There were 11,400 autos assessed in Trenton during 1923.

**Residential Features:** Private homes predominant. There are very few apartment houses.

**Retail Shopping Section:** Extends from Stacy Trent Hotel, W. State and Willow streets. East on State street to City Hall, 5 blocks; on Broad street south from Ferry street to Market street, 7 blocks; on Warren street south from Ferry street to Front street, 3 blocks; Montgomery street Perry to Front street, 4 blocks; also streets that parallel State street approximately 15 blocks. There are neighborhood sections in various parts of the city. Chambersburg section has high grade neighborhood stores, theatres, banks, etc.

**Trading Area:** Extends about 26 miles north to Frenchtown, N. J.; south to Bristol, Pa., and Burlington, N. J.; east to Freehold, N. J., and west to Langhorne and Newton, Pa. Trolley, bus and train service link Trenton and its surrounding towns.

**Wholesale Houses:** Groceries, 7; Meats, 20; Fruits, 7; Dry Goods, 8; Tobacco, 5; Leather findings, 5; Paper, 6; Lumber, 3; Oil, 18; Drugs, 1; Candy, 5; Coal, 7; Miscellaneous Lines, Barber Supplies, 2; Butter & Eggs, 15.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 40; commercial auto. agencies, 24; automobile accessories, 51; automobile tire agencies, 37; bakers, 72; cigar stores and stands (including hotels), 171; confectioners (including hotel stands), 422; delicatessen, 38; dressmakers, 109; druggists, 60; dry goods, 87; department stores, 38; electrical supplies, 30; florists, 24; fruits, 106; furniture, 41; furriers, 13; grocers, 597; hardware, 44; jewelry, 55; meat markets, 67; men's furnishings, 68; men's clothing, 30; milliners, 36; opticians, 13; photographers, 17; Planos (and miscellaneous musical instruments), 29; radio supplies, 19; restaurants (including hotels), 168; shoes, 49; parcel, 53.

## UNION, N. J.

1920 Population, 20,651.

City and Suburban Estimate, 150,000.

**Native Whites, 71.5%; Negroes, .01%; Foreign Born, 28.4%; Industrial Workers, 30%; English Reading, 85%; Families, 5,296.**

**Schools:** Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 5,020.

**Churches:** Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 11; Roman Catholic, 3; Evangelical, 1.

**Banks:** National, 1; State, 2; Total Resources, \$10,200,000.

**Theatres:** Legitimate, 1; Moving Pictures, 6; Vaudeville, 2. Total number of seats, 8,700.

**Location:** On Erie and West Shore R. R. Three miles from New York City.

**Principal Industries:** Electrical appliances, elastic braids, coats and suits, undertakers' supplies, raincoats, silk and cotton fabrics, lamps and auto lamps.

**Residential Features:** One and two-family houses. Also large number of apartment and tenement houses.

**Retail Shopping Section:** One mile along Bergenline Ave. and a few blocks on Fourth and Lewis Sts.

**Trading Area:** Six west and north, two miles south and east.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 16; delicatessen, 7; dressmakers, 18; druggists, 9; dry goods, 5; department stores, 1; electrical supplies, 5; florists, 4; fruits, 8; furniture, 6; furriers, 2; garages (public), 15; grocers, 35; hardware, 8; jewelry, 5; meat markets, 21; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 8; shoes, 12; sporting goods, 2; stationers, 5; women's apparel, 9.

See announcement on this page

## VINELAND, N. J.

1920 Population, 6,799.

City and Suburban Estimate, 20,000.

**Native Whites, 76%; Negroes, 4%; Foreign Born, 20%; Industrial Workers, 26%; English Reading, 84%; Families, 1,552.**

**Schools:** Public Grade, 18; High, 1; Number of Pupils, 2,550.

**Churches:** 12.

**Banks:** National, 1; State, 2; Total Resources, \$5,300,000.

**Theatres:** Moving Pictures, 2. Total number of seats, 1,800.

**Location:** 30 miles from Philadelphia on N. J. Central and the West Jersey & Sea Shore R. R.

**Principal Industries:** Canned goods, clay pots, chemicals, glassware, gloves, hosiery, shoes, iron and brass castings, clothing, lumber and mill works.

**Residential Features:** Mostly one and two-family houses.

**Retail Shopping Section:** Half mile on Lands St.

**Trading Area:** Radius of five miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 25; druggists, 7; dry goods, 7; department stores, 1; electrical supplies, 5; florists, 3; fruits, 5; furniture, 4; garages (public), 9; grocers, 34; hardware, 6; jewelry, 2; meat markets, 15; men's furnishings, 7; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 5; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 5.

## Standard Surveys of NEW MEXICO

### EAST LAS VEGAS, N. M.

1920 Population, 4304—With town of Las Vegas, contiguous, \$266.

City and Suburban Estimate, 9,387.

**Native Whites, 99%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 45%; English Reading, 76%; Families, 2,231.**

**Schools:** Public Grade, 5; High, 3; Junior High, 3; Parochial, 3; State Normal University, 1; Teacher's College, 1; Baptist College, 1; Number of Pupils, 2,457.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

**Banks:** National, 1; State, 3; Total Resources, \$2,700,000.; Savings Bank Deposits Total, \$900,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous, 3. Total number of seats, 5,100.

**Location:** On main line of the A. T. & S. F. Railway, 121 miles from Colorado State line; center of a trading district for agricultural and livestock industries operating within radius of 92 miles north, 65 miles south, 54 miles west, 78 miles east; marketing center for 47,000 acres irrigated lands devoted to vegetable production, hay and grain. Highway center northwestern New Mexico.

**Principal Industries:** No manufactures of consequence. Division railroad shops; wool, hide and pelt market depots; large live-stock shipping center; supply center for 47,000 acres irrigated lands.

**Manufacturing Establishments:** None of consequence.

**Residential Features:** Mostly individual homes, largely owned by occupants; finest and most attractive residential section of any city in the Southwest; entirely paved; adequate street car system; abundant water supply from mountains; many unusually fine homes erected by retired and active business men; 6 large public parks.

**Retail Shopping Section:** Divided into two central districts, one surrounding four sides of a plaza or public square, and extending along another street for three blocks; the other centering on Douglas Avenue and Sixth Street, and extending along both sides four blocks in each direction; also three other streets parallel to Douglas Avenue extending five blocks.

**Trading Area:** 92 miles north; 65 miles south, 54 miles west; 78 miles east. Public highways maintained in excellent condition and subsidiary business branches of local wholesale houses stimulate jobbing as well as retail buying.

**Wholesale Houses:** Groceries, 4; Meats, 1; Hardware, 3; Dry Goods, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 8; dressmakers, 7; druggists, 8; dry goods, 17; department stores, 3; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; furriers, 1; garages (public), 9; grocers, 21; hardware, 4; jewelry, 4; meat markets, 11; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 2; stationers, 5; women's apparel, 7.

### ROSWELL, N. M.

1920 Population, 7,062.

City and Suburban Estimate, 12,000.

**Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 3%; English Reading, 96%; Families, 2,000.**

**Schools:** Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,300.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

**Banks:** National, 1; State, 1; Total Resources, \$2,790,267; Savings Bank Deposits Total, \$120,503, (not inc. Building & Loan Assns.).

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

**Location:** Southeastern New Mexico on A. T. & S. F. Ry. Second city in population in State, and trading center for entire southeastern section. Stage and mail line connections east, west and south in addition to railroad facilities.

**Principal Industries:** Agriculture.

**Manufacturing Establishments:** 5; Leading firms: Purly Creamery Co.

**Residential Features:** Largely one and two family houses, ranging in value from \$3,000 to \$20,000.

**Retail Shopping Section:** Extends seven blocks north and south, bulk of it being on Main Street with Richardson and Virginia avenues on each side of Main Street having some of the business as well as the cross streets in this area.

**Trading Area:** Seventy-five miles south and east; one hundred miles west; fifty miles north.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 10; grocers, 25; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

### SANTA FE, N. M.

1920 Population, 7,232.

City and Suburban Estimate, County about 16,000.

**Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 60%; English Reading, 60%; Families, 1,450.**

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 5.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

**Banks:** National, 1; Total Resources, \$3,276,020.

**Theatres:** Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

**Location:** The Capitol of the State; the center of the most interesting 100 miles square in America from a historical, archaeological, scenic and climatic standpoint; on A. T. & S. F. Ry., D. & R. G. W. Ry., and New Mexico Central Ry.

**Principal Industries:** No manufacturing except hand-made Mexican and Indian rugs and blankets, filigee and Indian jewelry. A resident community, the seat of government for the State; a large professional population, both men and women.

**Residential Features:** Houses are practically all one-family residences. The native Spanish-American not as well housed as the Anglo-American. City is noted for many fine residences, especially those built in the so-called Santa Fe style.

**Retail Shopping Section:** Four blocks on San Francisco Street, as well as on the sides of Plaza, a few on Galestro Street. Small stores scattered in vicinity.

**Trading Area:** 65 miles south into the Espanca Valley, and north on the D. & R. G. to the Colorado line.

**Wholesale Houses:** Groceries, 2; Meats, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; delicatessen, 1; druggists, 3; dry goods, 4; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 3; grocers, 15; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 1; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 2.

# HUDSON DISPATCH

An old established newspaper in a newly established city. The new consolidated city—name yet to be selected—is made up of:

**Union Hill, population 25,000**  
**West Hoboken, population 45,000**

Just across the river in New Jersey from West 42nd Street, New York.

**New City Population 70,000**

This new city is surrounded by Weehawken, North Bergen, Guttenberg, West New York and Secaucus.

**Additional Population 80,000**

Just beyond this territory is Eastern Bergen County, with a dozen suburban boroughs.

**Additional Population 100,000**

This is all Hudson Dispatch territory. Rich in industrial plants—rich in its own retail shopping district.

# HUDSON DISPATCH

UNION HILL

NEW JERSEY



# Space Buyers' Guide to Daily Newspaper Markets of NEW YORK

## ALBANY, N. Y.

1920 Population, 124,167 (including Rensselaer). City and Suburban Estimate: 191,335.

Native Whites, 94,400; Negroes, 1,239; Foreign Born, 17,636; Industrial Workers, 13,500; Families, 28,097; Illiterates, 3%.

Schools: Public Grade, 29; High, 1; Parochial, 25 (including private). Number of Pupils, 10,835.

Churches: Baptist, 8; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 3; Methodist, 6; Presbyterian, 8; Roman Catholic, 20; Miscellaneous, 12.

Banks: National, 3; State, 2; Savings, 7; Savings Bank Deposits Total, \$127,687,307—Jan. 1st, 1924.

Theatres: Legitimate, 2; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (auditoriums, etc.), 3.

Location: On Hudson River, 150 miles from New York. Served by N. Y. Central, Delaware & Hudson, Boston & Albany, Boston & Maine, West Shore R. R. Eastern terminus of New York Barge Canal, Gateway to Adirondacks and vacation land. Albany is hub of a network of interurban electric railroads. Served by Hudson Navigation Co., Hudson River Day Line and various small ship lines that ply the river to south. Municipal aviation field.

Principal Industries: Car heating apparatus, embossed blocks, checkers, dominos, combination billiard balls, patent ship propellers, patent stove specialties, carbonic acid gas, axle grease, college caps and gowns, paper makers felt, ribbed underwear, printing, toilet paper.

Manufacturing Establishments: 513; Leading firms, J. B. Lyon, printing; A. P. W. Paper Co., Albany Felt Co., Consolidated Car Heating Co., Kenwood Mills, Grassill Chemical Co. (Bayer Co.), Ludlum Steel Co., Albany Car Wheel Co., Albany Billiard Ball, The Embossing Co., New York Central R. R. Shops, Babbit Lye Works, Eastern Tablet Co., Federal Signal Co. Total value of yearly output of factories estimated at \$50,211,000.—1919.

Special Information: Educational center, State capital, Savings Banks have largest per capita deposits in U. S., a 27-foot channel in the Hudson River now awaiting action in Congress will make Albany one of the country's greatest inland seaports.

Residential Features: As Albany grows the tendency is toward one and two family houses. Many of the older homes in Albany are 3 and 4 story brick. They are to be found in the heart of the city. Due to the Deeper Hudson Albany is growing by leaps and bounds and new land is being opened continually with more new homes of the first mentioned variety.

Retail Shopping Section: Main shopping district divided by State Street. North of State along N. Pearl Street for eight blocks, housing biggest department stores and specialty shops. South of State and along S. Pearl Street for 11 blocks, housing price appeal stores. State Street along 4 blocks, Broadway, along 8 blocks. Central Avenue (in residential district) along 5 blocks (auto section). Various other districts with their small shops.

Trading Area: Albany is the natural trading center for The Capitol District which extends on the north to the Canadian Border, on the east to Pittsfield, Mass., on the south to Poughkeepsie, and in the west to Binghamton. Served by excellent railroad, bus and electric lines. Ideal state roads throughout entire Capitol District.

Wholesale Houses: Groceries, 21; Meats, 9; Hardware, 1; Dry Goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 97; commercial auto, agencies, 11; automobile accessories, 75; bakers, 47; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 88; delicatessen, 29; dressmakers, 140; druggists, 90; dry goods, 55; department stores, 12; electrical supplies, 60; florists, 33; fruits, 18; furniture, 40; furriers, 20; garages (public), 50; grocers, 450; hardware, 11; jewelry, 35; meat markets, 100; men's furnishings, 25; men's clothing, 25; merchant tailors, 140; milliners, 32; opticians, 11; photographers, 20; pianos (and miscellaneous musical instruments), 15; radio supplies, 10; restaurants (including hotels), 120; shoes, 18; sporting goods, 10; stationers, 18; women's apparel, 18.

See announcement below

## AMSTERDAM, N. Y.

1920 Population, 33,524. City and Suburban Estimate, 75,000.

Native Whites, 70%; Negroes, .005%; Foreign Born, 29.5%; Industrial Workers, 30%; English Reading, 92%; Families, 6,700.

Schools: Public Grade, 17; High, 1; Junior High, 1; Number of Pupils, 3,940.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 9. Total membership, 23,709.

Banks: National, 3; State, 2; Total Resources, \$18,307,000; Savings Banks Deposits Total, \$10,599,727.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,800.

Location: In Montgomery Co., on main line

of New York Central and West Shore Railroads. On the N. Y. State Barge Canal and main highway between New York and Buffalo. Thirty-three miles west of Albany, 68 miles east of Utica. Also served by the Fonda, Johnstown & Gloversville electric line, connecting with Johnstown, Gloversville, the Adirondack region, Schenectady, Saratoga Springs, Ballston Spa, and Albany.

Principal Industries: Brooms, rugs, carpets, pearl buttons, silk gloves, silk hosiery, knit underwear, sweaters, aprons, house dresses, cotton hose, boxboard, paper boxes, machinery, boilers, looms, linseed oil, oil cake, "Mendets," paper clips, novelties.

Manufacturing Establishments: 117. Value annual output, \$60,000,000.

Special Information: Fifth city in New York State in volume of manufactured products and sixth city in the United States in the manufacture of knit goods.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Approximately two miles of stores and shops on East and West Main streets, Market street, Division street and intersecting streets.

Trading Area: Sixteen miles east, 23 miles west and 12 north and south.

Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 3; Hardware, 1; Miscellaneous Lines, Knit Goods, 15; Confectionery, 5; Shoes, 1; Mill Supplies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto, agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 22; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 94; delicatessen, 5; dressmakers, 34; druggists, 15; dry goods, 22; department stores, 7; electrical supplies, 7; florists, 5; fruits, 8; furniture, 10; furriers, 2; garages (public), 34; grocers, 135; hardware, 4; jewelry, 6; meat markets, 32; men's furnishings, 10; men's clothing, 10; merchant tailors, 12; milliners, 12; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 24; shoes, 22; sporting goods, 7; stationers, 4; women's apparel, 15.

See announcement below

## AUBURN, N. Y.

1920 Population, 36,102. City and Suburban Estimate, 60,000. Native Whites, 77.7%; Negroes, 1.4%; For-

eign Born, 30.9%; Industrial Workers, 23.5%; English Reading, 95.3%; Families, 8,719.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 6,340.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 7.

Banks: National, 2; State, 4; Total Resources, \$30,154,222.15; Savings Bank Deposits Total, \$14,528,822.09 (Resources of one private bank not included.)

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,750.

Location: In heart of Finger Lakes region of Central New York. Served by New York Central R. R., Lehigh Valley R. R., A. & S. Electric R. R., Empire State R. R. Corp. Excellent freight and passenger bus service radiating in all directions from the city.

Principal Industries: Drisel Engines, rope, twine, carpets, rugs, agricultural implements, shoes, woolen goods, wagons, trucks and forgings.

Manufacturing Establishments: 42; Leading firms, McIntosh-Seymour Corp., Columbian Rope Co., Fifth Carpet Co., Nye-Patt Kilnrock Corp., International Harvester Co., Dunn-McCarthy Shoe Co., Robinson-Bynon Shoe Co., Auburn Woolen Co., Eagle Wagon Works, Henry Forge and Tool, Inc., Henry & Allen. Total value of yearly output of factories estimated at \$31,710,000.

Special Information: Auburn is a city of beautiful residences, diversified industries, a great tourist center located in the "heart of Finger Lakes region," full of historic lore, beautiful scenery, at foot of Owaseo Lake and surrounded by a rich agricultural district. Located in the city is Auburn State Prison and the Auburn Theological Seminary. Beautiful Chamber of Commerce building serving as Community Center.

Residential Features: Mostly one and two family houses. Auburn takes pride in her beautiful residential sections. Estate of Gen. Wm. H. Seward among historic residences. Private homes predominate. Strong Savings and Loan Association enables industrial workers to obtain homes easily. 9 well kept parks. Many beautiful summer residences on Finger Lakes surrounding city.

Retail Shopping Center: Radiates from Common Center, Genesee street, North and South streets, 4 blocks east, west, north and 1 block

Continued on page 135

# Albany Evening News

It doubles its circulation in two years

Now! 24,000

[more home delivered circulation than all other Albany Newspapers combined]

Lynn John Arnold  
Publisher  
The Knickerbocker Press  
AND  
Albany Evening News

## In Montgomery County ---the Hub of New York State

---the ONE Big Influence is the **Amsterdam Evening Recorder**

No so-called "Capital District" Newspaper Will Deliver Your Advertising Message to the Productive Amsterdam Field.

For rates and other information communicate with **C. L. HOUSER CO.** National Advertising Rep. 17 W. 42nd St., New York. 17 N. La Salle St., Chicago.

**W**HEN a six-day newspaper which also has a large Sunday edition makes a gain of 536,998 lines in total paid display advertising in a period of 10 months while its competitors either practically stand still or show losses, it is certainly worth telling the journalistic and advertising world.

Look at these figures—from January to October, 1924, inclusive—the Buffalo daily (six-day) newspapers, compared with the same period of 1923:

Buffalo Evening TIMES, Gained	- - -	536,998 lines
Buffalo Evening News, Gained	- - -	5,180 lines
Buffalo Evening Enquirer, Lost	- - -	150,668 lines
Buffalo Evening Commercial, Lost	- - -	267,302 lines
Buffalo Morning Courier, Lost	- - -	17,276 lines
Buffalo Morning Express Gained	- - -	36,162 lines

It is perhaps superfluous to add that The Buffalo TIMES—Evening and Sunday—carries more total paid display advertising than any other paper, enjoying a lead over the next paper, an evening newspaper, of 275,016 lines.

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## The Buffalo Evening and Sunday Times

NORMAN E. MACK, Editor and Publisher

Foreign Representatives: Verree & Conklin  
New York, Chicago, Detroit and San Francisco

**NEW YORK (Cont'd)**

**Auburn (con't)**

south. Two outlying retail sections serving foreign population; also neighborhood sections with grocery, drug, confectionery, meat and small shops.

**Trading Area:** Auburn has a trading population of approximately 80,000. 5 bus lines and 2 trolley lines serve trading area of 120 sq. miles.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 1; Hardware, 1; Miscellaneous lines, Supplies, 1; Candy, 3; Hides & Leather, 3; Crockery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 19; bakers, 17; cigar stores and stands (including hotels), 58; confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 65; druggists, 14; dry goods, 10; department stores, 2; electrical supplies, 6; florists, 13; fruits, 4; furniture, 16; furriers, 2; garages (public), 22; grocers, 150; hardware, 4; jewelry, 12; meat markets, 20; men's furnishings, 21; men's clothing, 27; merchant tailors, 17; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 20; shoes, 9; sporting goods, 4; stationers, 5; women's apparel, 12.

See announcement on page 136

**BALLSTON SPA, N. Y.**

1920 Population, approximately 4,000.

Native Whites, greatest number; Negroes, very few; Foreign Born, one-sixth; Industrial Workers, one-half; English Reading, three-fourths.

**Schools:** Public Grade, 2; High 1.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Gospel Chapel.

**Banks:** National, 2; Total Resources, \$650,000.

**Theatres:** Moving Pictures, 1. Total number of seats, 671.

**Location:** Delaware & Hudson.

**Principal Industries:** Glove making, overalls, leather and knit goods. Paper making and sweater making.

**Manufacturing Establishments:** Leading firms, Ballston Knitting Co., Ballston Knit Glove, Cold Storage, American Hide & Leather Co., Miller Overall Factory, Spa Knitting Co., West Milton Paper Mill.

**Special Information:** Second largest tannery in world—so quoted, and largest of American Hyde & Leather Company. Largest knitting mill of its kind in the world. Second best drinking water in the state.

**Residential Features:** Very pretty residences, streets, trees, etc. Spring water. Most people own their homes. Healthful climate, air, general condition. Near Lakes.

**Retail Shopping Section:** Front street, 4 blocks, Milton avenue, 3 blocks, Bath street, 1 block, South street, 2 blocks.

**Trading Area:** Within 16 miles from southerly direction as Schenectady is at that distance. About 15 miles west of village as Amsterdam is 19 miles. About 15 miles east. About 7 miles north as Saratoga is there. Considered a 30 mile area.

**Wholesale Houses:** Miscellaneous line, 1 store.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, all garages 1 think; bakers, 4; cigar stores and stands (including hotels), about 15; confectioners (including hotel stands) 7 or so; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 3; fruits, 10; furniture, 2; garages (public), 6; grocers, 15; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 4.

**BATAVIA, N. Y.**

1920 Population, 13,541.

**City and Suburban Estimate:** City, 15,000. Territory, 50,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 20%; English Reading, 95%; Families, 3,500.

**Schools:** Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,548.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

**Banks:** National, 1; State, 2; Total Resources, \$8,500,000.

**Theatres:** Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.) 3.

**Location:** Midway between Buffalo and Rochester. Served by main line New York Central and Lehigh Valley, Avon branch of Erie, D. L. & W. and West Shore Railroads run within a radius of 5 miles. Palace car buses to Buffalo, Rochester, Attica, Oskfield, Medina, Albion. Freight auto truck lines east and west, using main highway New York to Buffalo, which is Batavia's main street.

**Principal Industries:** Harvesting machinery, aluminum castings, advertising seals, paper boxes, shoes, interior woodwork, tin and iron containers, ensilage cutters, shirts, rompers, perfumes, plows.

**Manufacturing Establishments:** 25. Massey-

Harris Harvester Co., Doehler Die Casting Co., Ward Plow Co., Batavia & New York Woodworking Co., F. E. Mason & Sons, seals; E. N. Rowell Paper Box Co.; R. E. Chapin Mfg. Works; Rough & Tumble Garment Co.; Climax Corporation, ensilage cutters; P. W. Minor & Son.

Value annual output, \$12,000,000.

**Special Information:** Location of Batavia (county seat) makes it the hub of trading area embracing over 50,000. Rich general farming territory, balanced by manufacturing. Curve of prosperity is less wavy than in a locality dependent wholly on manufacturing or farming. Batavia is the home of highly paid men who work in U. S. Gypsum Mines in Oakfield, where sheet rock is made. Genesee County (40,000) has over 10,000 automobiles in use. One for every four people. Highest percentage in New York State. Home of Western New York Utilities, serving a territory of 50,000 with electricity. Selected by state as permanent home of Troop A State Police.

**Residential Features:** Mostly one-family houses. Not an apartment building in the city. Seventy-five per cent homes owned, having purchased them through Genesee County Loan Association, founded in 1879. One hundred and fifty new houses built in 1924. Being sold at average price of \$5,500 complete. One of the most beautiful cities in country due to wealth of shade trees.

**Retail Shopping Section:** Main street 7 blocks, State street 2 blocks, Jackson street 2 blocks, Ellicott Square (equivalent of a block), east end with groceries, meat market, auto store, hotel, etc. Numerous neighborhood stores.

**Trading Area:** Eighteen mile radius. Intermittent in 25 mile radius. Cement roads all directions.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Tobacco, 1; Chemicals, 1; Produce, 1, Hay, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 18; delicatessen, 1; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 6; florists, 4; fruits, 5; furniture, 7; furriers, 2; garages (public), 20; grocers, 48; hardware, 5; jewelry, 3; meat markets, 14; men's furnishing, 6; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 13; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 7.

**BEACON, N. Y.**

1920 Population, 10,906.

**City and Suburban Estimate,** 30,000.

Native Whites, 80%; Negroes, 1.7%; Foreign Born, 18.3%; Industrial Workers, 23%; English Reading, 92%; Families, 2,392.

**Schools:** 7; Number of Pupils, 2,930.

**Churches:** 12.

**Banks:** 4; Total Resources, \$7,250,000.

**Theatres:** 3. Total number of seats, 2,000.

**Residential Features:** Mostly one and two-family houses.

**Retail Shopping Section:** About 9 blocks.

**Trading Area:** 15 mile radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 6; druggists, 6; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 3; furniture, 1; garages (public), 4; grocers, 10; hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

**BINGHAMTON, N. Y.**

1920 Population, 66,500.

**City and Suburban Estimate,** 125,000.

Native Whites, 93%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 552; English reading, 94%; Families, 12,000.

**Schools:** Public Grade, 15; High, 1; Parochial, 2. Number of Pupils, 15,000.

**Churches:** Baptist, 6; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 7; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 5.

**Banks:** National, 3; State, 1; Total Resources, \$50,000,000; Savings Bank Deposits Total, \$14,067,387.47.

**Theatres:** Legitimate, 1; Moving Pictures, 13; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 15,000.

**Location:** On the main line of the Erie and D. L. & W. R. S. Southern terminal of the Delaware & Hudson. Excellent bus service within a 50-mile radius. Southern terminal Syracuse division D. L. & W. R. Southern terminal Utica division D. L. & W. R. R.

**Principal Industries:** Shoes, washing machines, cameras, cigars.

**Manufacturing Establishments:** 258; Leading firms, Endicott Johnson Corp. with 16,000 employees. Factories located in Binghamton, Johnston City—suburb, 6c trolley fare. Endicott, suburb, 12c fare, and located 9 miles to the west. Total employees of all factories, 33,000. Total valuation of yearly output of factories

Continued on page 136



# Binghamton Press

with its more than 32,000 net paid daily circulation leads its contemporary by more than *one hundred and sixty per cent* in local circulation—more than *one hundred per cent* in local and suburban circulation, more than *seventy per cent* in total circulation—and keeps right on widening the gaps.

In Binghamton the coverage is so complete that the average net paid circulation exceeds the number of listed homes in the city. In Binghamton and adjacent territory the coverage is three copies to each 16 people. This is a situation not excelled anywhere, and approached only in two or three other cities in this country.

Behind it all there are two splendid reasons—a real newspaper, modern, up-to-the-minute, and a live, wideawake community—appreciative and responsive.

There is no better demonstration territory in the land than Binghamton and no more stable and dependable advertising medium for a real test than

## The Binghamton Press

THE JOHN BUDD COMPANY  
National Advertising Representatives

New York Chicago St. Louis Atlanta  
San Francisco Los Angeles Seattle

## NEW YORK (Cont'd)

## Binghamton (con't)

estimated at \$165,000,000 for Binghamton, Johnson City and Endicott.

Special Information: Building permits 1916-3,157; building permits 1923, 4,900. Amount spent on building 1916-\$1,927,948.46; 1923-\$5,542,214.23.

Residential Features: Binghamton is known as the parlor city of the state and is a city of homes. 85% of its citizens own their own homes. 90% are of frame structure. 50% are single and 50% two family dwellings. The west side is the best residential section and the north side a close second.

Retail Shopping Section: Extends from court house in center of city, 5 city blocks to the west, two to the east and three to the north. Court is main street. In addition there are three neighborhood centers with the usual grocery, meat and drug stores.

Trading Area: Within a radius of 30 miles. Excellent bus system over good roads; fine trolley service; three railroads giving frequent service.

Wholesale Houses: Groceries, 4; Meats, 4; Fruits, 3; Hardware, 2; Dry Goods, 2; Miscellaneous lines, Confectionery, 5; Shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto. agencies, 5; automobile accessories, 35; automobile tire agencies, 10; bakers, 28; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 63; delicatessen, 5; dressmakers, 92; druggists, 25; dry goods, 24; department stores, 10; electrical supplies, 20; florists, 11; fruits, 16; furniture, 23; furriers, 10; garages (public), 50; grocers, 232; hardware, 12; jewelry, 4; meat markets, 32; men's furnishings, 9; men's clothing, 48; merchant tailors, 6; milliners, 18; opticians, 10; photographers, 14; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants, 4; women's apparel, 17.

See announcement on page 135

## BUFFALO, N. Y.

1920 Population, 506,775.

City and Suburban Estimate, \$50,000.

Native Whites, 76%; Negroes, 4.2%; Foreign Born, 20%; English Reading, 95.8%; Families, 134,000 homes.

Schools: Public Grade, 65; High, 5; Junior High, 1; Number of Pupils, 105,000.

Churches: Baptist, 26; Christian Science, 4; Congregational, 5; Episcopal, 20; Hebrew, 13; Methodist, 31; Presbyterian, 29; Roman Catholic, 70; Miscellaneous, 24.

Banks: National, 3; State, 74 savings, 4 private. Total Resources, \$320,796,125; Savings Bank Deposits Total, \$143,004,841.

Theatres: Legitimate, 2; Moving Pictures, 70; Vandeville, 3; Burlesque, 3; Miscellaneous (auditoriums, etc.), 5. Total number of seats, 103,000 approximately.

Location: Buffalo, Rochester & Pittsburgh, Buffalo & Southwestern, Canadian Pacific, D. L. & W., Erie, Grand Trunk, Lehigh Valley, N. Y. C. & H. R. R., N. Y. C. & St. L., Pennsylvania, Wabash, West Shore, Michigan Central, Detroit & Cleveland Transportation Co., Inland Lakes & River Transit Co., Interwaterways Line, Nicholson Transit Co., Transcontinental Freight Co., Boland & Cornelius, Buffalo & Lake Erie Traction Co., Bullock & Gavin.

Principal Industries: Buffalo's industries are more diversified than those of any city in the United States. It has 69 per cent of the 213 lines of manufacture, steel, iron, flour, lumber, U. S. Gypsum, coal, paper board, marine and aeroplane motors.

Manufacturing Establishments: 2,700 in 1919, 2,900 estimated now; Leading firms, American Radiator Co., Bethlehem Steel Co., Pierce-Arrow Motor Car Co., Larkin Co., Jacob Dold Packing Co., Dunlop Tire Co., Chevrolet Automobile Co., U. S. Aluminum Co., Beaver Board Co., Fibre Silk Mills, Stewart Automobile Corporation, U. S. Gypsum Co., Washburn-Crosby Mills, Curtis Aeroplane Co. Total value of yearly output of factories estimated at \$634,000,000.

Special Information: No other American city can offer to industries desiring to reach the same market the shipping facilities that are available to Buffalo,—lake, barge, canal and rail. From Buffalo's harbor clear 10,000 ships and 15,000,000 tons each year. There are 28 grain elevators with a capacity of 31,000,000 bushels of grain.

Residential Features: Chiefly one and two family houses. There are 116,000 homes in Buffalo—63,910 are rented and 52,270 owned by householders. There are 87,750 residences using electricity. Single houses predominate.

Retail Shopping Section: Main street—5 miles; Broadway—5 miles; Seneca street—30 blocks; Swan street—10 blocks; Eagle street—10 blocks; Hertel avenue—3 miles; William street—20 blocks; Connecticut street—10 blocks; Jefferson avenue—2 miles. There are 8 outlying districts and small towns with the usual shops, etc.

Trading Area: Within a radius of 40 miles of Buffalo, Batavia on the east 40 miles; Dunkirk on the southwest 40 miles; Franklinville southwest and Lockport on the north.

Wholesale Houses: Groceries, 26; Drugs, 6; Meats, 42; Fruits, 69; Hardware, 3; Dry Goods, 9; Miscellaneous lines, 7 fish, 18 hats and caps, 64 jewelers.

Number of Retail Outlets for Nationally Advertised products: Passenger automobile agencies, 109; commercial auto. agencies, 17; automobile accessories, 330; automobile tire agencies, 10; bakers, 240; cigar stores and stands (including hotels), 3,430; confectioners (including hotel stands), 1,116; delicatessen, 53; dressmakers, 193; druggists, 234; dry goods, 325;

department stores, 18; electrical supplies, 124; florists, 80; furniture, 150; furriers, 150; garages (public), 345; groceries, 2,300; hardware, 161; jewelry, 174; meat markets, 764; men's furnishings, 143; men's clothing, 133; merchant tailors, 250; milliners, 190; opticians, 65; photographers, 106; pianos (and miscellaneous musical instruments), 84; radio supplies, 55; restaurants (including hotels), 516; shoes, 256; sporting goods, 11; stationers, 32; women's apparel, 60.

See pages 134 and 137

## CANANDAIGUA, N. Y.

1920 Population, City, 7,900; Town, 11,000. City and Suburban Estimate, Total trading area, 20,000.

Native Whites, 98%; Negroes, 1/4%; Foreign Born, 1 1/4%; Industrial Workers, 18%; English Reading, 100%; Families, 2,100.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,650 (come in from country.)

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Wesleyan Methodist, Universalist.

Banks: National, 1; State, 1; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 2; Moving Picture, 1; Miscellaneous (Auditoriums, etc.), 5 small halls. Total number of seats, 5,000.

Location: Penn. terminal; New York Central. Excellent service on Penn. and N. Y. Central; trucking concerns every few hours out of Rochester and Buffalo.

Principal Industries: Enamel ware, sweater, etc., corsets, canning, R. R. shops, canned goods, flour milling.

Manufacturing Establishments: 4; Leading firms, The Lisk Mfg. Co., Roper Knitting Mills, Miller Corsets, N. Y. Canners, Smith's "A" Flour. Total value of yearly output of factories estimated at \$3,750,000.

Special Information: The center of one of the richest agricultural sections in New York. Almost 100 per cent pure American population. All can read. Located in the beautiful western gateway to Finger Lakes region. The Lisk wear is known throughout the world as best enamel ware.

Residential Features: City of home owners. Beautiful residential place. The private homes are beautiful. The northern section (above the track) is residential properties. \$2,500,000 (including villa of Mrs. F. P. Thompson, later).

Retail Shopping Section: Extends from railroad tracks south to Saitonastall street, 9 blocks. Consists of the usual live wire small city Main street section.

Trading Area: Takes in all Ontario County. Center for farmers and people from several small nearby towns. Train, trolley and bus service.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous lines, 4 mills (flour).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 14 garages, 4 stores; automobile tire agencies, garages and 5 stores; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 39; delicatessen, 1; dressmakers, 23; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; furriers, 4; garages (public), 14; groceries, 16; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 9 (incl. garages); restaurants (including hotels), 8; shoes, 3; sporting goods, 7; stationers, 3; women's apparel, 10.

## CATSKILL, N. Y.

1920 Population, 4,728.

City and Suburban Estimate, 18,000.

Native Whites, 87%; Negroes, 4%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 91%; Families, 1,365.

Schools: 5; Number of Pupils, 1,340.

Churches: 6.

Banks: 3; Total Resources, \$7,100,000.

Theatres: 2. Total number of seats, 1,800.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Five blocks.

Trading Area: Radius 8 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; delicatessen, 2; department stores, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 7; groceries, 10; hardware, 5; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

## COHÖES, N. Y.

1920 Population, 22,987.

City and Suburban Estimate, 55,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 90%; Families, 10,500.

Schools: Public Grade, 9; High, 2; Junior High, 2; Parochial, 6; Number of Pupils, 6,000.

Churches: Baptist, 2; Congregational, 1; Epis-

copal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 7.

Banks: National, 2; State, 2; Total Resources, \$14,287,738.29; Savings Bank Deposits Total \$6,837,764.14.

Theatres: Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 12,000.

Location: Shipping terminal New York State barge canal east and Hudson River, intersected by N. Y. Central and the Delaware & Hudson R. R. Large shipping center. Direct route north and south.

Principal Industries: Iron pipe, cotton cloth, paper and paper boxes, batts and shoddy, Co-hoes Power & Light Corp., automobile parts.

Manufacturing Establishments: 75. Leading firms, Harmony Mills (cotton cloth), Coehoes Rolling Mill (iron pipe), Henry Ford plant. Total value of yearly output of factories estimated at \$132,000,000.

Special Information: \$1,000,000 addition to Coehoes Power & Light; \$500,000 addition to Henry Ford plant. Big building boom. Largest manufacturing center in the world for cotton cloth.

Residential Features: One, two and three-family houses; 40 per cent privately owned. Credit plan building boom.

Retail Shopping Section: Extends from Junction Mohawk & Remsen terminal for all car lines to Columbia, 11 blocks on Remsen street and also same on Mohawk which is parallel to Remsen. Several neighborhood business sections on a smaller scale.

Trading Area: Extends 2 miles south, 1 mile east, about 9 miles north and west. Excellent transportation facilities throughout this area.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 50; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 60; confectioners (including hotel stands), 82; delicatessen, 15; dressmakers, 6; druggists, 10; dry goods, 22; department stores, 3; electrical supplies, 5; florists, 2; fruits, 21; furniture, 5; furriers, 1; garages (public), 25; grocers, 80; hardware, 5; jewelry, 5; meat markets, 38; men's furnishings, 19; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 7; shoes, 10; sporting goods, 1; stationers, 3; women's apparel, 8.

## CORNING, N. Y.

1920 Population, 15,820.

City and Suburban Estimate, 22,000.

Native Whites, 87%; Negroes, 1/2%; Foreign Born, 12 1/2%; Industrial Workers, 33 1/2%; English Reading, 97%; Families, 3,540.

Schools: Public Grade, 4; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 3,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$9,204,719.64; Savings Bank Deposits Total \$3,064,643.55.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 7,500.

Location: On the Chemung River, central southern tier in New York State. Served by the New York Central, Delaware, Lackawanna & Western, Erie, and by the Elmira Corning & Waverly interurban trolley and local trolley service. Bus service to all nearby rural communities within 22 miles.

Principal Industries: Leads the world in the manufacture of diversified glass bulbs, thermometer and clinical tubing, Pyrex ovenware, clinical and laboratory, signal, cut, engraved, etched, plain and colored, silver and gold mounted glassware. Also brick, terra cotta, furnaces, castings, pressed steel, ice cream, confectionery, automobile accessories, Ingersoll-Rand air compressors, rock drills, and pneumatic tools.

Manufacturing Establishments: 32; Leading firms, Corning Glass Works, Steuben Glass Works, H. P. Sinclair & Co., T. G. Hawkes & Co., Harry Hunt, Inc., Ingersoll-Rand Co., Hood Stove Works, Standard Manufacturing Co., Hood Furnace Co., Corning Ice Cream Co., Allen & Andrews, Gorton Chocolate Co., Corning Brick Works, Corning Terra Cotta & Tile Co. Total value of yearly output of factories estimated at \$10,774,000.

Special Information: Within 20 miles of the Pennsylvania soft coal region, natural gas from Potter County, Pa., fields for fuel and light cheap electricity for power and light, abundant pure water, park and recreation facilities unexcelled in any similar size of city, all religious denominations working harmoniously, good schools with sufficient seating capacity and with curricula that include instruction in domestic science, industrial arts, manual training, voice and instrumental music instructors.

Residential Features: Mostly one-family houses; only some ten double houses. Practically every home has lawn and garden. Private residential section where finest homes are located average in value \$15,000, though some 12 range from \$30,000 to \$250,000.

Retail Shopping Section: Extends from Pine Street Square (which forms heart of business and hotel section and where interurban trolley cars and buses have terminals) for 8 blocks east, 16 blocks west, 2 blocks south and some stores in all that section within a radius of three blocks from principal square. There are four outlying retail business sections and several smaller neighborhood sections with the usual

Continued on page 138

## AUBURN, NEW YORK

## ADVERTISER-JOURNAL

## CITIZEN

## THESE TWO DAILY PAPERS

with foreign advertising, sold in combination only, completely cover a prosperous trading area of close to 100,000. There is one automobile licensed in Cayuga County to every six and a half of population. That means a prosperous community.

To sell your goods in this wonderful market, you must advertise with us.

51288 — now\*  
 36413 — in 1920  


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 14875 — GAIN  
 = 40 per cent +

\*ABC-3 months to 9/30/24

# 40% Growth in four years for the **BUFFALO** Morning Express

**W**ON entirely by merit, this increase shows Buffalo's growing faith in Buffalo's Best Newspaper.

Express readers know that they can trust The Express because it has fought for years the battle of truth in advertising. It was a pioneer in rejecting objectionable and fraudulent advertising, and as a result it has a reader-confidence that is a priceless asset to its advertisers.

Anybody who knows Buffalo will tell you that The Express goes to the people who make up the bulk of the city's buying power.

If you want bulk circulation, you can buy more (and pay more for it) elsewhere.

If you want buyers, you can reach them through this up-and-coming newspaper.

Grow with a growing paper! Use The Express in Buffalo.

**NEW YORK (Cont'd)**

**Corning (cont')**

grocery, confectionery and meat and small shops.

Trading Area: Extends west to Jasper 31 miles, southeast to Tuscarora 35 miles, south to Wellboro, Pa., 40 miles, east to Big Flats 7 miles, north to Tyrone 30 miles, northwest to Avoca 29 miles.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 20; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 4; fruits, 46; furniture, 5; furriers, 8; garages (public), 10; grocers, 70; hardware, 5; jewelry, 6; meat markets, 17; men's furnishings, 14; men's clothing, 11; merchant tailors, 9; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 34; shoes, 11; sporting goods, 5; stationers, 5; women's apparel, 12.

**CORTLAND, N. Y.**

1920 Population, 14,823.  
City and Suburban Estimate, 30,000 in county. Trading area, 50,000.

Native Whites, 90%; Negroes, 2 or 3 families only; Foreign Born, 10%; Industrial Workers, 33%; English Reading, 95%; Families, 2,965.

Schools: Public Grade, 4; High, 1; State Normal, 1; Number of Pupils, 2,696.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 3; State Savings, 1; Total Resources, \$14,416,700; Savings Bank Deposits Total, \$5,741,672. Interest accounts other banks \$5,000,000 additional.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Midway between Syracuse and Binghamton. Served by the Delaware, Lackawanna & Western and the Lehigh Valley Railroads. The Cortland and Homer Traction Co. line connect up with the villages of Homer and McGraw. Five motor bus lines give excellent service to Auburn, Binghamton, Ithaca, Syracuse and Norwich.

Principal Industries: Motor trucks, wire and wire goods, wall paper, typewriters, milk coolers, corsets, canned goods, fish lines, furniture, milling machinery and machine tools, men's work shirts, auto parts and accessories.

Manufacturing Establishments, 31. Leading firms, Brockway Motor Truck Corp., Brewster-Titchener Corp., Beaudry Wall Paper Co., Cortland Wall Paper Co., Wickwire Brothers Co., Crescent Corset Co., Newstyle Corset Co., Maytown Shirt Co., Cortland Line Co., Corona Typewriter Co. (branch).

Total value of yearly output of factories estimated at \$22,000,000.

Special Information: Situated 1,129 feet above sea level in the famous Finger Lakes region and at the junction of seven valleys, it is the commercial, industrial and financial center of a very prosperous country. The city is well paved and well lighted—more miles of paved streets than any other city of its size in this part of the country. The city has a fine water system and motorized paid fire department. There have never been any labor troubles here.

Residential Features: The city is essentially one of homes. There are possibly fifty residences of expensive construction, the remainder being of the class that would naturally belong to thirty people fairly well-to-do. The majority of the houses are in good taste architecturally. There are well kept lawns and an abundance of shade trees everywhere, as well as wide cement sidewalks and paved streets.

Retail Shopping Section: Main St., the chief business street, runs fourteen blocks north from the Lehigh Valley Ry. station to Lincoln Ave. Other stores extend one block east on Port Watson and Court Sts. and Clinton Ave.; one block west on Tompkins and Orchard Sts. and Groton Ave., and three blocks east on Railroad St. to the D. L. & W. station.

Trading Area: Cortland is at approximately the center of the 575 sq. miles comprising the county, but the fine roads extending in every direction draw trade from the adjacent portions of Tompkins, Otsego, Madison and Chenango counties.

Wholesale Houses: Groceries, 1; Fruits, 3; Miscellaneous Lines, Auto Accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 17; automobile tire agencies, 1; exclusive; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 35; druggists, 7; dry goods, 8; department stores, 5; electrical supplies, 6; florists, 2; fruits, 5, exclusive; furniture, 5; furriers, 1; garages (public), 4; grocers, 61; hardware, 5; jewelry, 6; meat markets, 14; men's furnishings, 7; men's clothing, 9; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 30; shoes, 13; sporting goods, 1; stationers, 2; women's apparel, 11.

**DANSVILLE, N. Y.**

1920 Population, 4,700.  
City and Suburban Estimate, 5,000.

Native Whites, 96%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 1,253.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 957.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 1; Lutheran Church, 1.

Banks: National, 1; State, 1; Total Resources, \$2,355,341.80; Savings Bank Deposits Total, \$1,836,672.54.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,500.

Location: Western New York at the extreme southern point in, and the largest town of Livingston County, in the picturesque Genesee Valley, served by the Delaware, Lackawanna & Western and the Erie Railroads. With bus service to Rochester and points north and to Hornell and points south.

Principal Industries: Publishing, printing, felt shoes, specialty foundry, nursery, papers and radio head sets.

Manufacturing Establishments, 4. Leading firms, Power Specialty Co., Blume Shoe Co. and Carso Paper Co.

Total value of yearly output of factories estimated at \$4,500,000.

Special Information: One of the famous health resorts of the State of New York and one of the largest Felt Shoe Manufacturers is located here.

Residential Features: The houses are almost entirely of the one-family type with considerable ground space and 95% modern and up-to-date in the lines of sanitation and convenience.

Retail Shopping Section: Extends for three blocks in the very center of the town, illuminated with a boulevard lighting system, with no overhead electric wiring of any kind, and all projecting signs and obstructions removed.

Trading Area: Takes in a number of small outlying villages within a radius of five miles, including rural districts also.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 20; druggists, 4; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 2; furniture, 1; garages (public), 9; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

**DUNKIRK, N. Y.**

1920 Population, 19,336.  
City and Suburban Estimate 1924, Inc. Fredonia, 30,000.

Native Whites, 76.2%; Negroes, .01%; Foreign Born, 23.6%; Industrial Workers, 25%; English Reading, 95%; Families, 4,422.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 2; Total Resources, \$1,100,000. One trust company.

Theatres: Legitimate, 1; Moving Pictures, 2; Vandeville, 1. Total number of seats, 1,800.

Location: South shore of Lake Erie, 40 miles southwest of Buffalo. Half way between New York and Chicago on N. Y. C., also served by Nickel Plate, Erie, Penna. and D. & A. V. and P. R. R. Buffalo & Erie Traction. Jamestown-Dunkirk Transit Co. bus line. Lake harbor and fishing port.

Principal Industries: Locomotives, steel, boilers and radiation, shovels, axes, glass, silk clothing, motors, valves, furniture.

Manufacturing Establishments, 69. Leading firms: American Locomotive Co., Atlas Steel Co., U. S. Radiator Corp., Continental Heater Corp., Van Ranite Silk Co., Thatcher Glass Mfg. Co. Annual output, \$28,000,000.

Special Information: Dunkirk is in the heart of New York state's great grape belt. Within a few miles of the city are very extensive canneries. Also center of summer resort developments and important fishing port.

Residential Features: Mainly single detached homes, about 70 per cent. of which are privately owned. Two savings and loan associations make possible large percentage of home ownership. Summer residence colonies adjacent to city. Small amount of commuting to Buffalo. Many new homes being built in 1924 and several new sections opening rapidly.

Retail Shopping Section: Three blocks on Central Avenue, three blocks on Main Street. Two sections linked up by business development on Third and Fourth Streets.

Trading Area: Northern Chautauqua County and parts of adjacent counties. Splendidly served by bus, railroad and trolley lines. Twenty miles east and west, twelve to fifteen miles south.

Wholesale Houses: Groceries, 1; Fruits, 2; Sugar, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 10; bakers, 6; cigar stores and stands (including hotels), 10;

confectioners (including hotel stands), 10; druggists, 7; dry goods, 4; department stores, 8; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 10; hardware, 8; jewelry, 4; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 12; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 10.

**ELMIRA, N. Y.**

1920 Population, 45,393.  
City and Suburban Estimate, 150,000.

Native Whites, 88.4%; Negroes, 1.2%; Foreign Born, 10.4%; Industrial Workers, 44%; English Reading, 97.8%; Families, 11,650.

Schools: Public Grade, 10; High 1; Junior High, 1; Parochial, 6. Number of Pupils, 8,962.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 4; Methodist, 11; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 9.

Banks: National, 2; State, 5; Total Resources, \$32,000,000; Savings Banks Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditorium, etc.) 5. Total number of seats, 12,800.

Location: Erie, D. L. & W., Penn & Lehigh Valley systems make Elmira the principal trunk line distributing point, north, south, east and west in southern New York of Northern Pennsylvania, division terminal for all four railroads. Elmira developed from an old Indian trading post and canal terminal.

Principal Industries: Fire apparatus, auto and general machine parts, motor trucks, valves, spraying apparatus, coaster brakes, salesbooks, printing, milk bottles, bridges, structural steel, iron and brass castings, Bendix drives, candy, knit goods, silks, paper boxes, wood pipe, cabinet and interior trim, railroad shops, agricultural, dairy, egg and produce center, tobacco industry.

Manufacturing Establishments, 31 Major. Leading firms, American LaFrance Fire Engine Co., Eclipse Machine Co., Elmira Foundry Co. (General Electric Branch), Kennedy Valve Mfg. Co., Willys-Morrow Co., (Willys-Ovarand Branch), Thatcher Mfg. Co., Wyckoff Wood Pipe Co., Kercher & Co., J. N. Stearns Co., Read & Lovatt Co., Queen City Knitting Mills, Elmira Knitting Mills, American Bridge Co., Field Force Pump Co., American Salesbook Co., F. M. Howell & Co., Booth's Candles, Penn & Lackawanna Shops. Value yearly factory output estimated at \$48,000,000.

Special Information: Largest distributing center of any city of its size in U. S. 256 traveling salesmen in city of Elmira. City of high diversified industries, high wages and much wealth. Barely feels depressions. 1,200 railroad families. Center of southern N. Y. and northern Pennsylvania agricultural, dairy, egg and tobacco district. Prominent in Revolutionary history, southern gateway to Finger Lakes region, seat of Elmira College and N. Y. State Reformatory, former home and burial place of Mark Twain. Pioneer city in social welfare and crippled children movement.

Residential Features: Total detached homes, 11,857; owned by occupants, 4,909; rented, 6,153; unknown, 645. City of Elmira, city of high diversified industries, high wages and much wealth. Barely feels depressions. 1,200 railroad families. Center of southern N. Y. and northern Pennsylvania agricultural, dairy, egg and tobacco district. Prominent in Revolutionary history, southern gateway to Finger Lakes region, seat of Elmira College and N. Y. State Reformatory, former home and burial place of Mark Twain. Pioneer city in social welfare and crippled children movement.

Retail Shopping Section: Water Street, main business street, 6 blocks; Main Street, 5 blocks; Lake Street, 2 blocks; Baldwin Street, 2 blocks; State Street, 2 blocks, and the usual outlying trading sections two of which support dry goods and shoe stores in addition to usual grocery, meat, drug and confectionery lines.

Trading Area: From west, 70 miles, including Hornell, N. Y. and Galeton, Pa.; from the east, 35 miles, including Oswego, N. Y., and Towanda, Pa.; from the north, 35 miles including Ithaca, N. Y. and Penn Yan, N. Y.; from the south, 40 miles including Canton, Pa. and Blossburg, Pa. Good train, interurban trolley and motor bus service. Improved automobile roads in all directions.

Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 4; Hardware, 3; Dry Goods, 3; Electric Goods, 2; Tobacco, 7; Candy, 2; Drugs, 2; Produce, 5; Radio, 3; Sport Goods, 1; Auto Accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial automobile agencies, 12; automobile accessories, 82; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 35; delicatessen, 3; dressmakers, 84; druggists, 25; dry goods, 9; department stores, 6; electric supplies, 9; florists, 17; fruits, 18; furniture, 13; furriers, 10; garages (public), 22; grocers, 191; hardware, 10; jewelry, 12; meat markets, 39; men's furnishings, 25; men's clothing, 21; merchant tailors, 12; milliners, 26; opticians, 11; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 58; shoes, 20; sporting goods, 6; stationers, 4; women's apparel, 22.

See columns 3 and 4, page 139

**FLUSHING, N. Y.**

1920 Population, 40,000.  
Native Whites, 60%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 15%; English Reading, 95%.

Schools: Public Grade, 6; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1;

3; Miscellaneous, 7.  
Congregational, 1; Episcopal, 2; Hebrew, 3; Methodist, 3; Presbyterian, 2; Roman Catholic, 2.  
Banks: National, 1; State, 2; Total Resources, \$300,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 2,200.

Location: East shore of Flushing Bay and L. I. Sound, also Flushing Creek, deep enough to haul coal, brick, lime, lath cement and lumber, and also ice. Only railroad, L. I. R. R., both electric and steam.

Principal Industries: Silk, rubber, chleory, car signs, paper boxes, feed, hay and building materials.

Manufacturing Establishments: Leading firms, The Chleory Co., American Hard Rubber Co., Hunter Car Sign Co., Oscar Tyrlsch Co.

Special Information: Flushing is 8 miles from New York City, accessible by train, 21 minutes; trolley, 40 minutes; subway, 25 minutes; also by water through Flushing Bay.

Residential Features: Mostly one and two-family houses. Private homes predominate; many large and beautiful residences. Average value of one-family home \$12,500.

Retail Shopping Section: Runs from Broadway to Jamaica Ave., known as Main St., length about 7 blocks in the vicinity of all four stations on the railroad, are dry goods stores, cigar, barber, meat, groceries, delicatessen, shoes, etc.

Trading Area: Extends about fifteen miles or more, taking in Corona, College Point, White-stone, Malba, Beechhurst, Douglaston, Auburndale and Bayside.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 16; bakers, 15; cigar stores and stands (including hotels), 35 confectioners (including hotel stands), 45; delicatessen, 7; dressmakers, 3; druggists, 9; dry goods, 10; department stores, 1; electrical supplies, 10; florists, 8; fruits, 20; furniture, 3; garages (public), 40; grocers, 40; hardware, 10; jewelry, 10; meat markets, 25; men's furnishings, 20; men's clothing, 10; merchant tailors, 10; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 19; radio supplies, 30; restaurants (including hotels), 30; shoes, 15; sporting goods, 3; stationers, 15; women's apparel, 30.

**FREEPORT, N. Y.**

1920 Population, 8,599 (1924, est. 15,000).

Native Whites, 66%; Negroes, 5%; Foreign Born, 29%; Industrial Workers, 1%; English Reading, 85%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1.

Banks: National, 2; State, 1.

Theatres: Moving Pictures and Vandeville, 1; Miscellaneous (Auditorium, etc.), 2; Total number of seats, 4,000.

Location: On south shore of Long Island, on Montauk Division of Long Island R.R.; 28 miles from New York. On Long Island Traction Co. trolley from Jamaica to Mineola.

Principal Industries: One foundry.

Manufacturing Establishments: Columbia Bronze Co.

Special Information: Purely residential village. Rapidly becoming a city, but will be residential city with small industrial center when the change takes place.

Residential Features: Mainly one and two-family houses. Small business section rapidly growing. Homes average \$6,000. About 3,000 homes in village. Trolley and bus service available.

Retail Shopping Section: Extends from railroad tracks south for several blocks and north not so far. Main St. and Merrick Road at right angles divide shopping district.

Trading Area: About 10 miles east, taking in Bellmore, Wantagh, Merrick and Seaford. West five miles to Baldwin and Roosevelt.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 1; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 4; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 4; furniture, 3; garages (public), 3; grocers, 4; hardware, 4; jewelry, 2; meat markets, 25; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 5; women's apparel, 3.

**GENEVA, N. Y.**

1920 Population, 15,648.

City and Suburban Estimate: 45,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 4; High, 2; Parochial, 2; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 4;

**NEW YORK (Cont'd)**

**Banks:** National 1; Trust Company, 1; Savings Bank, 1; Per. Loan & Saving Assn., 1; Total Resources, \$12,441,000; Savings Bank Deposits Total \$2,232,191.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

**Location:** Main line Lehigh Valley, one line west, two branches to the southeast, one to Ithaca, one through Trumansburg uniting at Sayre with branches east to Seneca Falls and southwest to Naples; the Auburn branch of the New York Central, east and west; Pennsylvania division of the New York Central, north and south; Barge Canal and 40 miles of navigable lake waters (short haul to Pennsylvania coal fields); main state highway Buffalo to New York; five bus lines radiating in all directions; fast trolley to Rochester; laterurban trolley to Waterloo and Seneca Falls. A trading center easily accessible to and from large fields of consumption and supplies located at the foot of Seneca Lake which is the largest of the Finger lakes.

**Principal Industries:** Stoves (coal, gas, combination), boilers, radiators, preserved goods, optical machinery, cutlery, mill products (cereals, corn products and paste), enamel ware, commercial bodies for autos, wagons, razor straps, marine engines and boats, foundry supplies, steel type for typewriters, glass ware, mills for grinding to the molecular stage (products invisible under the microscope) and for mixing materials—of use in over 200 of the leading industries—nursery stock in great quantities for home and foreign trade, job printing, cinder and clay bricks, paper mill, coke, manufactured gas distributed over an area of twenty-five miles each way, machine shop, mineral waters, head machine shop of the American Can Company, ice cream, cold storage, tin ware.

**Manufacturing Establishments:** 30; Leading firms, Standard Optical Co., Summit Foundry, Phillips and Clark Stove Co., Geneva Preserving Co., America Caa Co., List Manufacturing Co., Hulse Mfg. Co., U. S. Radiator Corp., Geneva Cutlery Co., Seneca Kraut and Pickling Co., Geneva Wagon Co., Patent Cereals Co., Fay and Bowen Engine Co., Geneva Ice Cream Co., Rice Bros. Co., Nursery, T. W. Rice Nursery, W. & T. Smith Nursery Co., Geneva Glass Products Co., Cathpole Foundry, Vance Boiler Works, Allegretti Razor Strop Co., Geneva Times Printing Plant, Stead Optical Co., Empire Gas and Electric Co., Empire Coke Co. Total value of yearly output of factories estimated at \$8,550,482.

**Special Information:** Midway between Rochester and Syracuse and main highways from every direction lead into city. City is exit to southern tier states. Home of Hobart and William Smith Colleges for higher education. State experiment station for the study of agricultural problems and the development of new varieties of fruits connected with Cornell University. Much inherited wealth.

**Residential Features:** Mostly one-family houses with small percentage of double houses, all parts of city residence section well kept. On South Main street are some of the oldest and most beautiful residences in this part of the state. New residential section on Castle Heights being built up. Factories and other industries not located in residential sections; South Main street one of the five most beautiful streets in the United States.

**Retail Shopping Section:** Exchange street five blocks, Castle street 2 blocks, Seneca street 2 blocks, Main street 1 block, Linden Lane.

**Trading Area:** Radius of 20 miles including some area or ten small villages and towns in this vicinity. Serves a large farming population being located in the heart of very fertile farming country.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 1; Miscellaneous lines, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 2 (solely commercial); automobile accessories, 23; automobile tire agencies, 24; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotels), 16; delicatessen, 2; dressmakers, 47; druggists, 5; dry goods, 13; department stores, 3; electrical supplies, 4; florists, 5; fruits, 10; furniture, 3; furriers, 2; garages (public), 41; grocers, 59; hardware, 3; jewelry, 7; meat markets, 13; men's furnishings, 8; men's clothing, 15; merchant tailors, 15; milliners, 13; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 23; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 8.

**GLENS FALLS, N. Y.**

1920 Population, 16,638.

City and Suburban Estimate, 45,000.

**Native Whites, 88.7%; Negroes, .01%; Foreign Born, 11.1%; Industrial Workers, 5.25 %; English Reading, 90%; Families, 4,289.**

**Schools:** High, 1; Parochial 2; Number of Pupils, 5,402.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Adventist, Wesleyan, French Catholic, Friends.

**Banks:** National, 2; State, 1; Total Resources, \$10,895,248.98; Savings Bank Deposits Total, \$10 Savings bank. Total of \$9,040,589.29 carried in a savings department of the three banks listed.

**Theatres:** Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,380.

**Location:** Served by the Delaware & Hudson Railway. Canal system that affords direct shipment of goods to New York. Bus lines

from outlying villages. Trolley service from Albany and Troy, Schenectady and points north. Located on the Hudson River 60 miles north of Albany.

**Principal Industries:** Shirt factories, newsprint paper, Portland cement, color works, silk mills, wood, floor, wall paper, paper mill machinery, chemicals.

**Manufacturing Establishments:** 23; Leading firms, Yorke Shirt Co., McMullen-Leavens Shirt Co., Arrow Grip Mfg. Co., Union Wood Flour Co., Tait Color Works, Clarke Bros. Silk Mill, Champlain Silk Mills, Ames Chemical Co.

**Special Information:** Supplies villages within a radius of twenty-five miles.

**Residential Features:** Mostly one and two-family houses. Excellent streets. Exceptionally fine residences.

**Retail Shopping Section:** Extends north from Bank Square two blocks (then west two blocks on South street; Park, Warren and Ridge streets with their terminus at Bank Square each have two blocks of retail establishments. There are many small grocery stores in the outlying sections.

**Trading Area:** Glens Falls' location makes it the logical trading center for all villages within a radius of twenty-five miles. Bus lines between these villages and Glens Falls are maintained so that much regular trade is derived from them.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 8; automobile accessories, 28; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 31; confectioners (including hotels), 18; delicatessen, 1; dressmakers, 43; druggists, 8; dry goods, 9; department stores, 6; electrical supplies, 8; florists, 4; fruits, 12; furniture, 6; furriers, 2; garages (public), 27; grocers, 56; hardware, 3; jewelry, 7; meat markets, 23; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments) 5; radio supplies, 3; restaurants (including hotels), 23; shoes, 14; sporting goods, 1; stationers, 1; women's apparel, 13.

**GLOVERSVILLE & JOHNSTOWN, N. Y.**

1920 Population: Gloversville, 22,005; Johnstown, 10,908.

City and Suburban Estimate: 50,000.

**Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 80%; English Reading, 95%; Families, Gloversville, 4,700; Johnstown, 2,400.**

**Schools:** Public Grade, G'ville, 10; J'town, 6; High, G. 1, J. 1; Parochial, G. 1, J. 1; Number of Pupils, Gloversville, 4,167; Johnstown, 2,000.

**Churches:** Baptist, G. 2, J. 1; Christian Science, G. 1, J. 1; Congregational, G. 1; Episcopal, G. 1, J. 2; Hebrew, G. 1; Methodist, G. 5, J. 2; Presbyterian, G. 2, J. 2; Roman Catholic, G. 2, J. 2; Miscellaneous, 12.

**Banks:** National, G. 2, J. 1; State, G. 1, J. 2; Total Resources, G. \$12,380,270.09, J. \$6,750,000; Savings Bank Deposits Total, (each bank has a savings department. If you desire total of departments please advise.

**Theatres:** Legitimate, G. 1, J. 1; Moving Pictures, G. 2; Vaudeville, (at both legitimate). Total number of seats, 5,020.

**Location:** Gloversville and Johnstown are nestled in the first range of the Adirondack Mountains twenty miles from state forest preserve. Near the heart of the Empire State and about six hours by rail and ten by motor from New York City. It is really in the Mohawk River valley and about ten miles back from the river. Both cities are connected with the New York Central lines at Amsterdam, Schenectady and Fonda over electric road and freight by steam to Fonda.

**Principal Industries:** Glove manufacturers, leather tanners, silk mills, knitting mills and wood product factories. The Knox Gelatine factory is located in Johnstown.

**Manufacturing Establishments:** 285; Leading firms, Louis Meyers & Sons, Buchner Moses Louis Co., Daniel Hays Co., Fownes Co., Hutchinson & Potter, Windsor Northrup Glove Factories, Surpass Leather Co., Wood & Hyde Co., Levors and Maynader Bros., Leather tanners, Normandie and Kingsboro Silk Mills and Gloversville Knitting Co. Total value of yearly output of factories estimated at, G. \$38,918,000, J. \$17,502,000.

**Special Information:** The two Glove cities are the focus point for travelers between Schenectady and Utica. They are a gathering place for those from the Mohawk valley and from the vast mountainous district which is connected to the two cities by good roads, thus making a trading place for people miles around in this territory. Johnstown is known for its historical sites. The Sir William Johnson Hall and Fort are located here as well as a number of other historical places.

**Residential Features:** Eighty per cent of the industrial workers of the two cities are home owners and properties are kept in fine condition. Two family houses are in the majority.

**Retail Shopping Section:** Gloversville's shopping section extends from the corner of Main and Fulton streets north to First avenue, south to Forest street, west to Cayudutta street, and east to Judson street. Johnstown's shopping section extends west from the corner of Main and Perry streets to Melcher street, east to E. State street, north to Miller street and south to Clinton street.

**Trading Area:** Extends north to Speculator 30 miles, northwest to Lake Pleasant 30 miles, south to Fultonville 8 miles, east to Hagedorn

(Continued on page 140)

*Business is Always Good  
in*

**ELMIRA, N.Y.**

*A Real Market for Every  
Advertisable Product*

**WHY ?**

- 1.—A wealthy community of intelligent, highly paid people.
- 2.—97.8 per cent English reading.
- 3.—88.4 per cent native whites.
- 4.—44 per cent industrial workers, 1200 railroad families.
- 5.—10.4% foreign born; 1.2% negroes.
- 6.—Highly diversified industries.
- 7.—11,680 families, 11,357 of them living in well kept detached homes, 4,999 owned by the occupants.

**A Big Distributing Center**

Elmira is the largest distributing center of any city of its size in the United States. It is the wholesale market for Southern N. Y. and Northern Pennsylvania, on 4 trunk-line railroads. Has 15 major and very large wholesale houses with 256 traveling salesmen, working 100 miles in every direction. Thousands of retail buyers come personally to Elmira's wholesale market.

**Retailers of Elmira and its Rich 150,000 Community Demand and Cooperate with Newspaper Advertising.**

(And Elmira's newspapers with 100% coverage, cooperate constructively with newspaper advertisers.)

NEW YORK (Cont'd)

Gloversville and Johnstown (con't)

Mills 12 miles, southwest to Paletine Bridge 15 miles, west to St. Johnsville 18 miles, north-east to Fatchellerville 16 miles, giving an average trading radius of about 18 miles.

Wholesale Houses: Groceries, G. 2, J. 1; Meats, G. 1; Fruits, G. 4, J. 1; Miscellaneous lines, Confectionery, G. 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 7; bakers, 17; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 45; delicatessen, 4; dressmakers, 42; druggists, 14; dry goods, 14; department stores, 7; electrical supplies, 14; florists, 7; fruits, 24; furniture, 16; furriers, 6; garages (public), 24; grocers, 127; hardware, 7; jewelry, 9; meat markets, 40; men's furnishings, 13; men's clothing, 22; merchant tailors, 9; milliners, 21; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 33; shoes, 18; sporting goods, 8; stationers, 9; women's apparel, 8.

See top columns 3 and 4

HERKIMER, N. Y.

1920 Population, 10,453.

City and Suburban Estimate, 15,000.

Native Whites, 77%; Negroes, .02%; Foreign Born, 22.8%; Industrial Workers, 20%; English Reading, 85%; Families, 2,531.

Schools: 4; Number of Pupils, 2,400.

Churches: 11.

Banks: 2; Total Resources, \$4,440,000.

Theatres, 3. Total number of seats, 2,500.

Residential Features: One-family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 10-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 1; department stores, 1; electrical supplies, 4; florists, 2; fruits, 5; furniture, 2; garages (public), 7; grocers, 59; hardware, 2; jewelry, 3; meat markets, 17; men's furnishings, 4; men's clothing, 7; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 9; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 4.

HORNELL, N. Y.

1920 Population, 15,025.

City and Suburban Estimate, 25,000.

Native Whites, 87 1/2%; Negroes, 1/2%; Foreign Born, 12%; Industrial Workers, 75%; English Reading, 95%; Families, 4,000.

Schools: Public Grade, 5; High, 1; Junior High, being established; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$7,296,147.51; Savings Bank Deposits Total, \$3,217,328.46.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: Junction point Erie Railroad, main line; 90 miles southeast of Buffalo; 72 miles south of Rochester; 300 miles from New York. Excellent bus service to all rural communities; bus service to Rochester; trolley to Canisteo.

Principal Industries: Erie railroad shops, silk glove and hosiery mfg., coffee mills and meat grinders mfg., wood-working and furniture factories.

Manufacturing Establishments: 16; Leading firms, Erie railroad shops, Merrills Glove Co., Merrills Hosiery Co., Julius Kayser Co., W. R. Geary, Inc., Dery Silk Co., Huguet Silk Co., A. J. Deer Co., James Elger, Inc.

Special Information: The city is the most important point on the Erie Railroad, its mechanical shops are now being centered here. Erie railroad has 3,500 people on its payroll in Hornell. Hornell is in the heart of the most fertile farming section in New York State. Hornell is the terminal of the Shawmut railroad.

Residential Features: Hornell has mostly one and two family houses; 75 per cent of the people own their own homes. There are no enormously wealthy families in Hornell. The residential streets are scattered all through Hornell.

Retail Shopping Section: Extends three blocks on Main street, two blocks each on Canisteo street and Broadway, where all prominent stores are located. Also two blocks up Seneca street, (where post office is located) and three blocks on Loder street.

Trading Area: Twenty miles in all directions. City is natural trading center because of the trolley and railroad service and also frequent schedule of bus lines.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 14; automobile accessories, 17; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 18; dressmakers, 33; druggists, 9; florists, 4; fruits, 4; garages (public), 14;

grocers, 58; hardware, 7; jewelry, 5; meat markets, 18; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 29; shoes, 14; sporting goods, 4; stationers, 6; women's apparel, 12.

Note: Facts and figures were secured through the aid of Hornell City Directory, Superintendent of Schools, our files, our city editor, Citizens National Bank, Steuben Trust Company and First National Bank.

HUDSON, N. Y.

1920 Population, 14,000.

City and Suburban Estimate, 42,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 90%; Families, 5,900.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$7,617,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 1,700.

Location: East Shore of Hudson River at head of deep-water navigation. Served by three river lines. On main line of N. Y. C. R.R. and branch of E. & A., connecting with main line at Chatham, 18 miles northwest.

Principal Industries: Cement, ginger ale, knit goods, ice tools, conveying machinery, marine life saving equipment, power presses, auto bodies, Atlas Portland Cement, Gifford-Wood Co., Stewart-Davitt Equipment Corp., V. & O. Press Co., Hobrook Co., Union Mills, Inc., Therman Mills, Inc., Knickerbocker Cement Co., New England Cement & Lime Co., Canada Dry Ginger Ale Co.

Manufacturing Establishments, 50. Leading firms mentioned above. Cement plants and ginger ale widely advertised.

Special Information: Hudson offers excellent manufacturing and distribution facilities. Has the advantage of economical water transportation. Rail rate basis on parity with N. Y. City. Natural gateway to New England.

Residential Features: Largely a city of private homes, early type of brick construction predominates. Unlimited area for residential territory development available. Average rental runs from \$25 to \$50 per month. Civic Housing Corp. has constructed several residences on tract purchased for development.

Retail Shopping Section: Confined for distance of about a mile to main street of city. Main St. extends east and west from river front to westerly limits, bisecting city.

Trading Area: 25 mile radius, reached by ferry across the Hudson River. Splendid state highways and frequent bus service as well as high speed electric service northerly 25 miles to Albany, including a shopping population in Columbia and Greene County of about 50,000.

Wholesale Houses: Groceries, 1; Meats, 1; Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 13; automobile tire agencies, 3; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 20; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 5; fruits, 10; furniture, 7; furriers, 1; garages (public), 13; grocers, 80; hardware, 6; jewelry, 6; meat markets, 22; men's furnishings, 12; men's clothing, 8; merchant tailors, 11; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 21; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 15.

ITHACA, N. Y.

1920 Population, 17,000.

City and Suburban Estimate, 24,000 (including student population).

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, 3,500 (estimated).

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, (517 in Parochial School).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$5,476,405.19; Savings Banks Deposits Total, \$6,233,272.85.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,731.

Location: L. V. R. R. direct to New York 250 miles east, and Buffalo, 144 miles west; two branches of L. V. R. R. connecting with nearby cities; Delaware, Lackawanna & Western have branch terminal here; bus lines in all directions; terminal of the New York State Barge Canal system; improved highways all directions. Ithaca is situated on the southern end of Lake Cayuga, one of the Finger lakes.

Principal Industries: Gms, aeroplanes, chains, furniture, toys, bags, shirts, adding machines, advertising signs, cement, salt, etc.

Manufacturing Establishments: 14; Leading firms, Morse Chain Co., Ithaca Gun Co., Thomas-Morse Aircraft Corporation, Beming Salt Co., Stanford-Crowell Co.

Special Information: Ithaca is preeminently an education center. There are seven educational institutions located here including Cornell University. Ithaca Conservatory of Music with its seven branch schools, Empire State School

NO newspaper covers Fulton County, the home of the glove industry, to any extent except Fulton County newspapers.

A. B. C. records show the pre-eminent position occupied by The Leader-Republican in covering Fulton County.

Midway between Albany and Utica on the uplands of the Mohawk River valley, this county harbors, principally, the glove industry of America and in lesser degree, leather tanning, silk making, knitting mills and lumber interests.

Gloversville and Johnstown are the two adjoining industrial cities in this county—population 32,000; county total 50,000—and

The Leader-Republican

in the evening has this field to itself and covers it thoroughly.

You cannot adequately reach the glove makers without coming into Fulton County and this newspaper.

The Favorite Daily Newspaper Circulating In Southwestern New York

THE JAMESTOWN MORNING POST

DOMINATES ITS FIELD

Table with 4 columns: Circulation Type, Circulation Count, and IT LEADS indicator.

When a daily newspaper year after year outstrips in circulation all others in its territory and sees its subscribers stand firm and constant, ignoring the lure of premiums or contests or other methods employed with the intent of tempting them away, it can carry only one meaning—that paper has a strong hold on the heartstrings of its constituency.

It is this support by its subscribers that The Jamestown Morning Post prizes as its greatest single asset.

In Southwestern New York The Jamestown Morning Post is known as a fearless and uncontrolled newspaper. What it says is believed. Its advertisements are read with confidence.

To continue worthy of this great responsibility is the constant aim of this paper.

The Jamestown Morning Post has been a member of the A-B-C since that excellent organization was formed.

PAUL BLOCK, INC. Advertising Representative

New York Boston Chicago Detroit



**NEW YORK (Cont'd)**

**Ithaca (con't)**

of Printing, etc. Unrivaled scenic advantages and its location in the heart of the Finger Lakes region attract thousands of tourists yearly. 150 acres parks and playgrounds.

**Residential Features:** Mostly one and two family houses. Limited section devoted to student rooming houses and dormitories. Number of fraternity houses. Private homes predominate.

**Retail Shopping Section:** East State street is the principal business street with several business blocks on the following streets: Toga and North Toga streets, South Cayuga, North Cayuga, South Aurora, East and West Green streets, College avenue, Dryden Road. Several smaller neighborhood sections with the usual grocery, confectionery and small shops.

**Trading Area:** Center of perhaps 20 miles radius.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 35; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 39; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 7; florists, 3; fruits, 4; furniture, 3; furriers, 3; garages (public), 6; grocers, 66; hardware, 4; jewelry, 12; meat markets, 21; men's furnishings, 12; men's clothing, 12; merchant tailors, 39; milliners, 11; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 41; shoes, 14; sporting goods, 5; stationers, 8; women's apparel, 6.

**Note:** Facts and figures were secured through the aid of schools, banks, theatres, city directory, etc.

See top columns 3 and 4

**JAMESTOWN, N. Y.**

1920 Population, 38,917 (1924 estimate).

City and Suburban Estimate, 100,000. Native Whites, 70%; Negroes, 13%; Foreign Born, 29%; Industrial Workers, 39%; English Reading, 24%; Families, 10,206.

**Schools:** Public Grade, 14; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 8,704. **Churches:** Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 14.

**Banks:** National, 4; State, 3; Total Resources, \$34,122,910. **Theatres:** Legitimate, 2; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

**Location:** On main line of Erie R. R. Terminal of Buffalo and Southwestern. Warren & Jamestown traction line to Warren. Chautauqua Traction. Jamestown, Westfield & Northwestern to Westfield, connecting with New York Central; also freight connections with Pennsylvania R. R. at Mayville, and the Lake Shore and Nickel Plate at Westfield. Seventy miles from Buffalo at foot of Chautauqua Lake.

**Principal Industries:** Wood and metal furniture, textiles, automatic voting machines, washing machines, veneer, auto parts.

**Manufacturing Establishments:** 263. Art Metal Construction Co., Salisbury Axle Co., Broadhead Worsted Mills, Jamestown Worsted Mills, Empire Case Goods Co., Jamestown Table Co., Atlas Furniture Co., Bailey Table Co., Maddox Table Co., Jamestown Lounge Co., Jamestown Panel Co., Pearl City Veneer Co., Henry H. Roberts (veneer).

**Special Information:** Jamestown is known as one of the largest wood furniture manufacturing cities in the United States, and it has one of the largest metal manufacturing. Jamestown is the trading center for approximately 60,000 attendants at the original Chautauqua.

**Residential Features:** Being an industrial town, Jamestown is a city of small but substantial homes, 75% of which are owned by their occupants. Broad streets, all paved, mostly brick owing to steep grades.

**Retail Shopping Section:** Main business section extends 4 blocks east from the corner of Third and Main streets, south 6 blocks on Main street. West 4 blocks on West 3rd street. One block north on Main; also seven residential shopping districts.

**Trading Area:** Extends for a distance of 30 miles: Westfield, 27 miles northwest; Warren, Pa., 22 miles south; Randolph, 17 miles east; State Line, 20 miles west; Cassadaga, 20 miles north.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 3; Hardware, 3; Miscellaneous Lines, Confectionery, 3; Flour, 1; Hardware, 1; Automobile Accessories, 1; Cigars and Tobacco, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 35; automobile tire agencies, 11; bakers, 19; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 52; druggists, 13; dry goods, 11; electrical supplies, 16; florists, 15; fruits, 8; furniture, 7; furriers, 2; garages (public), 21; grocers, 125; hardware, 13; jewelry, 17; meat markets, 58; men's furnishings, 19; men's clothing, 26; merchant tailors, 31; milliners, 17; opticians, 4; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 15; restaurants (including

See columns 3 and 4, page 140, and lower columns 3 and 4, page 141

hotels), 46; shoes, 21; sporting goods, 6; stationers, 1; women's apparel, 18.

**KINGSTON, N. Y.**

1920 Population, 26,608.

City and Suburban Estimate, 74,970.

Native Whites, 87.5%; Negroes, 2.1%; Foreign Born, 10.4%; Industrial Workers, 21%; English Reading, 97%; Families, 6,800.

**Schools:** Public Grade, 8; High, 1; Parochial, 4; Number of Pupils, 5,216.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, 7.

**Banks:** National, 4; State, 1; Total Resources, \$13,555,361.01; Savings Bank Deposits Total, \$18,000,000.00.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,605.

**Location:** On the west bank of the Hudson River, 88 miles from New York City. Served by the West Shore, New York Central, Ontario & Western, Ulster & Delaware, and Wallkill Valley R.R.s. Excellent bus service on all roads leading out of Kingston, N. Y.

**Principal Industries:** Cigar, shirts, brick, road machinery, light hardware, hotel equipment, magnets, woodworking, beds, foundry work, pajamas and women's garments, lace curtains.

**Manufacturing Establishments:** 121. Leading firms: Van Slyke & Horton, American Cigar Co., F. Jacobson & Sons, Universal Road Machinery Co., I. S. Lace Curtain Mills, Ulster Foundry Co., L. Barth & Sons.

**Total value of yearly output of factories estimated at \$16,000,000.**

**Special Information:** City widely scattered, industries widely varied. Center of road system to all parts of county. Heavy tourist traffic. Owing to topography must pass through city to get from one part of county to another.

**Residential Features:** Unusual percentage own homes. No tenements. No slums. No congestion of population. Many fine views from hill-tops.

**Retail Shopping Section:** Three sections. Rondout: Strand, 3 blocks; Broadway, 8 blocks; Hasbrouck Ave., 4 blocks and Ferry St., 2 blocks. Central section: Broadway, 8 blocks; Railroad Ave., 1 block and Thomas St., 1 block. Uptown section: Wall St., 2 blocks; Fair St., 2 blocks; Main St., 2 blocks; John St., 2 blocks; North Front St., 4 blocks; Washington Ave., 3 blocks and Clinton Ave., 1 block.

**Trading Area:** Extends to north, 22 miles; northwest, 75 miles; south, 25 miles; southwest, 25 to 35 miles and east, 5 miles. The small area to the east is due to the fact that Kingston has the Hudson River on the east.

**Wholesale Houses:** Groceries, 3; Meats, 3; Fruits, 3; Hardware, 1; Miscellaneous Lines, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 22; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 67; delicatessen, 3; dressmakers, 76; druggists, 14; dry goods, 28; department stores, 3; electrical supplies, 17; florists, 4; fruits, 15; furniture, 7; furriers, 7; garages (public), 31; grocers, 121; hardware, 5; jewelry, 12; meat markets, 37; men's furnishings, 15; men's clothing, 10; merchant tailors, 3; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 36; shoes, 18; sporting goods, 6; stationers, 3; women's apparel, 10.

**LITTLE FALLS, N. Y.**

1920 Population, 14,000.

City and Suburban Estimate, 25,000.

Native White, 74%; Foreign Born, 26%; Industrial Workers, 40%; English Reading, 80%; Families, 3,000.

**Schools:** Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,165.

**Churches:** Baptist, 1; Christian Science, 1; Universalist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4 (Evangelical, Lutheran, Greek Catholic, Zion).

**Banks:** National, 1; State, 1; Total Resources, \$8,970,789.27.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,300.

**Location:** It is the gateway of the Mohawk Valley in central New York, midway between New York and Buffalo, with Mohawk River and large canal coursing through its fertile valley—served by New York Central, West Shore, Little Falls and Dolgeville railroads; also New York State trolley service to the west. Excellent bus service to Dolgeville on the north; St. Johnsville, Fort Plain and Canajoharie, east.

**Principal Industries:** Knit goods, tannery, leather dressing, bicycles, bookcases, dairy supplies, knitting machines, tissue paper mills, milking machines, art stencil, leather stamping, hammer factory, felt shoes.

**Manufacturing Establishments:** 40. Leading firms: D. H. Burrell & Co., H. P. Snyder Bicycle Co., Gilbert Knitting Co., Phoenix Underwear Co., Rex Knitting Mills, Little Falls Manufacturing Co. (knit goods and boxes); C. J. Lundstrom Mfg. Co., Hansen's Laboratory, Burrows Paper Co., Mohawk Valley Paper Co., Barnett Leather Co., Cbeeny Hammer Co., Little Falls Felt Shoe Co.

**Special Information:** Location of the city and its proximity to the finest dairying section of Herkimer County and central New York, with one of the finest municipal waterworks and excellent transportation facilities, gives Little

Continued on page 142

In the Heart of the Finger Lakes Region

Why not try

**ITHACA, N. Y.**

as your next

**TRY-OUT TOWN?**

Ithaca, N. Y.—home of Cornell University, New York State College of Agriculture, and several smaller schools is the center of a fruitful agricultural territory and the trading center of 35,000 people.

A cross-section of Journal-News readers in this territory reveals a highly intellectual clientele immediately responsive to advertised goods and to a degree not excelled in any other trade area in the east.

Investigate its possibilities.

Only DAILY in Tompkins County—7,500 Daily A. B. C.

**ITHACA JOURNAL-NEWS**

Member Empire State Group, comprising Ithaca Journal-News, Rochester Times-Union, Utica Observer-Dispatch, Elmira Star-Gazette, Elmira (Morning) Advertiser—with a combined circulation of 167,273.

**J. P. MCKINNEY & SON, Representatives**  
New York Chicago Los Angeles

To Cover Jamestown, N. Y.

Use

**The Jamestown Evening Journal**

Aside from its advantages as an evening paper, it has more circulation in the city than its morning contemporary, the total circulation of which is larger by reason of its outside circulation, being the only morning paper in Western New York outside of Buffalo. The Journal's circulation is concentrated in the Jamestown buying zone. There is no waste and the rate is lower.

Local advertisers, who are in close touch with the situation use more space in the Journal at the same local rate. Figures of the checking bureaus prove it.

For the widest circulation in this field, the Evening Journal (city) and Tri-Weekly Journal (rural) in combination offer over 12,000 paid circulation with absolutely no duplication at a combination rate of 5 cents a line under contract to use 5,000 lines of total space.

**C. L. HOUSER COMPANY**

National Advertising Representative

17 West 42nd St.,  
New York, N. Y.

17 North La Salle St.,  
Chicago, Ill.

## NEW YORK (Cont'd)

## Little Falls (con't)

Falls advantages as one of the foremost manufacturing centers of the state.

Residential Features: Mostly one and two family houses. Private homes predominate.

Retail Shopping Section: Extends through central part of Main street, which is the main artery of travel for traffic between New York and Buffalo, with a few side streets convergent into this central Main street section. There are also outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat market and small shops.

Trading Area: Extends about twenty miles north, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and bus service.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 30; hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 8.

## LOCKPORT, N. Y.

1920 Population, 21,803; 1924, 24,900.

City and Suburban Estimate, 25,000.

Native Whites, 84.3%; Negroes, 0.5%; Foreign Born, 15.2%.

Schools: Public Grade, 13; High, 1; Parochial, 4. Number of pupils, 5,000.

Churches: 23 churches with 10,000 members and 12,000 seating capacity.

Banks: National, 2; Savings, 2; Total Deposits, \$27,000,000. Savings Bank Deposits, \$10,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

Location: 1. On Rochester-Niagara Falls branch of N. Y. Central R. R. 2. International R. R. Co., to Buffalo, Niagara Falls, Meot Beach, about 100 miles. 3. Lockport-Wilson Bus Line—Lockport to Wilson on Lake Ontario, about 20 miles. 4. 56 miles west of Rochester; 25 miles east of Buffalo and Niagara Falls.

Principal Industries: 61 manufactories, principal being flour, cotton, veneer, auto radiators, pulley blocks, wall board, textiles, saws and steel manufacturing, paper manufacturing.

Special Information: Abundant cheap Niagara Falls power. Heart of greatest fruit belt in the east. Assessed valuation in 1923, \$19,577,460. Three hotels. Public library with 14,000 volumes. Hospital with 75 beds, 30 clubs, 40 miles of paved streets and 150 miles of sidewalks. Western Union and Postal Telegraph, American Railway Express. County seat of Niagara county. Paid fire department with motorized apparatus. Metropolitan system of police with flashlight signals. Water supply owned by the city, gas manufactured by the Lockport, Light, Heat & Power Co., Niagara Hydro Electric Co. Lowest rate per H. P. for power in New York State.

Trading Area: 20 miles in extent; 14 miles to the east, 7 miles to the west, 10 miles to the south and 14 miles to the north. Wholesale trading area, 20 miles in radius.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 9; confectioners (including hotel stands), 12; druggists, 9; department stores, 4; grocers, 90; hardware, 7.

## LONG ISLAND CITY, N. Y.

1920 Population, 50,000.

City and Suburban Estimate, 600,000.

Native Whites, 75%; Negroes, 1.2%; Foreign Born, 23.8%; Industrial Workers, 70%; English Reading, 99%; Families, 125,000.

Schools: Public grade, 120; High, 6; Junior High, 3; Parochial, 15; Number of pupils, 80,000.

Churches: Baptist, 4; Christian Science, 3; Congregational, 1; Episcopal, 8; Hebrew, 3; Methodist, 8; Presbyterian, 4; Roman Catholic, 20; Miscellaneous, 8.

Banks: National, 15; State, 8.

Theatres: Moving Pictures, 35; Vaudeville, 10; Miscellaneous (Auditoriums, etc.), 12. Total number of seats, 125,000.

Location: L. 1. Railroad and subways; N. Y. & Queens R. R.; Queensborough Bridge to 50th Street, Manhattan; 92nd Street ferry to Astoria; Newtown Creek from Brooklyn to L. I. City; 34th and 23rd Street ferries to N. Y. City.

Principal Industries: Shoes, food products, chewing gum, paper goods, candy, furniture, auto

parts, pianos, wearing apparel, plumbing supplies, machinery, paints and varnish, chemicals, etc.

Manufacturing Establishments: 2,100. Leading firms, Rosenwasser Bros., shoes; American Chiclet Co. Hoover Body Co., Loft Cady Co., Steiny Piano Co., Ronzoni Macaroni Co., Defender Mfg. Co., Mathewson Lead Co., Weber & Hamilton, Brewster Co., Republic Motor Co., Karpen Furniture Co., Standard Supply Co., Geo. Kopp Sales Co.

Special Information: This is not a city by itself, but a part of Greater New York. Queens Borough is the largest in the city and the fastest growing. It is the only outlet now for the congested sections on Manhattan, Bronx and Brooklyn. Easily reached from center of city by subway, trolley, etc. 47% of people of Queens Borough are home owners.

Residential Features: Mostly private houses. Homes average \$10,000.

Retail Shopping Section: Extends from Bridge Plaza north all the way up Steinway Avenue with cross streets, Broadway and Grand Avenue and Flushing Avenue, Corona, Jackson, Roosevelt and Park Avenues, in Elmhurst, Kingsland Avenue, in Flushing, Main Street and Broadway. There are about 12 separate and distinct business sections in our territory.

Trading Area: Approximately 10 miles.

Wholesale Houses: Groceries, 100; Meats, 20; Fruits, 40; Hardware, 10; Dry Goods, 18; Miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 85; Commercial Auto. Agencies, 10; automobile accessories, 364; automobile tire agencies, 140; bakers, 401; cigar stores and stands (including hotel stands), 841; delicatessen, 316; druggists, 100; dry goods, 405; department stores, 4; electrical supplies, 50; florists, 75; fruits, 416; furniture, 104; furriers, 8; garage (public), 237; grocers, 1,431; Hardware, 303; Jewels, 96; meat markets, 697; men's furnishings, 104; men's clothing, 83; milliners, 74; opticians, 31; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 18; restaurants (including hotels), 500; shoes, 111; sporting goods, 3; stationers, 10; women's apparel, 161.

## MALONE, N. Y.

1920 Population, 7,556.

City and Suburban Estimate: 35,000 within circle of trading radius.

Native Whites, 96%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 98%; Families, 1,700.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 1,976.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; Trust Co., 1; Total Resources, \$5,625,389.18; Savings Bank Deposits Total, \$2,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,400.

Location: On the New York Central and Rutland Railroads. Bus service in all directions.

Principal Industries: Woolen clothing manufacturing, tanned leather, bronze powder, two railroad shops, iron foundry, ice cream manufacturing.

Manufacturing Establishments: 6. Leading firms, Lawrence Webster Co., J. O. Ballard & Co., Thos. Garner Co., Malone Bronze Powder Works, Kirk-Maher Co. Total value of yearly output of factories estimated at \$12,000,000.00.

Special Information: Situated at the foothills of the Adirondacks Malone is a center for tourists. Malone is the center of a rich agricultural section, dairying being the predominant branch of the industry. The town has never yet experienced a business depression of any consequence.

Residential Features: Mostly one family houses. Private homes predominate. Acknowledged in the North Country to be the most desirable residential town in the Adirondacks. In the past eighteen months 80 new homes have been built by home owners themselves.

Retail Shopping Section: Extends ten blocks east and west on Main street. 85 per cent of the business is done in this section. There are five outlying "neighborhood" sections with the usual grocery stores and small shops.

Trading Area: Extends approximately 30 miles east, west and south and 17 miles to the north. State roads lead to village from five separate directions.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Hardware, 3; Miscellaneous Lines, Bakeries, 2; Ice Cream, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 21; automobile tire agencies, 17; bakers, 5; cigar stores and stands (including hotel stands), 30; confectioners (including hotel stands), 28; delicatessen, 5; dressmakers, 14; druggists, 5; dry goods, 5; department stores, 6; electrical supplies, 6; florists, 5; fruits, 6; furniture, 3; furriers, 2; garages (public), 23; grocers, 41; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 6.

## MECHANICSVILLE, N. Y.

1920 Population, 8,168.

City and Suburban Estimate, 12,000.

Native Whites, 81%; Negroes, .05%; Foreign Born, 18.05%; Industrial Workers, 26%; English Reading, 85%; Families, 1,874.

Schools: 6; Number of Pupils, 1,600.

Churches: 7.

Banks: 2; Total Resources, \$4,500,000.

Theatres: 2. Total number of seats, 800.

Residential Features: One and two-family houses.

Retail Shopping Section: Six blocks.

Trading Area: Radius 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 9; druggists, 5; dry goods, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 9; grocers, 23; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 9; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

## MEDINA, N. Y.

1920 Population, 6,011.

City and Suburban Estimate, 10,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 90%; Families, 1,581.

Schools: 5; Number of Pupils, 1,140.

Churches: 7.

Banks: 2; Total Resources, \$4,200,000.

Theatres: 2. Total number of seats, 1,400.

Residential Features: Mostly one family houses.

Retail Shopping Section: Five blocks.

Trading Area: 18 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 14; grocers, 15; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; res

taurants (including hotels), 4; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

taurants (including hotels), 4; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

## MIDDLETOWN, N. Y.

1920 Population, 20,400.

City and Suburban Estimate, 65,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 50%; English Reading, 98%; Families, 4,200 (estimated).

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Pupils, 4,190.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$20,000,000; Savings Banks Deposits Total, \$9,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,500.

Location: Main line Erie and Ontario & Western. Quick service, north, south, east and west. Principal Industries: Saw, files, wrapping machines, hides, hats, silk, printers' supplies, milk chocolate.

Manufacturing Establishments: 19. Leading firms, Clemson Bros., Morgan & Wilcox, O. & W. car shops, Howell-Hinchman Co., The Borden Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Middletown is the center of a rich farming territory and enjoys a big retail trade. As the name indicates Middletown is in the heart of things—geographically in the center of the very rich county of Orange, with a population of 130,000.

Residential Features: One-family houses predominate with many fine homes.

Retail Shopping Section: North, 5 blocks; James, 2 blocks; West Main, 1 block; East Main, 1 block; King, 1 block; Depot, 1 block.

Trading Area: An elliptical zone, 20 miles wide, east and west, 40 miles north and south.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 12; auto accessories, 14; auto. tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 37; delicatessen, 2; dressmakers, 32; druggists, 14; dry goods, 13; department stores, 4; electrical supplies, 18; florists, 4; fruits, 7; furniture, 4; furriers, 3; garages (public), 25; grocers, 80; hardware, 4; jewelry, 10; meat markets, 37; men's furnishings, 12; men's clothing, 10; merchant tailors, 11; milliners, 10; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 16; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 24.

See announcement below

YOU CANNOT COVER MIDDLETOWN  
and the SURROUNDING  
TERRITORY WITHOUT

## The Middletown Daily Herald

The MIDDLETOWN DAILY HERALD every week day circulates in 108 cities, towns and villages in the richest dairying and one of the richest farming, stock-raising and industrial districts in the United States.

Covering four of the most thriving counties of New York State, and Sussex County in New Jersey, The MIDDLETOWN DAILY HERALD every week day blankets a territory in which there are approximately 80,000 buyers. You cannot afford to neglect this market—

And you cannot COVER it without

The Middletown Daily Herald  
Middletown, N. Y.

Published by

Orange County Independent Corporation

E. Roland Harriman, President

S. C. Beckwith Special Agency, National Representatives

# THE NEW YORK MARKET

and the

## MAGAZINE SECTION

### The New York Times



Life story of Francis Joseph, Emperor of Austria for sixty-eight years, written from correspondence long hidden in the secret archives of the Austrian Imperial Government. Seven instalments in The New York Times Magazine Section. The series will conclude January 11, 1925.



THE READERS of the *Magazine Section* of the Sunday edition of The New York Times, the net paid circulation of which is 600,000 copies, have a greater buying power than any group of equal numbers in the world.

The *Magazine Section* of The Times enters three hundred and fifty thousand homes in the New York metropolitan district—homes having an estimated annual income of \$1,360,000,000.

Within a radius of 150 miles of New York, including New York City, the circulation of the *Magazine Section* as a part of the Sunday edition of The New York Times is more than 400,000 copies, in families of relatively high incomes.

The total circulation of 600,000 copies is distributed to more than 9,000 cities, towns and villages throughout the United States to citizens who are leaders in business, the professions and the life of their communities.

A conservative estimate puts the buying power of the total circulation of the *Magazine Section* of The Times at \$2,500,000,000 a year—the widest and richest market in the world.

The *Magazine Section* is printed by rotogravure—the best process for printing newspapers and reproducing illustrations in an artistic way.

*The advertising rate in the Magazine Section is \$1.00 an agate line, \$1030 a page, equal to 1 cent a line for each 6,000 copies—the lowest newspaper rotogravure rate per thousand of circulation in the United States. Advertising agencies and advertisers who have published properly prepared announcements in the Magazine Section have found the response to be most satisfactory.*

NEW YORK (Cont'd)

MOUNT VERNON, N. Y.

1920 Population, 42,726; 1924, 50,000. City and Suburban Estimate, 100,900. Schools: Public Grade, 13; High, 2; Number of Pupils, 9,286.

Churches: Baptist, 4; Christian Science, 2; Congregational, 2; Episcopal, 3; Hebrew, 4; Methodist, 4; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 16.

Banks: National, 2; State, 2; Total Resources, \$36,410,000; Savings Bank Deposits Total \$19,315,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 1. Total number of seats, 4,560.

Location: Northeast of New York City. Harlem Division of N. Y. Central, N. Y. N. H. & H., and N. W. Westchester & Boston Railway. Principal Industries: Not a manufacturing city, but the home of a number of nationally known companies. The manufacturing includes soaps, dyes, optical lenses, electric motor vehicles, electrical devices, pin tickets, stage scenery, and office filing supplies, etc.

Manufacturing Establishments: General Optical Co., Lee Lash Studios, Neosting Pin Ticket Co., Ward Leonard Co., Ward Motor Vehicle Co.

Special Information: Its proximity to New York City makes this a "City of Homes" with a steadily increasing population, 28 minutes by rail from heart of N. Y. City. Since Jan. 1, 1920, 373 one-family dwellings, 253 two-family dwellings, 7 three-family dwellings and 3 four-family dwellings and 9 apartment houses, with accommodations for 612 families, have been erected. Two more with accommodations for 218 families soon to be built.

Residential Features: Mostly fine one-family houses in beautiful resident section. Several very modern apartments. Two of five high class elevator apartments of 256 rooms each, costing \$500,000 being erected. Limited foreign section.

Retail Shopping Section: Extends on South Fourth avenue from First street to Third street, on First street from Second avenue to Fourteenth avenue; on Third street from Ninth avenue to Columbus avenue.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 9; bakers, 32; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 44; delicatessen, 50; dressmakers, 44; druggists, 22; dry goods, 33; department stores, 1; electrical supplies, 5; florists, 12; fruits, 35; furniture, 17; furriers, 2; garages (public), 34; grocers, 138; hardware, 19; jewelry, 13; meat markets, 68; men's furnishings, 9; men's clothing, 6; merchant tailors, 57; milliners, 11; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 54; shoes, 19; sporting goods, 4; stationers, 3; women's apparel, 8.

See page 145

NEW ROCHELLE, N. Y.

1920 Population, 36,212. City and Suburban Estimate, 50,000. Native Whites, 69.3%; Negroes, 7.3%; Foreign Born, 23.4%; Industrial Workers, 30%; English Reading, 85%; Families, 7,725.

Schools: 10; Number of Pupils, 8,200. Churches: 27.

Banks: 5; Total Resources, \$19,220,000. Theatres: 4. Total number of seats, 5,500.

Location: On main line of N. Y. N. H. & H. R. R. and New York, Westchester and Boston Railroad.

Residential Features: Mostly one and two family houses and a few apartment houses.

Retail Shopping Section: About 15 blocks in center of city and a few neighborhood sections. Trading Area: Fifteen miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 23; automobile tire agencies, 17; bakers, 17; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 29; delicatessen, 9; dressmakers, 32; druggists, 15; dry goods, 20; department stores, 4; electrical supplies, 8; florists, 18; fruits, 20; furniture, 9; furriers, 3; garages (public), 24; grocers, 95; hardware, 11; jewelry, 11; meat markets, 34; men's furnishings, 10; men's clothing, 10; merchant tailors, 17; milliners, 16; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 24; shoes, 16; sporting goods, 3; stationers, 5; women's apparel, 4.

See page 145

NEWBURGH, N. Y.

1920 Population, 30,366. City and Suburban Estimate: 80,000 (including Beacon, 20,000) 100,000.

Native Whites, 81%; Negroes, 2%; Foreign Born, 16%; Industrial Workers, 27%; English Reading, 92%; Families, 7,647.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 5778; Public Grade, 3885; High School, 891; Parochial Schools, 1,000.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 3; Methodist, 4; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 7. Banks: National, 3; State, 2; Total Resources, \$33,494,340; Saving Bank Deposits Total, \$23,290,243.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000. Location: On the west bank of the Hudson River on the West Shore and Erie Railroads, connected by ferry with New York Central and N. Y. N. H. & H. and but four miles from the eastern terminus of the N. Y. O. & W. Ocean tidewater transportation to its docks, but 60 miles from New York City. Excellent state highways to New York, Albany, Binghamton and Boston make it very accessible by roads. Nearly 50 buses daily carry thousands in and out of town.

Principal Industries: Artificial leather, clothing, textiles, lawn mowers, machinery engines, boilers, spiral pipe and plaster.

Manufacturing Establishments: 101. Du Pont Fabrikoid plant, Coldwell Lawn Mower Co., Sweet-Orr & Co., Keystone Pants and Overalls, Ide & Excellio Shirts, S. Strock & Co., plush and felt plants, Lazelle Perfumer, Betsy Ross Flax Co., Layman-Berkwitz Co., Men's Clothing. Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Located just outside the suburban trading radius of New York City. The stores of Newburgh cover a market of 100,000 people extending for 15 miles up and down the Hudson River and west 12 miles to the Wallkill Valley. In this zone is the celebrated Hudson River Fruit Belt and the Wallkill Valley, famous for its fruit, dairy and farm products.

Residential Features: There are many fine homes in the City, and the suburban area contains the estates of some wealthy and notable persons. Most of the city homes are one-family type and are owned by the business and working men of the City.

Retail Shopping Section: Takes in over 2 miles on six principal business streets, Water street, 4 blocks; Colden street, 1 block; Broadway, 16 blocks; Liberty street, 11 blocks; William street, 8 blocks, and South street, 4 blocks.

Trading Area: Fully two-thirds of Orange County that portion east of the main line of the Erie R. R. is in the Newburgh trading radius. There are 15 towns, some having 10,000 population in this area. Beacon, a city of 12,000 across the Hudson, buys everything but its food-stuffs in Newburgh, the same is true of Chelsea, Fishkill, Cold Spring, Garrison, and other Dutchess county towns.

Wholesale Houses: Groceries, 7; Meats, 5; Fruits, 12; Hardware, 3; Miscellaneous Lines, Confectionery, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto. agencies, 4; automobile accessories, 77; automobile tire agencies, 19; bakers, 23; cigar stores and stands (including hotels), 34; confectioners (including hotel stands), 44; delicatessen, 13; dressmakers, 60; druggists, 23; dry goods, 37; department stores, 1; electrical supplies, 12; florists, 12; fruits, 15; furniture, 11; furriers, 4; garages (public), 35; grocers, 144; hardware, 7; jewelry, 16; meat markets, 56; men's furnishings, 18; men's clothing, 18; merchant tailors, 6; milliners, 30; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 41; shoes, 28; sporting goods, 4; stationers, 4; women's apparel, 15.

NEW YORK CITY

Foreword

The Greater New York market, colossal as it is, is still a well-defined entity and is surveyed and charted by boroughs. The pertinent facts have been gathered and brought up to date and the quantitative analysis is made under the standardized arrangement used in all Editor & Publisher space buyer's charts.

This market, one of the greatest in the world, rapidly changes and its influence is widespread and affects the markets of the entire country.

New York is the most important city, industrially, commercially and financially, as well as in population, in this country. It manufactures one-tenth of all products made in the United States and handles one-half of the country's foreign commerce.

As a market it towers above every other business center in the world. With a population of over 8,000,000 in and around the city it is the largest single market in the world and influences all markets of the nation.

Table showing Population of New York City by borough and district for 1920 Census United States, 1920 Census U. S. Metropolitan Dist., City and Suburban, 1915 Census State, 1910 Census United States, and Borough of Manhattan, Borough of Brooklyn, Borough of Bronx, Borough of Queens, Borough of Richmond.

The New York Metropolitan District includes, in addition to the five counties of Greater New York, Nassau County in Long Island, and Westchester and Rockland Counties, New York. In New Jersey, the following counties are included: Bergen, Essex, Hudson, Middlesex, Passaic, Union, Monmouth, Morris, Somerset.

Table showing Population of New York by county: Nassau County, Westchester, Rockland, Bergen, Essex.

Table showing Population of New Jersey by county: Bergen, Essex.

Table showing Population of New York by color or race and nativity and sex of population, including categories like English, Scotland, Wales, Ireland, Norway, Sweden, Denmark, Belgium, France, Luxembourg, Netherlands, Switzerland, Germany, Poland, Austria, Hungary, Czechoslovakia, Jugo-Slavia, Russia, Finland, Lithuania, Portugal, Spain, Italy, Greece, Bulgaria, Roumania, Turkey, Europe, Other Europe, Armenia, Asia, Africa, Australia, Canada, French, Canada, other, Newfoundland, Cuba et al. W. Ind. exc. P. Rico, Mexico, Central America, South America, Atlantic Islands, Pacific Islands, At sea, Country not specified.

Table showing Analysis of Population by age groups: Total population, Male, Female, Native white, Native white, native parent, Native white, foreign parent, Foreign white, mixed parent, Foreign born, white, Female, Native white, native parent, Native white, foreign parent, Foreign white, mixed parent, Foreign born, white, Male, Female, Indian, Chinese, Japanese, etc.

Table showing Analysis of Population by city: Total population, Male, Female, Native white, Native white, native parent, Native white, foreign parent, Foreign white, mixed parent, Foreign born, white, Male, Female, Indian, Chinese, Japanese, etc. Columns for Brooklyn and Manhattan.

Table showing Analysis of Population by city: Total population, Male, Female, Native white, Native white, native parent, Native white, foreign parent, Foreign white, mixed parent, Foreign born, white, Male, Female, Indian, Chinese, Japanese, etc. Columns for Queens and Richmond.

Table showing Analysis of Population by city: Total population, Male, Female, Native white, Native white, native parent, Native white, foreign parent, Foreign white, mixed parent, Foreign born, white, Male, Female, Indian, Chinese, Japanese, etc. Columns for Queens and Richmond.

SCHOOLS

For the entire city: Public Schools, 564. Kindergarten enrollment, 39,665. Kindergarten extension, 3,225. First year, 110,921. Junior high, 55,237. All others, 618,245.

Total all day elementary, 827,293. High school 29 enrollment, 91,108. Training, 2,146. Vocational, 3,078.

Total enrollment all day schools, 924,002. Bronx-Elementary schools, 60. Kindergarten enrollment, 5,307. First year, 15,896. Junior high, 9,910. All others, 8,901.

Total elementary, 120,558. High schools 3, 10,980. Total all day schools, 131,548.

Brooklyn-Elementary schools, 183. Kindergarten, 15,470. First year, 43,660. Junior high, 15,971. All others, 247,192.

Total elementary, 323,610. High schools, 35,233. Training schools, 970. Vocational, 560.

Total all day, 360,529. Manhattan-Elementary schools, 148. Kindergarten enrollment, 13,219. First year, 36,929. Junior high, 29,093. All others, 204,021.

Total elementary, 284,493. High schools 9, 32,811. Training, 711. Vocational, 2,516.

Total all day schools, 320,986. Continued on page 146

## Westchester County (N. Y.) the Fourth Richest County in the Empire State

### MOUNT VERNON The Daily Argus



12 Typesetting Machines

40 Page Hoe Press

The only newspaper printed and published in this high class city. A welcome visitor in nearly every home as is shown by the fact that out of 8,000 homes, 7,956 copies of the Daily Argus are reported—nearly a

*100 Per Cent Coverage*

Circulating also in the adjacent towns of Pelham and North Pelham, Tuckahoe, Bronxville, Sherwood Park and Wakefield.

Providing an Unexcelled Medium for National Advertisers to Reach Daily a Buying Public of Importance and Magnitude.

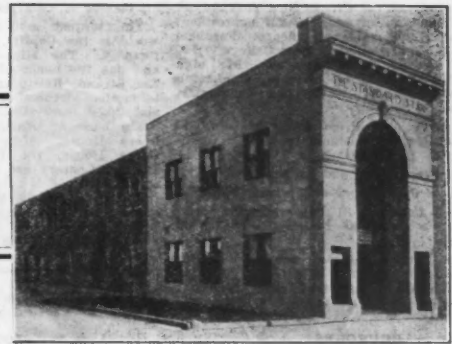
Member of Audit Bureau of Circulations

**POPULAR  
and  
POWERFUL**

The High Character of The Daily Argus is reflected by both its News and Advertising Columns—

See Survey on Page 144

### NEW ROCHELLE The Standard-Star



10 Typesetting Machines

24 Page Scott Press

To reach the people of New Rochelle, Pelham Manor, Larchmont and Mamaroneck, the Standard-Star will be found invaluable. The only newspaper printed and published in this, the "Queen City of the Sound."

Member of Audit Bureau of Circulations

A most popular and constantly growing newspaper being relied upon by the buying public of this wonderful section for their chief means of communication. Also a constantly growing advertising patronage is conclusive proof of the value of the Standard-Star in its drawing power.

**VALUABLE  
and  
PROFITABLE**

An Up to Date Daily Newspaper Winning Confidence and Representative of the High Class Community in which it circulates

See Survey on Page 144

### The Twin City Dailies

## WESTCHESTER NEWSPAPERS, Inc.

PROPRIETORS

Franklin A. Merriam, President

MOUNT VERNON, N. Y.

East First St. at 2nd Ave.

NEW ROCHELLE, N. Y.

55 Rose Street

NEW YORK (Cont'd)

Table with columns for 'New York City (cont) Schools (cont)', 'Richmond-Elementary, 35', and 'Queens-Elementary, 99'. Includes enrollment and total elementary statistics.

CHURCHES

Brooklyn: Baptist, 54; Catholic, 121; Christian, 2; ... Manhattan: Baptist, 31; Catholic, 112; ... Queens: Baptist, 11; Catholic, 47; ...

BANKS

Table with columns for 'Savings Banks, 63', 'National Banks, 40', and 'Trust Companies, 26'. Lists resources and clearing house transactions.

The Clearing House Association is now composed of 16 national banks, 10 state banks, and 12 trust companies. The Federal Reserve Bank of New York and the Clearing House City Collection Department also make exchanges at the Clearing House, making 40 institutions clearing direct.

THEATRES

Table showing theatre seating capacity by boroughs: Bronx (77), Manhattan (258), Queens (71), Richmond (9). Includes 'Exclusive Motion Pictures Seating'.

These includes 179 open air theatres; 50 motion picture and vaudeville, 18 vaudeville, 66 houses devoted to productions, 14 burlesque houses and 9 concert halls.

The average seating capacity of all the motion picture theatres is 905. The average of vaudeville houses is 1,507, burlesque, 1,394; productions, 1,305. The average seating capacity of all classes of theatres is 705.

The largest motion picture theatre in the world is the Capitol, seating 5,300 people comfortably. The Hippodrome seats 5,200 people and has the honor of having the largest stage.

The home of Grand Opera is the Metropolitan Opera House. More recently The Manhattan Opera House, the Lexington Avenue Theatre and the Century are also used for Grand Opera at times.

The most widely known carnival, exhibition, circus and sport arena is the famous Madison Square Garden.

The Metropolitan Museum of Art is the recognized leader of all museums devoted to Art, while the Museum of Natural History has no equal in any country. Carnegie Hall and Aeolian Hall are two of the most famous auditoriums devoted to classical concerts.

LOCATION

New York City is located in the extreme southeastern corner of New York State, being situated around the mouth of the Hudson River. New York City consists of the extreme southeastern corner of the mainland of New York State, together with two islands in New York Harbor and a portion of the extreme end of Long Island.

New York is the terminus of thirteen great railroad systems: New York Central R.R., New York, New Haven & Hartford R.R., Pennsylvania R.R., Baltimore & Ohio R.R., Central R.R. of New Jersey, Erie R.R., Lackawanna R.R., Lehigh Valley R.R., Long Island R.R., New York, Ontario & Western R.R., and Philadelphia & Reading R.R. These lines extend to and connect with lines extending to all parts of the United States.

A belt line connecting all railroads by car floats, lighters and steamers is maintained in the interest of the general public by the Municipal and Federal governments. This is the most extensive complete interior belt line in the world, the maintenance of which does not fall on the users.

Three terminals of the State Barge Canal are located in the Borough of Queens. These terminals place all of the advantages of the \$150,000,000 deeper and wider State Barge Canal at the disposal of the shippers of New York City, and materially reduce the cost of transportation of raw materials and manufactured products.

There are fifteen electric surface railway companies serving New York City: two elevated companies, two subway companies, two motor bus companies and the Hudson tubes connecting Newark, New Jersey, and interring points with New York City. The lines of these companies extend far out into the suburbs and connect with many other railway systems that feed New York City territory.

PRINCIPAL INDUSTRIES

The stupendous totals in the following list of manufacturing lines show New York's industrial importance. The significant figures are the percentages of total production in the United States which this city manufactures.

The essential facts concerning New York City's manufacturing industries are shown in the following table:

Table with columns for 'Number of establishments', 'Persons engaged in mfg. industries', 'Proprietors and firm members', 'Salaried officers, supts. and mgrs.', 'Clerks, male', 'Clerks, female', 'Wage earners', 'Capital', 'Salaries and wages', 'Officials', 'Clerks, etc.', 'Wage earners', 'Principal materials', 'Fuel and rent of power', 'Value of products', 'Value added by manufacture'.

Of the 32,590 manufacturing establishments in New York City, 14,921 are owned by individuals; 8,696 by corporations; 8,973 by all others.

Of the 638,775 wage earners, 409,035 in plants of corporations; and 127,185 in all other plants. Of the total value of products (\$75,135,759), plants of individuals contributed \$75,135,759; and plants of corporations, \$3,257,177,864.

Of the 32,590 industrial plants in the city, 769 have a production averaging \$1,000,000 or more per plant; 1,121 were in the \$500,000 to \$1,000,000 class; 6,326 in the \$100,000 to \$500,000 class; 11,254 in the \$20,000 to \$100,000 class; 8,477 in the \$5,000 to \$20,000 class; and 4,643

each turn out products worth less than \$5,000.

Of the plants making \$1,000,000 or more of products, the Bronx have 21; Brooklyn, 183; Manhattan, 492; Queens, 65; Richmond, 18.

The city's manufacturing plants have 184,589 engines or motors; with 2,936,530 total horsepower, divided as follows: steam, 1,296,548 h.p.; water wheels and turbines, 843,023 h.p.; electric, 1,683,838 h.p.

Table Showing Industries Which Are Concentrated in New York City

Table with columns for 'Value of Products of Total M'fd in U. S. Production N. Y. City' and 'Percentage'. Lists industries like Paper patterns, Lapidary work, Pipes, tobacco, Fur goods, etc.

Summary by Boroughs

Brooklyn: Establishments, 1,370; total persons engaged, 25,150; wage earners (aver. number), 20,058; salaries, \$5,280,025; wages, \$23,658,433; value of products, \$114,975,501; capital, \$96,124,561.

Manhattan: Establishments, 22,961; total persons engaged, 519,647; wage earners (aver. number), 386,907; salaries, \$230,192,469; wages, \$502,042,139; value of products, \$3,525,574,539; capital, \$806,764,796.

Queens: Establishments, 1,249; total persons engaged, 56,918; wage earners (aver. number), 47,222; salaries, \$17,784,933; wages, \$54,282,704; value of products, \$331,285,294; capital, \$310,682,294.

Richmond: Establishments, 252; total persons engaged, 20,320; wage earners (aver. number), 17,886; salaries, \$4,632,645; wages, \$24,606,065; value of products, \$108,899,069; capital, \$93,819,638.

Printing and Publishing: Book and job; engraving and die sinking; engraving, steel and copper plate; engraving, wood; lithography; newspapers and periodicals; photo engraving; 3,167 factories; 81,454 persons engaged; \$390,615,477 yearly products.

Drugs, Chemicals, Paint and Varnish: Blacking, stains and dressing; bluing; chemicals; cleansing and polishing preparations; dyes; extracts—natural; enameling; grease and tallow, not including lubricating greases; ink; printing; ink, writing; japanning; muilage; paste and other adhesives, not elsewhere specified; oil, not elsewhere specified; paints; patent medicines and compounds; perfumery and cosmetics; soap; varnishes; 825 factories; 26,579 persons engaged; \$242,452,973 yearly product.

Leather Goods: Belting, leather; boot and shoe cut stock; boot and shoe findings; boots and shoes, not including rubber boots and shoes; gloves and mittens, leather; leather goods, not elsewhere specified; leather, tanned, curried and finished; saddlery and harness; trunks and valises; 833 factories; 24,399 persons engaged; \$123,280,584 yearly product.

Women's Wear: Women's clothing; corsets; fur goods; gloves and mittens, cloth; knit goods; millinery and lace goods; 8,091 factories; 169,954 persons engaged; \$1,173,440,341 yearly product.

Men's Wear: Men's clothing; collars and cuffs; furnishing goods; hats and caps; suspenders, garters and elastic woven goods; 3,322 factories; 83,731 persons engaged; \$671,323,701 yearly product.

Food Products and Tobacco: Bread and other bakery products; cheese; chewing gum; chocolate and cocoa products; coffee and spice, roasting and grinding; confectionery and ice cream; cordials and flavoring ayurapa; flavoring extracts; food preparations, not elsewhere specified; ice, manufactured; pickles, preserves and sauces; poultry, killing and dressing not done in slaughter and meat packing establishments; sausage, not made in slaughtering and meat packing establishments; slaughtering and meat packing; pipes, tobacco; tobacco, chewing and smoking, and snuff; tobacco, cigars and cigarettes; 5,006 factories; 82,677 persons engaged; \$749,866,241 yearly product.

Miscellaneous Industries: Textiles; jewelry; notions and novelties; vehicles; housefurnishing goods; stoue, clay and glass products; paper products; dental goods; photographic materials; rubber tires, tubes and rubber goods; toys and games; umbrellas and canes, and 128 other lines.

Metals and Metal Products: Babbit metal and solder; brass, bronze and copper product; cast registers and calculating machines; copper, tin and sheet iron work; cutlery and edge tools; electrical machinery, apparatus and supplies; electroplating; engines (steam, gas and water); metal novelties; foundry and machine shop products; furniture, metal; gas and electric fixtures; gas machines and gas and water meters; hardware; instruments, professional and scientific; iron and steel bolts, nuts, washers, etc.; iron and steel doors and shutters; iron and steel, temporary and welding; machine tools; needles, pins and hooks and eyes; plated ware; pumps, not including power pumps; pumps, steam and other power; scales and balances; sewing machines; shipbuilding, steel; springs, cars and carriage; stamped and enameled ware, not elsewhere specified; steam fittings and steam and hot water heating apparatus; stereotyping and electrotyping; stoves and hot air furnaces; stoves, gas and oil; structural iron work, not made in steel works or rolling mills; textile machinery and parts; tinware, not elsewhere specified; tools, not elsewhere specified; typewriters and parts; wire work, including wire rope and cable, not elsewhere specified; 2,614 factories; 113,021 persons engaged; \$485,930,043 yearly product.

Important Industrial Statistics

Table with columns for 'Number of factories' and 'Persons engaged'. Lists statistics for Bread and bakery products, Women's clothing, Metal and metal products, etc.

Table with columns for 'Value of product' and 'Persons engaged'. Lists statistics for Bread and bakery products, Women's clothing, Metal and metal products, etc.

Table with columns for 'Value of product' and 'Persons engaged'. Lists statistics for Bread and bakery products, Women's clothing, Metal and metal products, etc.

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# The New York Telegram and EVENING MAIL

## Concentrated High Class Circulation

# M A I L

219,488 people of means—potential purchasers of your products—buy The Telegram-Mail daily. Approximately 98% are within the New York trading district or 50-mile radius from City Hall.

# C I R C U L A T I O N

### A B C Figures for October 1, 1924

# The New York Telegram and EVENING MAIL

DAN A. CARROLL  
Eastern Representative  
110 East 42nd Street, New York City

PUBLICATION OFFICE  
78 Day Street, New York City

JOHN E. LUTZ  
Western Representative  
Tower Building, Chicago, Illinois

NEW YORK (Cont'd)

NEW YORK CITY (Cont'd)

Industrial Statistics (cont'd)

Table with 2 columns: Product Name and Value. Includes Copper, tin, sheet iron; Printing, publishing; Lumber products; Shipbuilding (steel); Millinery and lace goods; Confectionery and ice cream; All other industries.

Table with 2 columns: Product Name and Value. Includes Bread and bakery products; Men's wear; Metal and metal products; Fur goods; Jewelry; Women's wear; Millinery and lace, etc.; Printing and publishing; Slaughtering and meat packing; Shirts; Tobacco, cigars and cigarettes; Miscellaneous.

Special Information

In outfitting and apparel New York produces 95.6% of all paper patterns, nearly three-quarters of the women's ready-to-wear clothes, nearly the same proportion of fur apparel, half the country's output of lace and millinery, nearly a third of the pianos, 46% of the men's furnishings and 40% of their shirts and hats.

The city is the world's financial center. In the whole country there are 2,900 export merchants listed, of these 2,400 are located in New York.

It is one of the three greatest furniture centers of the United States, especially in high grade and special designs, which trade amounts to what virtually is a monopoly.

More shirts and collars are made here than are made in Troy.

There are more establishments with a greater number of employes engaged in the metal industry than in the city of Pittsburgh.

Paper products in all lines yearly amount to \$100,000,000. It is the largest publishing center of the country, with 3,280 firms engaged in these lines.

More shoes are produced here than in St. Louis, Lynn, or any other city except Boston.

New York, with its trading population totaling in the city and suburbs 9,207,466, with 13,000,000 within a 100-mile radius and 23,000,000 in a 200-mile radius, is the greatest consuming market in the world and of the widest variety of goods.

To measure the city as an educational center there are over 70,000 students in the colleges, 924,002 students in the public grade and high schools. In the 186 private, preparatory and business schools it is estimated there are 106,000 students. There are 160,000 in the parochial grade and high schools.

Based on the figures of the Board of Education, the Superintendent of the Parochial Schools, the colleges and the estimated figure on private schools, we have a grand total of 1,295,000 students.

Home owners for the city, 350,102; by boroughs, Brooklyn, 196,104; Queens, 67,345; Manhattan, 42,255; Bronx, 31,092; Richmond, 13,316.

Savings bank deposits amounted to \$2,144,913,441. There were 2,734,834 depositors.

For every man, woman and child in the city there is \$381.64 in the savings banks.

Fuel Consumed in 1919 in Manufactures, New York City

Table with 4 columns: Fuel Type, City and Borough, Pounds, Tons. Includes Coal, Anthracite, Bituminous, Coke, Fuel Oil, Barrels, Gasoline, and Other.

The City of New York comprises five boroughs—Manhattan, Bronx, Brooklyn, Queens and Richmond. Manhattan covers New York County, Brooklyn covers Kings County, and the other boroughs cover the counties from which they were named.

The city (five boroughs) of New York has an extreme length, north and south, of 36 miles, and an extreme breadth of 10 1/2 miles, measuring from the North River along 22d street, Manhattan, and thence to the easterly border of Queens Borough.

From the western border of the Borough of Richmond to the eastern border of Queens Borough, the distance is 25 miles.

Manhattan Borough is 12 1/2 miles long; and its extreme breadth is 2 1/2 miles; Bronx, length 8.1 miles, breadth 9.2 miles; Brooklyn, length 11.5 miles, breadth 10.3 miles; Queens, length 15.1 miles, breadth 13.7 miles; Richmond, length 15.5 miles, breadth 7.0 miles.

The total area of the five boroughs and of the incorporated City of New York, according to the Tax Department, is 314.75 square miles. By acres, the area of the boroughs are as follows:

Manhattan, 14,038; Bronx, 26,017; Brooklyn, 49,709; Queens, 75,082; Richmond, 36,000; total 201,446. Their population, Jan. 1, 1920, was, by the U. S. Census, as follows: Manhattan, 2,284,103; Bronx, 732,016; Brooklyn, 2,018,356; Queens, 469,042; Richmond, 116,531; total—5,620,048.

Principal Occupations, New York City.

Table with 3 columns: Occupation, Male, Female. Includes All occupations, Actors, Artists, Authors, Bakers, Bankers, Barbers, Bookkeepers, Brick and stone masons, Carpenters, Chauffeurs, Clergymen, Clerks, Compositors, Draymen, Dressmakers, Electricians, Elevator tenders, Engineers, Firemen, Foremen, Guards, Janitors, Laborers, Lawyers, Longshoremen, Machinists, Managers, Musicians, Painters, Physicians, Plumbers, Policemen, Retail dealers, Salesmen, Semi-skilled operatives, Servants, S stenographers, Tailors, Teachers, Telephone operators, Trained nurses.

Fish (dried, smoked and spiced)

Table with 2 columns: Fish Name and Value. Includes Peppers, Beans, Cheese, Vegetable oils and compounds, Carrots, Strawberries, Tea, Peas, Canflower, Turnips, Pineapples, Corn, Kale, Eggplant, Miscellaneous berries, Cherries, Peaches, Tangerines, Lemons, Escarrot, Romaine, Beets, Radishes, Mushrooms, Artichoke, Squash, Brussels sprouts, Currants, Escarrot, Romaine, Garlic, Okra, Parsley, Parsnip, Watercress, Pumpkin, Endive, Leeka.

Port of New York.

The Port of New York is the largest body of sheltered water among the world's ports.

It has a waterfront measured along the shore line of 771 miles, of which 578 is in New York City and 193 is in New Jersey.

The Bronx has 80 miles, Brooklyn 201 miles, Manhattan 43 miles, Queens 197 miles and Richmond 57 miles.

It has a waterfront measured around the piers of 986 miles, 746 in New York and 240 in New Jersey.

Improved waterfront measures 290 miles, 227 in New York and 63 in New Jersey.

There are 695 piers located in the city, owned as follows: United States Government 22, State of New York 8, City of New York 275, private 410.

Lines operating from the port: 97 Lines to Northern and Western Europe, 68 Lines to points in the Mediterranean Sea, 47 Lines to South American ports, 31 Lines to West Indies, Central America and Caribbean Sea, 29 Lines to Asiatic and Australian ports, 16 Lines to east and west coast of Africa, 14 Coastwise lines to New England, 8 Lines to Hudson River points, 6 Constwize lines to South Atlantic and Gulf ports, 2 Barge lines to Philadelphia and Baltimore, 2 Barge lines to Buffalo via New York State Barge Canal.

There are 12 rail lines having access to the port.

Suburban and Farm Districts.

The suburban section of New York includes the towns in the following counties: Westchester 344,436, Rockland 45,548, Putnam 10,802, Orange 119,884, in New York State; Fairfield 320,836, in Connecticut; Bergen 210,708, Passaic 250,171, Essex 652,069, Union 200,173, Morris 82,694, Middlesex 162,334, Monmouth 101,925 and Hudson in New Jersey.

Within the adjacent sections of New Jersey, Connecticut, Westchester, and Rockland counties, Long Island, there are many farms.

Some conception of the importance of farming in the territory surrounding New York City can be gained by a glance at the following list, showing the number of farms and acreage in the suburban area alone:

Table with 3 columns: Location, Farms, Acreage. Includes New York State (Bronx, Kings, Queens, New York, Nassau, Orange, Westchester, Rockland), New Jersey (Bergen, Essex, Hudson, Middlesex, Monmouth, Morris, Passaic, Union), Connecticut (Fairfield).

The Italian Market of Greater New York.

The Italian population of Greater New York amounts to 390,832, according to the last census. This constitutes 19.6% of the foreign born white population among the 36 foreign countries represented. Within the metropolitan area there are approximately 850,000 Italians.

This population is distributed by burroughs as follows: Bronx 39,519; Brooklyn 138,245; Manhattan 184,546; Queens 19,794; Richmond 8,728.

Most of the Italian population is engaged in gainful pursuits and every trade, business and profession has its Italian principals and Italian trade. The baking, stove and machinery trades employ the greatest number of Italians.

The Italian sections of the city are defined in the sixteen following outlines: From Park St. to Christopher St. and from the Bowery to West Broadway.

Continued on page 150

Table with 2 columns: Product Name and Value. Includes Boots and shoes; Bread and bakery products; Men's clothing; Women's clothing; Metal and metal products; Wooden products; Drugs, chemicals, paints and varnish; Knit goods; Tobacco, cigars and cigarettes; Miscellaneous.

Table with 2 columns: Product Name and Value. Includes Boots and shoes; Bread and bakery products; Men's clothing; Women's clothing; Metal and metal products; Wooden products; Drugs, chemicals, paints and varnish; Knit goods; Tobacco, cigars and cigarettes; Miscellaneous.

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Table with 2 columns: Product Name and Value. Includes Metal and metal products; Paint and varnish; Sick goods; Drugs and chemicals; Bread and bakery products; Tobacco and cigars; Foodstuffs; Knit goods; Printing and publishing; Leather goods; Woolen products; Miscellaneous.

Table with 2 columns: Product Name and Value. Includes Metal and metal products; Paint and varnish; Sick goods; Drugs and chemicals; Bread and bakery products; Tobacco and cigars; Foodstuffs; Knit goods; Printing and publishing; Leather goods; Woolen products; Miscellaneous.

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Table with 2 columns: Product Name and Value. Includes Bread and bakery products; Men's wear; Metal and metal products; Fur goods; Jewelry; Women's wear; Millinery and lace, etc.; Printing and publishing; Slaughtering and meat packing; Shirts; Tobacco, cigars and cigarettes; Miscellaneous.

Table with 2 columns: Product Name and Value. Includes Bread and bakery products; Men's wear; Metal and metal products; Fur goods; Jewelry; Women's wear; Millinery and lace, etc.; Printing and publishing; Slaughtering and meat packing; Shirts; Tobacco, cigars and cigarettes; Miscellaneous.

What New York Eats.

The authorities of the Port of New York estimate in the territory constituting the port, the food consumption based on 6,000,000 population, allowing for children and infants, as equivalent to 6,240,000 adults, to be annually:

Table with 2 columns: Food Item and Pounds. Includes All meats, Poultry, Fish, Milk, Cheese, Eggs, Butter, Vegetables, Fruits, Sugar, Tea and coffee.

It is estimated in addition 1,000,000 cases of evaporated milk and 1,200,000 cases of condensed milk are used.

The city is one of the important live stock markets of the country, being fourth in the number of animals slaughtered.

The meals for the city require 1,800 cars daily to transport its foodstuffs.

To haul the food necessary annually would require a freight train of 4,000 miles in length.

The provision trade estimated there are 156,791,869 dozen eggs used annually.

Metropolitan New York consumes on an average 513,916 pounds of citrus fruit annually, says Charles F. Junod, vice-president of the Bank of America, who has made a survey of the city's citrus fruit market. The orange is shown to be New York's favorite fruit, the average annual consumption being estimated at 361,627,500 pounds, or about 60 pounds per capita of population. In 1922 the receipts of this fruit were 8,050 carloads, while in 1923 they were 12,133 carloads. The demand for grapefruit grew even more rapidly, increasing from 2,134 carloads in 1922 to 3,681 carloads in 1923.

Estimated by the Department of Health of New York City—Staple foods consumed annually:

Table with 2 columns: Food Item and Pounds. Includes Wheat flour, Potatoes, Sugar, Pork, Bananas, Beef, Oranges, Apples, Poultry, Fish, Butter, Eggs, Lard, Evaporated and condensed milk, Grapes, Coffee, Onions, Rice, Cantaloupe, Miscellaneous fruits, Watermelon, Dried beans and peas, Grapefruit, Veal, Spinach, Tomatoes, Cabbages, Pears, Dried fruits, Mutton and lamb, Miscellaneous vegetables.



# The Most Powerful Selling Medium

in the

# World's Greatest Market

---

**I**F only eleven percent of the consumers in the New York market were to buy the advertiser's product, his sales here would be larger than if he sold to *all* the consumers in Detroit. If only forty-three per cent of the 9,440,000 people in New York City and its suburban territory were to respond to the advertiser's message his sales in this market would exceed his sales in Massachusetts if *all* the people in that state bought his goods.

To the advertiser who has a new product to introduce and to the advertiser who seeks increased sales for products already established in New York, The Sun is the most effective newspaper through which to build and increase sales in this most profitable of all markets. As evidence of this, consider the following facts:

- (1) National Advertisers, selling to the people of the New York market through the retail distributors in this market,—use more space in The New York Sun, regularly, than in any other New York evening newspaper.
- (2) The Department Store advertisers of Manhattan who depend on quick traceable results from their advertising and who are probably the keenest judges of the buying habits and the newspaper reading habits of the people in this territory,—use more space in The Sun than in any other New York newspaper, seven day morning as well as six day evening.
- (3) The Sun leads all other New York evening newspapers in the number of display advertisers *using its columns*, in the number that use it *exclusively* and in the number that place it *first* on their lists.

The New York Sun is read by people who have the means and the inclination to respond to advertising. Among the intelligent, able-to-buy families of New York, The Sun has a larger circulation than any other New York evening newspaper.

EDITOR & PUBLISHER  
INTERNATIONAL YEAR IN

The  Sun

280 BROADWAY

NEW YORK

**NEW YORK (Cont'd)**

**NEW YORK CITY (Cont'd)**

**Italian Markets (cont')**

From Madison and Roosevelt Sts. to 16th St., Bowery to river front.  
 From 26th St. and 7th Ave. to 40th St. and 11th Ave.  
 From 40th St. and First Ave. to 128th St. and river front, above 105th St. from Lexington Ave., to river.  
 From 14th St. and Morris Ave. to 156th St. and Morris Ave.  
 From 180th St. and Third Ave. east to Southern Boulevard up to 200th St.  
 Williamsburg section.  
 South Brooklyn, principally Union, Columbia and President Sts.; Borough Park from 38th St. to 62d St.  
 Entire Bensonhurst section.  
 Queens, from Third to 11th Sts. on Manhattan Ave.  
 Staten Island, St. George; Williamsbridge section from 200th to 228th Sts. and White Plains Ave.  
 The Ozone Park section of Queens.  
 A section of Astoria and throughout Corona.  
 These sections are among the most thickly populated in the city.  
 There are 6,000 Italian grocery stores in New York and vicinity catering to both American and Italian trade.  
 There are 1,000 of these catering exclusively to the Italian trade.  
 In all other lines of merchandise the stores cater to a general trade.  
 There are 1,700 Italian bakers. In this connection in the American bakeries Italian bakers lead all others among the number of employees.  
 In the wholesale business on all products in food and other lines from Italy and other countries, the Italian jobbers sell the people of the entire nation.  
 The largest number of depositors in the savings and postal savings banks are of the Italian race.

**Number of Jews in New York City.**

There are 1,643,012 Jews in the City of New York according to the estimate of the American Jewish Year Book. Of the Jews the Borough of Manhattan shows 657,101; Brooklyn, 601,280; the Bronx, 278,169; Queens, 86,194; Richmond, 17,108.  
 About 29 per cent of New York City population is Jewish, by the above estimate; they comprise 33 per cent of the inhabitants of the Bronx.

**BROOKLYN.**

**Special Information.**

Brooklyn leads the world in the manufacturing of wedding rings. Brooklyn has more children in school than any other city with the exception of Chicago.  
 Brooklyn ranks first in the world as a coffee importing and distributing center. Over 60% of the coffee used in the United States passes through Brooklyn.  
 Brooklyn is the greatest sugar receiving, refining and distributing center in the world.  
 Brooklyn leads the United States in the importation and preparation for distribution of olives, importing over 3,000,000 gallons per year.  
 Brooklyn has more warehouses than all the other boroughs of New York combined.  
 The extent of wharfage from the 111 commercial piers in Brooklyn is over 25 miles.  
 Newtown Creek, having a length of less than four miles, is known as one of the world's busiest waterways. More cargo is shipped over Newtown Creek in one year than is shipped over the entire Mississippi River in the same time.  
 Brooklyn has the largest floating dry dock in the world.  
 Brooklyn has the longest commercial pier in the world.  
 Brooklyn has the greatest single dock system in the world, the New York Dock Company, including 34 piers, covering a water front of over two miles.  
 Over 700 ships claim Brooklyn as their home port.  
 The most up-to-date terminal warehouse system in the world is the Bush Terminal, which has seven of the largest piers in the world, and in addition has 14 manufacturing buildings with a total area of over 7,000,000 square feet. These buildings occupy practically 300 acres, having almost 300 different tenants employing over 25,000 people.  
 Brooklyn is fourth from the standpoint of industry in the United States.  
 We have approximately one-quarter million workers engaged in 10,000 manufacturing establishments.  
 Brooklyn has the largest sandpaper manufacturing plant, the largest factory manufacturing brassieres, and the largest die casting plant in the world.  
 Brooklyn leads the world in the manufacture of high class shoes.  
 Over 1,000,000 loaves of bread per day are made in Brooklyn bakeries.  
 Brooklyn has the largest artificial pearl laboratories in the world.  
 For the last two and one-half years, Brooklyn has led the entire world in the erection of dwelling places. Within the limits of our borough there are approximately one-quarter million buildings. Our population of almost 2,250,000 live in approximately 200,000 homes.  
 Brooklyn has 84 financial institutions, and over 30,000 retail stores.  
 Two of the largest chain store systems are owned and operated in Brooklyn, one with 460 stores in its chain, the other with 225.  
 Ships leave our Brooklyn docks for almost every important port in the world, whether it be Asia, Africa, South America, North America, or Australia.  
 More people visit Coney Island in one year than any other resort in the world.  
 Brooklyn leads the world in the manufacture of knitted outerwear goods, such as sweaters, bathing suits, etc.

**Residential Features.**

The city is one of change. The residential section of Fifth Ave. has become a shopping section as far north as 59th St.  
 Riverside Drive is changing from a street of one-family residences to one of apartments both large and small.  
 Park Avenue has grown to be the center of the exclusive apartment house section.  
 Sub-divisions have developed rapidly in Brooklyn consisting mainly of one-family houses.  
 Queens is a borough of detached houses and homes though there are some apartments in Corona and other sections.  
 Richmond is a section of one and two-family houses.  
 The Bronx is changing to an apartment house area.

	Manhattan	Bronx	Queens	Richmond	Total*
One-family dwellings	22,636	15,988	61,955	21,840	198,574
Two-family dwellings	2,691	9,793	22,415	2,952	95,536
Tenements	39,157	11,402	6,919	2,852	108,359
Hotels and apt. houses	2,406	87	212	88	3,088
Warehouses, dept. stores, lofts	8,129	137	179	129	10,231
Office buildings	895	88	1,812	31	3,088
Factories	1,293	503	1,874	530	6,991
Theatres	189	30	50	5	418
<b>Total</b>	<b>83,110</b>	<b>45,401</b>	<b>115,116</b>	<b>29,800</b>	<b>484,932</b>

\*Totals for five boroughs.

**RETAIL SECTIONS**

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments will reveal any manufacturer or distributor of nationally advertised products that the retail possibilities are in no way confined to these eighty centers.  
 The following are the principal retail shopping districts for Manhattan:  
 Broadway at Cortlandt St. and vicinity.  
 Broadway at 6th St. and vicinity.  
 Broadway at 14th St. and vicinity.  
 Seventh Ave. at 14th St. and vicinity.  
 Seventh Ave. at 23rd St. and vicinity.  
 Broadway and 23rd St. and vicinity.  
 Third Ave. at 23rd St. and vicinity.  
 Broadway at 34th St. and vicinity.  
 Broadway at 42d St. and vicinity.  
 Third Ave. at 42d St. and vicinity.  
 Broadway at 59th St. and vicinity.  
 Third Ave. at 59th St. and vicinity.  
 Broadway at 66th St. and vicinity.  
 Broadway at 72d St. and vicinity.  
 Broadway at 79th St. and vicinity.  
 Broadway at 86th St. and vicinity.  
 Broadway at 103d St. and vicinity.  
 Broadway at 110th St. and vicinity.  
 Broadway at 125th St. and vicinity.  
 Broadway at 145th St. and vicinity.  
 Broadway at 181st St. and vicinity.  
 207th St. from 10th Ave. to Broadway.  
 Eighth Ave. at 125th St. and vicinity.  
 Lenox Ave. at 145th St. and vicinity.  
 Lenox Ave. at 135th St. and vicinity.  
 Lenox Ave. at 125th St. and vicinity.  
 Lenox Ave. at 116th St. and vicinity.  
 Third Ave. at 125th St. and vicinity.  
 Third Ave. at 110th St. and vicinity.  
 Third Ave. at 96th St. and vicinity.  
 Third Ave. at 89th St. and vicinity.  
 Third Ave. at 77th St. and vicinity.  
 Third Ave. at 68th St. and vicinity.  
 Fifth Ave. from 23d St. to 59th St.  
 East Broadway and Division St.

**In the Borough of Manhattan**

Brooklyn, Manhattan, undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.  
 The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal retail shopping districts as briefly outlined here, we merely refer to the "heart" of a district.  
 The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.  
 The following are the principal retail sales centers in the Borough of Manhattan: Broadway at Cortlandt St.; Broadway at Canal St.; Broadway at 6th to 10th St.; Broadway at 14th St.; Seventh Ave. at 14th St.; Seventh Ave. at 23d St.; Broadway at 23d St.; Third Ave. at 23d St.; Broadway at 34th St.; Third Ave. at 34th St.; Broadway at 42d St.; Third Ave. at 42d St.; Broadway at 59th St.; Third Ave. at 59th St.; Broadway at 66th St.; Broadway at 72d St.; Broadway at 79th St.; Broadway at 86th St.; Broadway at 103d St.; Broadway at

110th St.; Broadway at 116th St.; Broadway at 125th St.; Broadway at 135th St.; Broadway at 145th St.; Broadway at 157th St.; Broadway at 168th St.; Broadway at 181st St.; 207th St. from Tenth Ave. to Broadway; Eighth Ave. and 125th St.; Lenox Ave. at 145th St.; Lenox Ave. at 135th St.; Lenox Ave. at 125th St.; Lenox Ave. at 116th St.; Third Ave. at 125th St.; Third Ave. at 116th St.; Third Ave. at 110th St.; Third Ave. at 96th St.; Third Ave. at 86th St.; Third Ave. at 77th St.; Third Ave. at 68th St.

Of course, the most widely known retail section is the famous Fifth Ave. shopping district, which extends from 23d St. to 59th St.

A brief outline of New York City's retail sections would not be complete without reference to the East Side, where congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of homeing facilities and the famous East Side "pusher merchant" has become a close rival to the shopkeeper.

A very recent survey shows that there are 53 pushcart markets. There are enough pushcarts to line one side of Broadway the full length of the island or thirteen miles. They extend all over the Greater City, not being confined to the lower East Side, where, however, they are thickest. It is estimated that they do a business of \$50,000,000 a year with an average sale value of 15 cents. Permits for 10,000 pushcarts have been issued at this date. Some of these open air markets extend for distances of 15 blocks. It is further reported that half the sales are on Saturday and a third on Thursday.

**Shopping Districts of Queens**

As this borough has grown from the gradual nutting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica, Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Ave. is almost a continuous shopping street from Eldert's Lane in Woodhaven, through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Ave.

In Whitestone there are two sections—150th St. from Sixteenth Road to 11th Ave., 14th Ave. from 148th St. to 152d St.

In College Point the retail districts are at 122d St. from 15th Ave. to 26th Ave., and 15th Ave. from 118th St. to 125th St.

In Corona the shopping district is Jackson Ave. from 20th St. to 32d St.

In Astoria the main channel of retail trade is along Fulton Ave., Main St. and Astoria Ave.

Long Island City, at Vernon Ave. from Borden Ave. to Mott Ave., and Jackson Ave. from Borden Ave. to Barn St.

Ridgewood, at Metropolitan Ave. from Newtown Creek to Collins Ave., Grand St. from Newtown Creek to Broad St.

Far Rockaway, at Rockaway Boulevard from 25th St. to Mott Ave., and Mott Ave. from Rockaway Boulevard to 20th St.

The possibilities of sales promotion in New York City are unrivaled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space.

**Shopping Centers of Bronx**

In the Borough of the Bronx there are many neighboring sections which afford wide distribution for nationally advertised products, especially in the food line.

The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Ave. and 130th St., Third Ave. at 149th St., Prospect Ave. at 160th St., Southern Boulevard at 163d St., Tremont Ave. at Prospect Ave. to Boston Post Road, and Jerome Ave. to Third Ave. on Fordham Road.

**Six Centers of Brooklyn**

In South Brooklyn the principal shopping district is on Fifth Ave. for many blocks. In Brooklyn proper the "Borough Hall Section" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Ave. and adjoining streets. In the Williamsburg section, Broadway is the main avenue of retail trade. Stores of every description from complete department stores to the smallest specialty shops are found along the highway of trade extending from the Williamsburg Bridge plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flushing Ave. and Broadway and Lexington Ave. In the Greenpoint section, Manhattan Ave. is the main channel of retail trade.

**Richmond Borough**

In Richmond Borough (Staten Island) there are at least eight retail centers which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact, the buying characteristics and sales possibilities

of each community warrants individual study on the part of the distributor of merchandise.  
 The above-mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Nothing to rival these can be found in any other trading community of America. Careful analysis of the market on the part of national advertisers warrants close study of Editor & Publisher's Space Buyers Chart, together with the accumulation of data from New York City newspapers.

**Trading Area**

The daily and weekly trading zones were secured after an investigation of the sales, delivery and mail order departments of three of the largest department stores in the city.

This investigation showed that one-third of the parcels mailed were delivered within 50 miles of New York, and slightly less than two-thirds were within 100 and 150 miles.

Seventy and one-half per cent of all mailed packages were in the first and second parcel post zones.

The daily zone boundary line extends on the east on Long Island to Long Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glou Core. Northeast the furthestmost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes, Ossining, Scarborough and Tarrytown on the east bank of the Hudson River, Mount Kisco, Briarcliffe, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcoia, Ridgewood, Park Ridge and Pompton Lake, all in New Jersey.

To the west it reaches its furthestmost point at Morristown. Some of the large towns in this district are Newark, Orange, Eutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy, in New Jersey and Tottenville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the island and includes Manorville and Wading River. In Connecticut it extends to about halfway between Milford and New Haven, within this zone in Bridgeport, Milford, South Norwalk and Norwalk. This zone swings northwest, including Danbury, Brookfield and Newton. The furthestmost point north is Chelsea on the Hudson River, which is about midway between Beacon and Poughkeepsie.

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis, and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stanhope, Lebanon and Clinton, all in New Jersey.

On the southwest the weekly zone extends as far as Trenton, and, swinging in a half circle and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como, Ocean Grove, Ashbury Park and Long Beach.

**Wholesalers.**

The wholesalers and jobbers of New York are purveyors to the entire nation as well as to the city and vicinity and New York is the largest distributing center in the United States, if not in the world.

Bakers	257
Books and shoes	204
Butter and eggs	204
Cheese	67
Chemicals	626
Commission merchants	475
Confectionery	371
Clothing	1,327
Gloves and suits	269
Dental supplies	190
Drugs	90
Dry goods	983
Dye stuffs	213
Fish	195
Fruits	500
Food product brokers	375
Hardware	249
Hats and caps	320
Hosiery	328
Iron and steel	278
Jewelers	483
Manufacturers' agents	374
Men's furnishings	97
Millinery	490

(Continued on page 152)

**EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK**

Can be found on every newspaper publisher's desk throughout the entire year.

—That is why Equipment Manufacturers and Syndicates use striking Advertisements.

The Year Book is the market place for equipment and features



**NEW YORK**  
America's Greatest Market

**America's Greatest Market exposed at last!**

THREE years ago the New York Survey was begun by a group of New York newspapers, of which The News was a subscribing member. The actual conduct of the Survey was intrusted to the New York University Bureau of Business Research. As a result of this Survey, The News now has available the fullest information ever offered on America's Greatest market. Responsible advertisers and agencies have access to this data:

**General Data**—on population, transients, commuters, marriages, manufacturers, numbers and kinds of retail stores, etc.

**Purchasing Power Maps**—District maps have been published for all boroughs but Queens. These maps show in detail, block for block, the nature of the district, the density of the population, and the purchasing power of families expressed in six grades—the most detailed and comprehensive city survey of its kind ever made. Map sheets also carry data on population, racial characteristics, building types, retail stores, etc.

**Retail Census**—A listing of every retail store below the third story, excepting only a few classifications such as tailor shops, coal, ice, wood, tin-smiths, etc. These lists are routed by districts, and are available to actual advertisers of The News.

**Merchandising Service**—Expert council and direction for advertisers seeking more or new distribution. Not cheap footwork, but worthwhile ability. This service is not broadcast, but is strictly limited to such actual advertisers as need and can properly use it.

**New York's Greatest Advertising Medium**

THE tabloid News is now five and one-half years old, a proven success as a newspaper and advertising medium. It has the largest Daily Circulation in America—96% concentrated in City and suburbs.

With the Largest Daily Circulation in America, The tabloid News covers New York adequately and thoroughly—96% concentrated in City and suburbs. Enough readers all over New York to create a real consumer demand that thousands of retailers can feel and recognize! Large home circulation, twenty-four hour life, more women readers than any other New York newspaper, and a proven responsiveness.

The tabloid page and small paper prevents overcrowded advertising columns and advertising waste. Every advertisement has a chance to be seen and to be read on the thousand agate line, five column page.

Small space on the small page does more work. Small appropriations go further, produce more. Low milline rate. Every national advertiser needs The News for its courage and for its economy. Investigate!

*The Largest Daily Circulation in America*

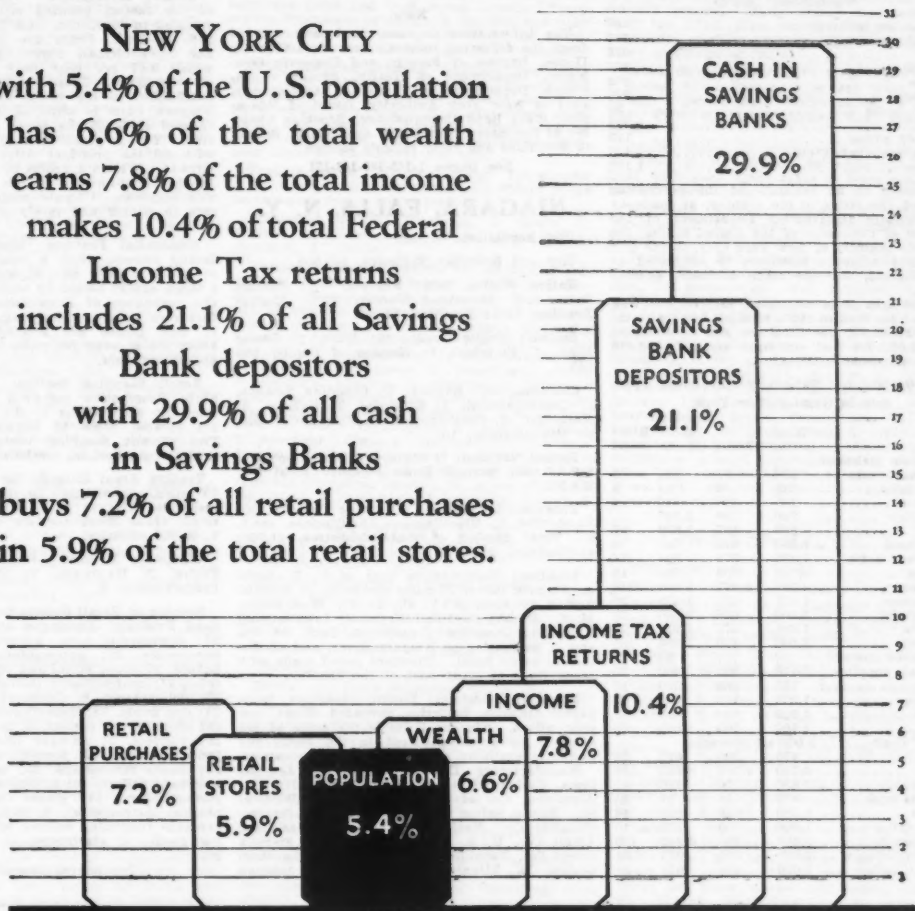


**THE NEWS**  
New York's Picture Newspaper

25 Park Place, NEW YORK  
7 South Dearborn Street, CHICAGO

**NEW YORK vs. United States**

**NEW YORK CITY**  
with 5.4% of the U. S. population  
has 6.6% of the total wealth  
earns 7.8% of the total income  
makes 10.4% of total Federal  
Income Tax returns  
includes 21.1% of all Savings  
Bank depositors  
with 29.9% of all cash  
in Savings Banks  
buys 7.2% of all retail purchases  
in 5.9% of the total retail stores.



**RESOURCES of the New York City Market**

From the NEW YORK SURVEY, conducted by New York University Bureau of Business Research for a group of New York Newspapers

	United States (100%)	New York City	Percentage of National
Population (1924).....	112,078,000	6,015,000	5.4%
(a) Wealth.....	\$320,804,000,000	\$21,207,000,000	6.6%
(b) Income.....	\$69,000,000,000	\$5,393,000,000	7.8%
(c) Tax Returns.....	6,662,000	691,000	10.4%
(d) Savings Bank Depositors.....	13,339,000	2,820,000	21.1%
(d) Cash in Savings Banks.....	\$7,580,000,000	\$2,267,000,000	29.9%
(e) Retail Stores.....	1,675,000	99,041	5.9%
(f) Retail Purchases.....	\$30,000,000,000	\$2,165,000,000	7.2%
(g) Daily News circulation, total.....	786,398	679,418	86.1%

(a) Based on 1922 estimate of U. S. Bureau of Census. (b) 1923 estimate based on studies of National Bureau of Economic Research. (c) U. S. Bureau of Internal Revenue. (d) June 30, 1923; Comptroller of Currency for U. S. For N. Y. City and Zone. N. Y. State Savings Bank Asso., N. J., and Conn. Commissioners of Banking. (e) New York Survey Retail Census for N. Y. City, 1924. (f) For 1923; based on estimates of Dr. Nystrom of Retail Research Association, and per capita sales in Penna. Some allowance for variations of income in states as reported by N. B. E. R. Purchases of residents only; those of transients and commuters not included. (g) A. B. C. Average for six months ending Sept. 30, 1924. This is the Largest Daily Circulation in America.

**SELL NEW YORK CITY first**—More customers, sales and outlets per square mile; more customers per outlet; more buying capacity per customer; more sales per dollar of sales and advertising effort—lower selling costs. Sell New York through THE NEWS, with more circulation, more reader attention, and lower cost. Get the facts!

Have you read TELL IT TO SWEENEY? This series has been issued in folder form. A request on your business letterhead will bring the series!

**NEW YORK (Cont'd)**

**NEW YORK CITY (Cont'd)**

Wholesalers (cont')

Merchandise brokers	236
Milk depots	197
Oil	611
Olive oil	123
Produce	252
Provisions	221
Rubber goods	59
Silk	1,933
Teas and coffee	142
Waters, carbonated, etc.	126
Woolens	1,147

According to an estimate of the purchasing power of the cities in the country, as made by the Domestic Distribution Department of the Chamber of Commerce of the United States, the wholesale business of New York City, in the city itself and adjacent territory, is estimated at \$1,368,438,145, and the retail business, \$1,824,584,193.

In this area it is estimated \$913,735,000 was expended for food in 1923, \$435,204,940 for clothing, \$100,691,705 for furniture and furnishings, \$198,841,932 for fuel and light and \$176,050,616 for miscellaneous articles.

**Retail Outlets for Nationally Advertised Products in Greater New York.**

	Manhattan	Brooklyn and Richmond	Queens	Bronx
Automobile trucks of passenger cars	180	97	121	13
Auto trucks	275	35	42	5
Auto tires	149	106	610	..
Accessories	740	248	1,765	..
Bakers	1,836	497	1,850	57
Cigar stores	1,690	673	1,600	70
Cloaks and suits	1,435	372	594	14
Clothing	1,173	308	582	15
Confectioner	4,390	1,677	5,200	230
Delicatessen	1,417	681	1,278	30
Dressmakers	2,300	648	2,500	23
Druggists	1,342	375	1,277	71
Dry goods	3,060	450	1,290	101
Department stores	..	..	35	7
Electrical supplies	1,170	335	600	30
Florists	735	363	370	12
Furniture	1,353	143	695	23
Furriers	1,200	340	420	..
Fruit	1,700	600	1,600	70
Fruit chain	5,000	all boroughs	..	..
Fish	470	206	675	55
Grocers	6,700	1,578	6,682	578
Hardware	450	170	425	42
Hats and caps	475	70	91	23
Jewelers	1,580	410	630	14
Ladies' tailor	1,000	500	275	15
Meat markets	3,400	855	6,342	150
Men's furnishings	3,800	600	975	34
Merchant tailors	1,650	400	674	25

Milinery	1,200	150	1,125	20
Opticians	750	300	375	14
Photographers	950	306	470	12
Pianos	290	103	112	6
Restaurants	6,375	700	4,676	150
Radio	1,600	all boroughs	..	..
Shoe dealers	1,847	395	1,320	114
Stationers	1,200	320	535	27

**Note.**

The information in this chart was secured from the following sources: New York Clearing House, Bureau of Foreign and Domestic Commerce, Department of Health, Bureau of Licenses, Department of Taxes and Assessments, Port of New York Authority, Board of Education, State Bank Commissioner, Brooklyn Chamber of Commerce, Merchants Association, Bureau of Buildings and other reliable sources.

See pages 1-143-147-149-151

**NIAGARA FALLS, N. Y.**

1920 Population, 65,988.

City and Suburban Estimate, 101,000

Native Whites, 64%; Negroes, 1%; Foreign Born, 32%; Industrial Workers, 25%; English Reading, 84%; Families, 14,667.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 8; Number of Pupils, 14,845.

Churches, 35. Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 3; Methodist, 4; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 10.

Banks: National, 2; State, 6; Total Resources, \$42,253,000; Savings Bank Deposits Total \$4,224,915.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 3; Miscellaneous (Auditorium, etc.), 9. Total number of seats, Theatres, 11,000; auditoriums, 2,000.

Location: Northwestern part of N. Y. State on Niagara River, 22 miles northwest of Buffalo. Served by Erie, N. Y. C., L. V., West Shore, M. C., P. M., Canadian National, International Railways, Canadian Steamships, Ltd. At the end of navigation on Niagara River, and accessible to large canal. Excellent paved roads with truck lines to every part of the country.

Principal Industries: Electro chemicals, flour, paper, graphite, batteries, shredded wheat, caskets, alloys. Niagara Falls is the home of the greatest power development in the world and power is available at a low cost for industries.

Manufacturing Establishments: 90; Leading firms, Carborundum Co., General Abrasive Co., Aluminum Co. of America, Oldbury Chemical Co., Regan Safety Device Co., Hooker Electrochemical Co., National Carbon Co., Mathieson Alkali Co., U. S. Light & Heat Co., Sprella Corset Co., Republic Carbon Co., American Magnesum Co., Titanium Alloy Mfg. Co., Acheson

Graphite Co., Niagara Metal Stamping Co., Visor Knitting Co., Rowe Paint and Varnish Co., Niagara Falls Power Co., Niagara Reeds, Certainteed Products Co., American Sales Book Co., Wm. A. Rogers Co. Total value of yearly output of factories estimated at \$130,000,000.

Special Information: Niagara Falls is one of the fastest growing cities in the country, jumping in population from 30,345 in 1910 to 65,988 in 1924. There are 25,165 actual male and 26,840 female buyers in Niagara Falls, of which 9.67 per cent have an annual income over \$3,000. These buyers spent in excess of \$41,245,000 in the stores of the city in 1923. Niagara Falls is situated in one of the most favored spots in the world for industrial progress. It is a great railroad center, connecting with all the principal cities of the U. S. and Canada. Within a radius of 500 miles are found nearly three-fourths of the population of the two countries. Climate moderate, rarely below zero in winter and rarely exceeding 85 in the summer.

Residential Features: Mostly one and two-family houses. Only a small portion is given over to the lower class of tenements. Homes to a large extent owned by occupants, and through the assistance of Loan Association and Manufacturers Mortgage Corporation a large number of new homes are erected annually. Rents about the average for cities of this class as are also living costs.

Retail Shopping Section: Extends from the State Reservation eastward for 8 blocks and then out Main street to the North End, where are located some 10 blocks of large stores. Two distant shopping centers together with several neighborhood sections.

Trading Area: Extends for a radius of about 10 miles. In addition to the amount spent by residents, Niagara Falls derives a considerable retail trade from tourists who number some 2,000,000 annually.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous lines, Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 3; automobile accessories, 29; automobile tire agencies, 6; bakers, 17; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 75; delicatessen, 6; dressmakers, 27; druggists, 24; dry goods, 38; department stores, 6; electrical supplies, 12; florists, 5; fruits, 12; furniture, 20; furriers, 5; garages (public), 45; grocers, 290; hardware, 22; jewelry, 20; meat markets, 98; men's furnishings, 25; men's clothing, 41; merchant tailors, 40; milliners, 17; opticians, 5; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 83; shoes, 27; sporting goods, 5; stationers, 8; women's apparel, 29.

See announcement below

**NORWICH, N. Y.**

1920 Population, 8,268.

City and Suburban Estimate, 9,331.

Native Whites, 90%; Negroes, 40 people; Foreign Born, 10%; Industrial Workers, 18%; English Reading, 95%; Families, 1,400.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources, \$5,821,891.84; Savings Bank Deposits Total in National Banks, \$1,783,048.76.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,900.

Location: On main line of Ontario & Western and Utica Division of D. L. & W. Bus lines to Utica, Syracuse, Binghamton and to rural communities in all directions.

Principal Industries: O. & W. railroad shops, hammers, knit underwear, pharmaceuticals.

Manufacturing Establishments: 14; Leading firms, Norwich Pharmaceutical Co., Norwich Knitting Co., Maydele Hammer Co., Borden Co.

Special Information: The county seat and largest town in Chenango County. The largest American plant of the Borden Co. Norwich Pharmaceutical Co. second largest in U. S. Trading center for a large rural population.

Residential Features: Mostly single homes owned by workers. No mill or restricted districts. Workers live in all sections of the city.

Retail Shopping Section: From city square for one block on E. Broad, 3 blocks on N. Broad, 1 block on W. Main and 2 blocks on E. Main. Small grocery and markets in residential sections. One block on Mechauc street.

Trading Area: Extends 20 miles north, 19 south, 12 east and 15 on west. Good improved highways reach most of the farmers living in this area. Bus lines also run to most of this section.

Wholesale Houses: Groceries, 1; Fruits, 1; Hardware, 4; Dry Goods, 5; Miscellaneous lines, Caudy, 1; Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 6; grocers, 30; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 7; shoes, 7; sporting goods, 1; stationers, 2; women's apparel, 8.

# Dominating Our Territory of Over 101,000 Population

- 1914 8,460
- 1915 8,570
- 1916 10,208
- 1917 9,310
- 1918 11,735
- 1919 12,671
- 1920 11,858
- 1921 13,457
- 1922 14,901
- 1923 15,968
- 1924 18,223
- Today 19,142

The Gazette covers the entire western portion of Niagara County, going into over 90 per cent of the homes in this rich trading section. Famous for its large industries, its fine fruit farms and its well-to-do inhabitants.

The Niagara Falls territory with a population in excess of 101,000 is a territory of great industries, rich fruit farms and prosperous inhabitants. Niagara Falls is a city of homes with beautiful churches and the finest school system in Western New York—a beehive of industry as well as a great tourist city. This rapidly growing city is the shopping center of a ten mile radius with a buying power of more than \$75,000,000.00 a year. Its manufactured products reach an annual total of over \$130,000,000.00.

## ONE PAPER COVERS THE ENTIRE FIELD

When you consider the fact that this rich territory is covered by one paper—The Gazette—which goes into over 90% of the homes every evening, you will see that this is a fertile field for launching any campaign. The Gazette prides itself on the excellence of its delivery service that supplies over 90% of its subscribers by carrier service within three hours of the press run.

## LOCAL MERCHANTS RELY ON THE GAZETTE

During 1923 The Gazette carried a total of 6,372,679 lines of local display advertising—a splendid tribute of the value of The Gazette to its advertisers. Business is good in Niagara Falls and the merchants unanimously rely on The Gazette to keep it so.

IN NEW YORK  
HAMILTON-DELISSER, INC.  
25 W. 43d Street  
New York, N. Y.

IN CHICAGO  
HAMILTON-DELISSER, INC.  
127 N. Dearborn Street,  
Chicago, Illinois  
Mr. Palmer Terhune in charge

# NIAGARA FALLS GAZETTE

Member Audit Bureau Circulation

Member Associated Press

**NEW YORK (Cont'd)**

**NYACK, N. Y.**

1920 Population, 4,444.  
City and Suburban Estimate, 5,000.  
Native Whites, 84%; Negroes, 7%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 90%; Families, 1,207.  
Schools: 2; Number of Pupils, 1,200.  
Churches: 7.  
Banks: 2; Total Resources, \$5,920,000.  
Theatres: 2; Total number of seats, 1,200.  
Residential Features: Mostly one family houses.  
Retail Shopping Section: About 4 blocks.  
Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 3; garages (public), 9; grocers, 22; hardware, 2; jewelry, 3; meat markets, 9; men's furnishings, 3; men's clothing, 4; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 2.

**OGDENSBURG, N. Y.**

1920 Population, 15,500; Present, 18,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 86%; Negroes, None; Foreign Born, 14%; Industrial Workers, 30%; English Reading, 90%; Families, 3,000.  
Schools: Public Grade, 8; High, 1; Parochial, 4; Number of Pupils, 3,028.  
Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.  
Banks: National, 1; State, 2; Total Resources, \$3,181,811; Savings Bank Deposits Total \$1,580,263.  
Theatres: Legitimate, 1; Moving Pictures, 4. Total number of seats, 3,833. There are four theatres. In one vaudeville, legitimate and pictures are shown.  
Location: On the south shore of the St. Lawrence River at the mouth of Oswegatchie River. Served by N. Y. Central and Rutland Railroad; railroad ferry and passenger ferry connects Ogdenburg with Grand Trunk and Canadian Pacific railroads. Excellent bus service to central and western parts of the state. Bus line operates summer and winter. Bus lines east during summer and open portions of winter for a distance of 125 miles.

Principal Industries: Newspaper, brass, wooden rolls for window shades, floor, steel mill under construction, boiler mfg., ship yards, silk mill, gloves, printing, cotton, goods, iron ore, paint, insect spray, lumber, stained glass and church windows, pumps, mattresses and marine motors, aeroplanes, boats, proprietary medicines "fruitives," shipping.  
Manufacturing Establishments: 34; Leading firms, Algonquin Paper Corporation, Manhattan Silk Co., Newell Mfg. Co., Standard Shade Roller Corporation, Cooper Brass Co., Huff-Deland & Co., neoplanes, Bob White Chemical Co., McIntosh Glove Co., Rossie Iron Pipe Co., Robinson-Pearson Co., McGuire Woolen Mills (Coplan Steel Foundry now under construction, complete by Fall, will employ 400), Bill, Bell & Co. mills, Ogdenburg Roller Mills, McClellan Milling Co., Fitzgibbons Boiler Works, George Hall Corporation, shipyard. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Ogdenburg is the only city in St. Lawrence County, the largest county in the state. Nearest city, 70 miles distant. Famous Roosevelt Highway runs through the city bringing thousands of tourists annually. Terminal of Rutland R. R. Has huge grain elevator with storage capacity of 500,000 bushels. One of the largest ferry crossings between Montreal and Buffalo. St. Lawrence Hospital for Insane located here. Large quantities of pulp for newspaper landed here and distributed to nearby mills.  
Residential Features: Mostly one-family houses; one word consists chiefly of industrial workers. Many beautiful private residences. Alexandria Bay, main point to reach the Thousand Islands, a short distance west. Due to location on St. Lawrence River many wealthy citizens reside here. Assessed valuation \$5,335,325. This is 50 to 60 per cent of full valuation.  
Retail Shopping Section: Ford street is principal shopping center; runs from Lake street easterly to Rutland R. R. bridge; consists of 24 blocks, 3 blocks, principal shopping district. Many small stores on sumn street for about 10 blocks. Lake street, continuation of Ford, 2 blocks, on which is located stores of moderate priced merchandise. State street crossing Ford is the center of business section, 4 blocks. State and Ford both served by street car lines running full length. Two other outlying retail sections. The usual small confectionery and groceries scattered throughout the city.  
Trading Area: Radius of area and 8 largest towns included in trading territory of 25 miles are Canton, Heuvelton, Morrisstown, Madrigal, Potsdam, Norwood, Hammond and De Kalb Junction. Excellent bus service all year, also good railroad facilities. Trolley service does not extend beyond city limits. Trading area, city and suburban, 35,000. Ferry service connects Prescott, Canada, across the river, bring-

ing many Canadian shoppers to this city. At least 30 per cent of shopping from Canada. Certain lines are hindered by duty.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 3; Hardware, 1; Dry Goods, 2; Miscellaneous lines, Confectionery, 2; Cigars and Tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 16; bakers, 12; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 21; druggists, 6; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 2; fruits, 18; furniture, 4; farriers, 4; garages (public), 13; grocers, 89; hardware, 4; jewelry, 4; meat markets, 20; men's furnishings, 11; men's clothing, 11; merchant tailors, 10; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 21; shoes, 11; sporting goods, 3; stationers, 3; women's apparel, 8.

**OLEAN, N. Y.**

1920 Population, 20,506.  
City and Suburban Estimate, 21,822.  
Native Whites, 84.2%; Negroes, 1.2%; Foreign Born, 14.6%; Industrial Workers, 24%; English Reading, 96.9%; Families, 4,838.  
Schools: Public Grade, 11; High, 1; Parochial, 2; Number of Pupils, 4,868.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.  
Banks: National, 2; Trust, 1; Total Resources, \$10,618,349; Interest Deposits, \$5,680,278.  
Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.  
Location: Southwest section of N. Y. State on the Allegheny River, Erie P. S. & N. and Pennsylvania railroads. Excellent electric and bus service to surrounding towns.  
Principal Industries: Petroleum refining, railroad shops, machinery, leather, glass, paving blocks and tile.  
Manufacturing Establishments: 78; Leading firms, Pennsylvania railroad shops, Vacuum Oil Co., Clark Bros. Co., Union Cutlery Co., Cattaraugus Tanning Co., England-Walton Co., Myrick Machine Co., Acme Milling Co., Sterling Brick Co., Carley Heater Co.

Residential Features: Mostly one and two-family houses. No tenements. Private homes predominate. One of the most beautiful sections of the state located on south side of the city. Homes in latter section average \$7,000 to \$25,000.  
Retail Shopping Section: Olean is the metropolis for a trading area about 25 miles north, 75 miles south, 38 east and 30 west. Retail shopping area extends from corner of Union and State streets 6 blocks north and 10 blocks west. One large outlying retail section in eastern end of city and several smaller ones.  
Trading Area: See above.  
Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 24; delicatessen, 1; dressmakers, 32; druggists, 12; dry goods, 6; department stores, 7; electrical supplies, 3; florists, 7; fruits, 2; furniture, 9; furriers, 1; garages (public), 11; grocers, 88; hardware, 3; jewelry, 7; meat markets, 7; men's furnishings, 11; men's clothing, 12; merchant tailors, 11; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 37; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 7.

**ONEONTA, N. Y.**

1920 Population, 11,582.  
City and Suburban Estimate, 13,500.  
Native Whites, 95%; Negroes, 1/4%; Foreign Born, 4 1/2%; Industrial Workers, 12% English Reading, 99%.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,129.  
Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 2; Total Resources, \$9,538,502.25; Savings Banks Deposits Total, \$3,529,153.51.  
Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.  
Location: Delaware & Hudson, Ulster & Delaware, Southern Electric Bus lines to Worcester, Cooperstown, Stamford, Binghamton, Morris, make Oneonta the center for retail trade, wholesale jobbing, manufacturing and distributing for Otsego, Delaware, Schoharie and part of Chenango Counties. On the Susquehanna River and in the foothills of the Catskill Mountains, and connected by state roads with all principal cities.  
Principal Industries: Delaware & Hudson shops, automobile and radio batteries, silk and cotton cloth, silk, cotton and knit goods, silk-tailored ladies underwear, milk products, cigars, wooden barrels, overalls, soft drinks, ice-cream, candy.  
Manufacturing Establishments: 6. Leading firms, Oneonta Storage Battery Corp., Paragon Silk, Quality Silk Mills, Nestles Food Co., International Cooperative Co., Ballston Knit Goods Co.

Special Information: On the direct route by state road to the Catskills, Adirondacks, Albany and points East, and Binghamton and points West. Exceptional public camp grounds and an exceptional residential city, having no slums. Well diversified industries with ideal labor conditions.  
Residential Features: An Exceptionally fine residential section of one-family private homes, large old trees and well paved streets. There are no tenements or slums in the city and only a few apartments, mostly all residential buildings being private one and two family homes.  
Retail Shopping Section: Extends from Grove street, one block from Interurban Trolley and Bus stops; four blocks east to Elm street on Main street; one block on Dietz street from Main; two blocks on Chestnut street; one on Broad street, and about ten residential shopping districts throughout the city.  
Trading Area: Extends about twenty-two miles west, twenty-five miles east, thirty miles north, and forty miles south.  
Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, Bakeries, 3; Crockery, 1; Radio, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 13; druggists, 8; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 20; grocers, 30; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 12; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 10; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 8.

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Residential Features: An Exceptionally fine residential section of one-family private homes, large old trees and well paved streets. There are no tenements or slums in the city and only a few apartments, mostly all residential buildings being private one and two family homes.

Retail Shopping Section: Extends from Grove street, one block from Interurban Trolley and Bus stops; four blocks east to Elm street on Main street; one block on Dietz street from Main; two blocks on Chestnut street; one on Broad street, and about ten residential shopping districts throughout the city.

Trading Area: Extends about twenty-two miles west, twenty-five miles east, thirty miles north, and forty miles south.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, Bakeries, 3; Crockery, 1; Radio, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 13; druggists, 8; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 20; grocers, 30; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 12; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 10; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 8.

**OSSINING, N. Y.**

1920 Population, 10,730.  
City and Suburban Estimate, 16,600.  
Native Whites, 77.3%; Negroes, 4.1%; Foreign Born, 18.5%; Industrial Workers, 30%; English Reading, 89%; Families, 2,364.  
Schools: 9; Number of Pupils, 2,500.  
Churches: 12.  
Banks: 3; Total Resources, \$8,450,000.  
Theatres: 2. Total number of seats, 1,500.  
Location: On New York Central R. R.  
Residential Features: One and two family houses.  
Retail Shopping Section: 7 blocks.  
Trading Area: 10 miles radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 14; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 5; furriers, 1; garages (public), 5; grocers, 50; hardware, 2; jewelry, 3; meat markets, 13; men's furnishings, 6; men's clothing, 6; merchant tailors, 10; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

**OSWEGO, N. Y.**

1920 Population, 23,626.  
City and Suburban Estimate, 26,000.  
Native Whites, 84.4%; Negroes, 0.3%; Foreign Born, 15.3%; Industrial Workers, 20%; English Reading, 97.3%; Families, 5,623.  
Schools: Public Grade, 10; High, 1; Parochial, 4; Number of Pupils, 5,200.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, 3.  
Banks: National, 2; State, 2; Total Resources, \$5,783,558; Savings Bank Deposits Total, \$13,000,000.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,000.  
Location: N. Y. C., D. L. & W. N. Y. O. & W. railroads, Empire State Railways (electric), steamers between Chicago and Ogdenburg touch here. McDonough line of lake steamers between Duluth, Minn., and New York operate via Oswego with the New York State Barge Canal. Heavy coal trade with Canada Centers here via steamers, and both imports and exports to Canada. Standard Oil Co. great lakes oil fleet operate out of Oswego as a base. Located on south shore of Lake Ontario. Bus lines operate in several directions.  
Principal Industries: Matches, boilers of all types, knit goods, textiles, gloves, confectionery, shodn cloth, car building shops, toys, chocolate, peanut butter, baked goods, brass goods, canned goods, furniture novelties, tools, flour, paper-boxes, dresses, children's boots and shoes, refrigerators, food products.  
Manufacturing Establishments: 69. Leading firms, Diamond Match Co., Pierce, Butler & Pierce, Stuart Hartshorn Co., Hayes Textile Co., Condit Knitting Mills, Oswego Tool Works, Long's Chocolate Works, Oswego Candy Works, Oswego Preserving Co., Oil Well Supply Co., Kingsford Boiler & Machine Co., Fitzgibbons Boiler Works, Last Long Underwear Co., Penny Glove Co., Standard Oil Box Co., Sawyer Brass Works. Total value of yearly output of factories estimated at \$25,211,643.

Special Information: City is an educational center with Oswego State Normal School and new modern \$700,000 high school attracting many foreign students. City has million dollar

hotel. Extensive patronage from summer tourists. Normal summer camp annually attracts 1,000. N. Y. State is completing \$1,600,000 elevator here, and federal government a \$5,000,000 harbor.

Residential Features: A city of home owners, only relatively small number of industrial workers are renters. Many stately mansions date from the Civil War period. Homes in best residential section average \$15,000 to \$25,000. Many dwellings of brick.

Retail Shopping Section: West First street, 3 blocks; West Bridge, 4 blocks; West Second street, 1 block; East Bridge street, 6 blocks; East First street, 3 blocks; East Second, 2 blocks.

Trading Area: 25 miles west, 25 miles east, 20 miles south. Buses, railroads and trolley lines with good roads bring a large volume of out of town trade.

Wholesale Houses: Grocers, 2; Meats, 2; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Candy, 4; Canned Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 15; bakers, 11; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 58; delicatessen, 1; department stores, 4; electrical supplies, 6; florists, 6; fruits, 6; furniture, 4; furriers, 4; garages (public), 24; grocers, 115; hardware, 11; jewelry, 8; meat markets, 29; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 23; shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

**PEEKSKILL, N. Y.**

1920 Population, 16,500.  
City and Suburban Estimate, 35,000.  
Native Whites, 82%; Negroes, 8%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 90%; Families, 3,000.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of pupils, 3,200.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.  
Banks: National, 2; Savings, 1; Total Resources, \$14,000,000; Savings bank deposits total assets, \$6,573,891.  
Theatres: Moving Picture, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,700.  
Location: On east bank of Hudson River, N. Y.; Peekskill-Hudson River Bridge open for traffic Nov. 27, 1924. Four miles from deep water at Verplanck Point; freight line to New York; Bus lines to east and north; connection with Hudson River Bus Line at Indian Point Park half mile below village; ferry from Verplanck Point to west shore for cars and passengers.

Principal Industries: Stoves, ranges, underwear, men's clothing, yeast, vinegar, Sunites, Meritas o'clock, fire bricks, marble and granite quarries.  
Manufacturing Establishments: Leading firms, Fleischman Mfg. Co., Standard Textile Products Co., Union Stove Works, Peoples Stove Works, Hudson Clothing Co., Peekskill Clothing Co., M. Kanski Clothing Co., Bailey Underwear Co., New York Trap Rock Co., New York Sand & Gravel Co.

Special Information: Location makes shopping convenient. Good connections with west shore and completion of bridge on Nov. 27, 1924, will open up gateway for several counties. Several branch factories have already selected sites here. Over 7,000 automobiles registered in this village. Large yeast plant.  
Residential Features: Extends from Main and Nelson avenues through to the north; also in Hillcrest Park from South street to the south; from James street to the east; from South street through Dewey street. Zoning plan under consideration. Usual neighborhood stores. Many private houses averaging \$1,000 a room.  
Retail Shopping Section: On South street from Smith to Division; on Division from Cortlandt to Crompond Road; on Main street from Spring to James; Central avenue from Division to Dewey street; Union avenue and Nelson from South to Main street.  
Trading Area: Extends 25 miles to the north, east and south, and 8 miles west.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous lines, Ice Cream 1; Confectionery, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 4; bakers, 12; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 10; druggists, 6; dry goods, 13; department stores, 4; electrical supplies, 3; florists, 4; fruits, 10; furniture, 10; furriers, 2; garages (public), 18; grocers, 89; hardware, 5; jewelry, 4; meat markets, 22; men's furnishings, 12; men's clothing, 9; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 31; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 8.

**PLATTSBURG, N. Y.**

1920 Population, 12,678.  
City and Suburban Estimate, 24,600.  
Native Whites, 90%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 75%; Families, 2,468.  
Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,247.  
Churches: Baptist, 1; Episcopal, 1; Hebrew, 1.

## NEW YORK (Cont'd)

## Plattsburg (cont')

2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 3; Total Resources, \$12,715,000; Savings Banks Deposits Total, \$2,160,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 4,600.

Location: On West shore of Lake Champlain, 24 miles from Canadian boundary. Served by Delaware & Hudson R. R. and Lake Champlain Transportation Co. Steamers and fine bus service to all points.

Principal Industries: Wall paper, machinery, pulp and paper, printing, railroad shops, piston rings, shirts.

Manufacturing Establishments: 28. Leading firms, Plattsburg Wall Paper Co., Lake Champlain Pulp & Paper Co., Plattsburg Shirt Co.

Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Situated in the center of a large summer resort section and farming community. Fine climate, good roads and city rapidly improving in every way.

Residential Features: Mostly one and two family houses; private homes predominate. There is practically no tenement district. A large number of very beautiful homes and numerous cozy dwellings.

Retail Shopping Section: Extends from head of Bridge street, which is the center of city to D. & H. station which is about four blocks.

Trading Area: Extends about one-half mile East, and one and one-half miles North, South and West, and a good trade is received from nearby points on account of good bus service.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Shoes, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 1; fruits, 6; furniture, 6; furriers, 2; garages (public), 23; grocers, 27; hardware, 3; jewelry, 5; meat markets, 14; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 27; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 9.

## PORT CHESTER, N. Y.

1920 Population, 16,500.

City and Suburban Estimate, 35,000.

Native Whites, 73%; Negroes, less than 1%; Foreign Born, 26%; Industrial Workers, 63%; English Reading, 89%; Families, 4,203.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Private, 1; Business, 1; Number of Pupils, 5,858.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 4; Lutheran, 2.

Banks: National, 1; State, 1; Savings, 1; Total Resources, \$9,364,200.15.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 9,400.

Location: On the N. Y., N. H. & H. R. R., 26 miles from New York. Situated at the mouth of the Byram River on Long Island Sound, excellent freight service by boat to New York City and points west. Exceptional bus service connecting with White Plains (the county seat) and all Hudson River Cities. Large fleets of motor trucks plying daily between New York and Port Chester and all cities east to Boston.

Principal Industries: Bolts and nuts, wire, electric fans, York furnaces and gas and coal ranges, soil pipe, plumbers' supplies, sheets and pillow cases, clothing, automobile mirrors, brushes, mattresses, metal castings, candy, oil burners, bottle washing machines, and mechanical toys.

Manufacturing Establishments: Russell, Burdell and Ward Bolt and Nut Co.; Life Savers, Inc.; Abendroth Foundry; Alexander Mirror-Scope Co.; P. R. Mallory & Co.; Empire Foundry; S. & K. Clothing Co.; Simons Manufacturing Co. (Fruit of Loom Products); Port Chester Brush Factory; Port Chester Plumbers' Supply; O'Neill Wire Works; Hamann Bottle Machine Co.; E. D. Anderson, Inc.

Special Information: Surrounded by a number of small residential townships, Port Chester is the shopping center of southeastern Westchester County, and the home of many prominent business men. Port Chester has a large bolt and nut factory and a very large shirt factory. Has a good harbor on Long Island Sound between New York and Bridgeport. Has an exceedingly large number of home owners. Exceptionally fine roads. On the Boston Post Road, which is one of America's most historic and traveled highways.

Residential Features: Mostly one and two family houses. Very strict zoning ordinances protecting residential sections. Private homes

predominate. Has many fine residential sections. The estates of many prominent men border the outskirts. Homes in general average between \$12,000 and \$15,000.

Retail Shopping Section: Extends from public center north for seven blocks on North Main street and south for four blocks on South Main street and west for three blocks on Westchester and Irving avenues. All streets branching off are almost entirely devoted to stores and business enterprises. There are five small neighborhood shopping centers in various parts of the town.

Trading Area: Extends about nine miles south, six miles west, six miles east covering in all eight small towns. Excellent train, trolley and bus service, making transportation a simple matter.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3; Hardware, 2; Miscellaneous Lines, Confectionery, 2; Paper Twine, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 10; automobile accessories, 47; automobile tire agencies (including hotels), 97; confectioners (including hotel stands), 82; delicatessen, 11; dressmakers, 31; druggists, 6; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 6; fruits, 26; furniture, 8; furriers, 6; garages (public), 22; grocers, 124; hardware, 7; jewelry, 7; meat markets, 42; men's furnishing, 30; men's clothing, 24; merchant tailors, 15; milliners, 14; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 9; radio supplies, 12; restaurants (including hotels), 39; shoes, 18; sporting goods, 10; stationers, 22; women's apparel, 52. (Some stores included in more than one of the above classifications).

See announcement columns 3 and 4

## PORT JERVIS, N. Y.

1920 Population, 10,171 (estimated 15,000).

City and Suburban Estimate, 25,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,567.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; Total Resources, \$5,375,429.73; Savings Bank Deposits, 4 building and loan associations with resources over \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,600.

Location: On main line of Erie Railroad above point of navigation on Delaware River. Branch line of Ontario & Western Railroad, 88 miles from port of New York, which gives good shipping facilities.

Principal Industries: Erie Railroad terminal shops, silk, glass, underwear, ladies' garments, houses, saws, gloves, stoves and ranges, overalls, malt extracts, silver-plate ware, cut glass.

Manufacturing Establishments: 25. Leading firms, Katterman & Mitchell, Gillinder Bros., Vaucanson Silk Mill (Bianchini & Farrier), Hugo S. Adam Co., Jennings & Griffin Co., Swinton & Co., Deepark Brew Co., Orr Jr. Mfg. Co., W. B. Chant & Son, Knickerbocker Silver Co.

Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Port Jervis is called the Tri-States city, being at the junction of New York, Pennsylvania and New Jersey. It is the center of a large summer resort section, and on the main highways linking these three states. Fine educational system, new hospital, sanitarium, amusement park with fine bathing, "Sky-line Drive" over the mountains fronting the city.

Residential Features: Small one-family houses predominate. Due to activities of building and loan associations, these are mostly owned by those who live in them.

Retail Shopping Section: Pike St. (6 blocks), Front St. (3 blocks), Jersey Avenue (2 blocks), Sussex St. (2 blocks), Ball St. (1 block).

Trading Area: Extends 40 miles west, 16 miles south, 8 miles east and north. Small scattering towns.

Wholesale Houses: Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Tobacco 1, Bread 1, Confectioners 2, Ice Cream 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; accessories, 22; auto. tire agencies, 17; bakers, 6; cigar stores and stands (including hotels), 55; confectioners (including hotel stands), 67; delicatessen, 2; dressmakers, 21; druggists, 7; dry goods, 13; department stores, 6; electrical supplies, 7; florists, 2; fruits, 27; furniture, 5; garages (public), 17; grocers, 49; hardware, 5; jewelry, 4; meat markets, 18; men's furnishings, 12; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 17; shoes, 12; sporting goods, 6; stationers, 11; women's apparel, 9.

## POUGHKEEPSIE, N. Y.

1920 Population, 35,000. (Present Estimate 48,000).

City and Suburban Estimate, 150,000.

Native Whites, 80%; Negroes, 2½%; Foreign Born, 12½%.

Schools: Public Grade, 10; High, 1; Parochial, 4.

Churches: Baptist, 3; Christian Science, 2;

Congregational, 1; Episcopal, 4; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 8.

Banks: National, 4; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: New York Central; Central New England Division of New York, New Haven & Hartford R. R., one of the most important freight lines of the New Haven System. Bus lines within a radius of twenty miles.

Principal Industries: Farm implements, plows, bearings, printing presses, auto parts, accessories, buttons, women's and men's clothing, chemicals, electrical supplies, cigars, piano hammers, celluloid, machine parts, hardware, elevators, paper boxes, horsehoes, cutlery, boilers, varnishes, cough drops.

Manufacturing Establishments: 84. Leading firms, De Laval Separator Co., Hoe Corp., Schatz Mfg. Co., R. W. Delapena Co., E. I. Du Pont de Nemours Co., Tussell Mfg. Co., A. C. Deeten Lumber Co., Gartex Co.

Special Information: Total employment, 3,500; Payroll, \$71,000 (63% normal). These figures furnished by the Manufacturers' Assn. The city is ideally located half-way between New York and Albany on the Hudson River. The principal industry is the manufacture of the De Laval Cream Separator. Poughkeepsie is the county seat of Dutchess County; the home of Vassar College and Eastman Business College. Its public school system is splendid.

Residential Features: Beautiful shade trees; fine pavements; easy access to shopping district; great many apartment houses; two family houses and private homes.

Retail Shopping Section: Main street between N. Clinton and Washington streets, Market street, Academy street. Business districts extends two blocks north and south of Main street. There are about 850 retail mercantile establishments, including all lines of trade.

Trading Area: An average radius of twenty miles on either side of the Hudson River.

Wholesale Houses: Groceries, 3; Meats, 5; Fruits, 3; Miscellaneous Lines, Bakers, 1; Confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 12; automobile tire agencies, 10; bakers, 29; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 55; delicatessen, 13; dressmakers, 79; druggists, 30; dry goods, 26; department stores, 4; electrical supplies, 22; florists, 11; fruits, 23; furniture, 17; furriers, 8; garages (public), 42; grocers, 110; hardware, 10; jewelry, 21; meat markets, 52; men's furnishings, 15; men's clothing, 15; merchant tailors, 42; milliners, 13; opticians, 5; photographers, 9; pianos (and miscellaneous musical instruments), 9; radio supplies, 6; restaurants

(including hotels), 59; shoes, 23; sporting goods, 4; stationers, 7; women's apparel, 20.

## ROCHESTER, N. Y.

1920 Population, 295,750.

City and Suburban Estimate, 600,000.

Native Whites, 75%; Negroes, .005%; Foreign Born, 25%; Industrial Workers, 43%; English Reading, 98%; Families, 68,247.

Schools: Public Grade, 44; High, 4; Junior High, 4; Parochial, 34; Number of Pupils, 69,513.

Educational facilities, include University of Rochester, one of the best equipped institutions in the country; and Rochester Athenaeum and Mechanics Institute, fourth greatest trade school in the country. Eastman School of Music, combines school of music and motion picture-symphony concert auditorium; gift of George Eastman to citizens of Rochester, to be administered by the University of Rochester.

Churches: Baptist, 15; Christian Science, 2; Congregational, 2; Episcopal, 12; Hebrew, 14; Methodist, 14; Presbyterian, 20; Roman Catholic, 30; Miscellaneous, 31.

Banks: National, 1; State, 11; Total Resources, \$316,237,028. Savings Bank Deposits Total, \$104,387,048.

Theatres: Legitimate, 1; Moving Pictures, 27; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 45,000.

Location: Rochester is located in the heart of one of the richest orchard and farming country on the continent. To the manufacturer, Rochester's transportation facilities compare most advantageously. Five steam railroads serve it; New York Central; Buffalo, Rochester and Pittsburgh; Lehigh; Pennsylvania, and Erie. The New York State "1000-ton" Barge canal, with a magnificent harbor, extending to within 300 yards of Main street, passes along the southern edge of the city. There are also five interurban lines leading into Rochester as well as numerous bus lines. Lake Ontario is but seven miles away, with good harbor for shipping facilities to the Great Lakes.

Principal Industries: Number of establishments, 1,367; Persons engaged, 77,252; Proprietor and firm members, 1,056; Salaried employees, 3,229; Wage earners (average number), 63,792; Capital invested, \$273,320,038; Salaries and wages, \$94,118,788; Salaried, 24,872,651; Wages, \$69,246,137; cost of materials, \$159,028,320; value of products, \$351,416,379; cameras, films and photographic accessories, optical goods, thermometers, canned steel tanks, office equipment, shoes, men's clothing, typewriter ribbons, furniture, etc.

Manufacturing Establishments: 1,367. Leading firms, Eastman Kodak Co., Bausch & Lomb Optical Co., Yawman & Erbe Mfg. Co., Pfandler Co., General Ry. Signal Co., Levy Bros. & Ad-

PORT CHESTER, New York  
THE DAILY ITEM

Is read every evening in 4,500 homes in southeastern Westchester and Fairfield counties, a territory of thriving industrial enterprises, flourishing business concerns, and beautiful residential sections of the wealthy.

Field of concentrated circulation includes

Port Chester, Rye, Harrison and Marmonneck, N. Y., and Greenwich, Conn.

4,210,250 Lines of Advertising

Carried during first ten months of 1924 give conclusive proof Of Advertisers' Faith in Daily Item Results

Foreign Representative

GEORGE B. DAVID

110 East 42nd Street

New York City

**NEW YORK (Cont'd)**

ier, Stein-Bloch Co., Fashion Park, Taylor Instrument Co., Todd Protocograph Co., Gleason Works.

**Residential Features:** The majority are one-family houses. There are no tenement districts. The streets are all well lighted and paved. Few cities can equal Rochester in the matter of residences. It has been truly called a city of beautiful homes.

**Retail Shopping Section:** Extends along East and West Main Sts., State St., St. Paul St., Clinton Ave., north and south, and on East Ave. There are six neighborhood shopping sections with the usual number of grocery, drug, hardware, meat markets, and miscellaneous stores.

**Trading Area:** Extends 35 miles east and west of the city, and 40 miles south. This area is intimately linked to Rochester by improved roads, railroads, electric, and bus lines. Rochester is the natural center of distribution for this rich trading territory.

**Wholesale Houses:** Groceries, 7; Meats, 6; Fruits, 15; Hardware, 2; Dry Goods, 6; Miscellaneous Lines, Drugs 2, Tobacco and Cigars 15.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 48; commercial auto. agencies, 18; automobile accessories, 157; automobile tire agencies, 20; bakers, 154; cigar stores and stands (including hotels), 105; confectioners (including hotel stands), 310; delicatessen, 40; dressmakers, 244; druggists, 112; dry goods, 190; department stores, 5; electrical supplies, 14; florists, 42; fruits, 70; furniture, 30; furriers, 14; garages (public), 150; grocers, 1,055; hardware, 50; jewelry, 95; meat markets, 275; men's furnishings, 39; men's clothing, 85; merchant tailors, 40; milliners, 78; opticians, 39; photographers, 53; pianos (and miscellaneous musical instruments), 26; radio supplies, 22; restaurants (including hotels), 300; shoes, 150; sporting goods, 12; stationers, 9; women's apparel, 32.

See columns 3 and 4

**ROME, N. Y.**

1920 Population, 26,341.

**City and Suburban Estimate:** 32,000 in city and suburbs. 50,000 in Rome's trading area.

**Native Whites, 80%; Negroes, less than 1%; Foreign Born, 20%; Industrial Workers, 30%; English Reading, 85%; Families, 5,000.**

**Schools:** Public Grade, 8; High, 1; Private Schools, 3; Parochial, 3; Number of Pupils, 3,000.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

**Banks:** National, 1; Trust, 1; Savings, 2; Total Resources, \$18,484,243; Savings Bank Deposits Total, \$7,340,256.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville and Burlesque, 1; Burlesque and Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 2,300.

**Location:** On Mohawk River, barge canal. Served by N. Y. Central, N. Y. Ontario & Western R. R., Rome Watertown & Ogdensburg R. R., New York State Railways (trolley with eight or nine well-equipped and supported auto bus lines radiating in every direction from city).

**Principal Industries:** Brass and copper working, wire drawing, hollow wire and tube making, locomotive rebuilding, radiator, tea kettle and bedstead making, knitting mills, cigar factories, canning factories. One-tenth of all the copper used in the United States is manufactured here.

**Manufacturing Establishments:** 35. Leading firms, Rome Brass & Copper Company, Rome Wire Co., Rome Mfg. Co., Spargo Wire Co., Rome Metallic Bedstead Co., American Can Co. Plant, Kent Vacuum Canner Co., Rome Iron Mill, Rome Textile Co. Total value of yearly output of factories estimated at \$30,000,000.

**Special Information:** Rome contains 72 square miles. Five square miles are inside the corporation tax district, the other 67 miles enjoying a lower tax rate. Rome is on the side of Old Fort Stanwix, "the fort that never surrendered." Here occurred the defeat and destruction of St. Leger's forces during the Revolutionary War, the defeat having much to do with the eventual victory of the Colonies. The American flag was first unfurled in battle in the face of the enemy at Old Fort Stanwix. Rome is extremely prosperous and progressive.

**Residential Features:** Eight or ten of the principal residential streets comprise one of the finest sections of homes to be found in any city in the State. Beautiful side streets and avenues, well paved, beautifully shaded with giant elms nearing century old. 85 per cent own their own homes. 90 per cent of residences are one family homes, with spacious grounds, all well kept. Ordinary homes range in value from \$8,000 to \$11,000 while elaborate residences run up to hundreds of thousands.

**Retail Shopping Section:** Consists of four blocks on W. Dominick street, one on E. Dominick, four on N. James street, two on S. James, one on N. Washington street. Many retail stores are scattered in all parts of city, with several groups of retail trading. Centers in different sections, each with its meat market, grocery, barber shop, etc.

**Trading Area:** 10 miles west, 20 miles north, 10 miles east, 10 miles south.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Hardware, 3; Miscellaneous Lines, 240.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 14; bakers, 17; cigar stores and stands (including hotels), 37; confectioners (including

hotel stands), 18; delicatessen, 1; dressmakers, 13; druggists, 11; dry goods, 7; department stores, 5; electrical supplies, 7; florists, 3; fruits, 83; furniture, 5; furriers, 9; garages (public), 23; grocers, 133; hardware, 3; jewelry, 7; meat markets, 18; men's furnishings, 18; men's clothing, 16; merchant tailors, 12; milliners, 7; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 37; shoes, 11; sporting goods, 6; stationers, 5; women's apparel, 7.

**SALAMANCA, N. Y.**

1920 Population, 9,276.

**City and Suburban Estimate,** 11,000.

**Native Whites, estimated 75%; Foreign Born, 25%; Industrial Workers, 90%; English Reading, 90%; Families, 2,000.**

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,500.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 2; Miscellaneous, 1.

**Banks:** National, 1; State, 1; Total Resources, \$4,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Total number of seats about 2,000.

**Location:** On Allegany River, 60 miles south of Buffalo. Served by Erie, Buffalo, Rochester & Pittsburgh and Pennsylvania railroads, and Olean, Salamanca & Bradford Ry. (electric). A divisional terminal point, residence of many railroad employees.

**Principal Industries:** Furniture manufacturing, tanneries, veneer, plate glass, railroad shops, woolen mills.

**Manufacturing Establishments:** 25. Leading firms, Salamanca Furniture Co.; Sterling Furniture Co.; Fancher Furniture Co.; Ashworth Odell Worsted Co.; Union Tanning Co.; Moench & Sons Tanning Co.

**Special Information:** Salamanca is the gateway to Allegany State Park, the newest addition to New York's state park system, containing about 65,000 acres of mountainous woodland.

**Residential Features:** Mostly one and two family houses. Private homes predominate.

**Retail Shopping Section:** Main street, four blocks; River street, one block; Atlantic street, one block; Wildwood avenue, one block; Broad street, two blocks. Neighborhood stores at East End and West End.

**Trading Area:** Extends about 20 miles west and north and ten miles east and south.

**Wholesale Houses:** Cigars, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 22; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 8; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 3; fruits, 12; furniture, 2; furriers, 1; garages (public), 9; grocers, 34; hardware, 3; jewelry, 5; meat markets, 23; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 8; sporting goods, 1; stationers, 5; women's apparel, 4.

**SARATOGA SPRINGS, N. Y.**

1920 Population, 13,181.

**City and Suburban Estimate,** 19,000.

**Native Whites, 85%; Negroes, 3.7%; Foreign Born, 11.3%; Industrial Workers, 26%; English Reading, 92%; Families, 3,568.**

**Schools:** 9; Number of Pupils, 2,650.

**Churches:** 14.

**Banks:** 2; Total Resources, \$9,900,000.

**Theatres:** 3. Total number of seats, 3,100.

**Location:** N. Y. Central R. R. and D. & H. R. R. Trolley to Schenectady and Albany.

**Residential Features:** Mostly one and two family houses.

**Retail Shopping Section:** About six blocks. Trading Area: 15 miles radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 15; bakers, 20; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 29; dressmakers, 20; druggists, 10; dry goods, 11; department stores, 2; electrical supplies, 5; florists, 3; fruits, 11; furniture, 9; furriers, 3; garages (public), 15; grocers, 96; hardware, 6; jewelry, 11; meat markets, 26; men's furnishings, 12; men's clothing, 20; merchant tailors, 7; milliners, 12; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 21; shoes, 20; sporting goods, 3; stationers, 2; women's apparel, 8.

**SAUGERTIES, N. Y.**

1920 Population, 4,013.

**City and Suburban Estimate,** 10,000.

**Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 98%; Families, 1,054.**

**Schools:** 3; Number of Pupils, 612.

**Churches:** 6.

**Banks:** 3; Total Resources, \$3,740,000.

**Theatres:** 2. Total number of seats, 1,600.

**Location:** On West Shore R. R.

**Residential Features:** Mostly one family houses.

Continued on page 156

# Rochester People Have More Time To Read the Morning Paper

It is in the morning that Rochester people, especially Rochester women, have time to read. More time to read means more thorough reading—both of news and advertisement.

The great and increasing popularity of the motion picture, automobile, evening parties, radio and Mah Jongg—all of them vying with each other for monopoly of the evening hours—indisputably demonstrates the fact that the average Rochester family has less time to read the evening newspaper than ever before.

The morning more-time-to-read factor in Rochester means that the morning newspaper is the most aggressive advertising force and the Democrat and Chronicle, as Rochester's leading morning newspaper, is your logical advertising medium because it brings the greatest volume of productive RESULTS for your advertising dollars.

Create interest with the morning newspaper before the buying action takes place.

## The Rochester, N. Y.

**Democrat & Chronicle**

Rochester's Leading Newspaper

New York Boston PAUL BLOCK Detroit Chicago

## NEW YORK (Cont'd)

## Saugerties (con't)

Retail Shopping Section: Five blocks.

Trading Area: 12 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 3; dry goods, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 1; furriers, 1; garages (public), 15; grocers, 13; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

## SCHENECTADY, N. Y.

1920 Population, 100,000.

City and Suburban Estimate, 120,000.

Native Whites, 92%; Negroes, 4%; Foreign Born, 37%; Industrial Workers, 30%; English Reading, 90%; Families, 20,000.

Schools: Public Grade, 24; High, 1; Junior High, 2; Parochial, 7; Number of Pupils, 21,808.

Churches: Baptist, 6; Christian Science, 2; Congregational, 2; Episcopal, 4; Hebrew, 6; Methodist, 10; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 33.

Banks: National, 2; State, 4; Total Resources, \$64,281,417.01; Savings Bank Deposits Total, \$33,151,374.83.

Theatres: Legitimate, 1; Moving Pictures, 18; Vandeville, 1; Burlesque, 1; Total number of seats, 12,500.

Location: Located on the Mohawk River, accessible by New York State Barge Canal with good harbor and terminal buildings. Served by the New York Central, Delaware & Hudson River, Boston & Maine and West Shore Railroads. The Schenectady Railway Company operates excellent trolley service to Albany, Saratoga, Troy and points between. Also bus service is very efficient.

Principal Industries: Electrical machinery, locomotives and electrical supplies.

Manufacturing Establishments: 12. Leading firms, General Electric Company; American Locomotive Company; Weber Electric Co.; Mica Insulator Works; Thos. Wilson Co.; Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Here is to be the Great Western Gateway Bridge, the key to all western bound traffic. Transportation facilities are excellent in Schenectady. This is evidenced by the fact that the Federal Government located its huge warehouses here during the World War and has seen fit to maintain them as permanent warehouses. Located within easy reach of many fine summer resorts in the Adirondacks, Berkshires and beautiful Susquehanna Valley. Within four hours of New York City by train. Its prosperity is shown by the number of automobiles here. There are more automobiles in Schenectady than in any other city of its size in the United States.

Residential Features: Mostly one and two family houses. Private homes predominate. These are owned by industrious workmen. The entire northeastern section of the city is composed of fine homes. Here also is located Union College with its beautiful grounds and buildings.

Retail Shopping Section: The heart of the business section is from the 100 block to the 900 block on State street, the main thoroughfare. There are a number of cross town business streets such as Ferry street, Broadway, 80, Center street, Jay street and Lafayette street. There are two outlying sections that are really individual neighborhood sections, and about 6 smaller sections, with grocery, confectionery, meat and other small shops.

Trading Area: Extends about 12 miles west, north and east and about 20 miles south.

Wholesale Houses: Groceries, 5; Meats, 6; Fruits, 2; Hardware, 1; Miscellaneous Lines, Confectionery, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto. agencies, 6; automobile accessories, 28; automobile tire agencies, 20; bakers, 42; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 125; delicatessen, 10; dressmakers, 30; druggists, 40; dry goods, 41; department stores, 6; electrical supplies, 7; florists, 15; fruits, 15; furniture, 35; furriers, 13; garages (public), 79; grocers, 310; hardware, 23; jewelry, 30; meat markets, 116; men's furnishings, 20; men's clothing, 30; merchant tailors, 107; milliners, 31; opticians, 15; photographers, 15; pianos (and miscellaneous musical instruments), 11; radio supplies, 17; restaurants (including hotels), 104; shoes, 29; sporting goods, 7; stationers, 6; women's apparel, 28.

See announcement bottom columns 2 and 3

## SYRACUSE, N. Y.

City and Suburban Estimate, 250,000.

1920 Population, 171,717.

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 22%; English Reading, 92%; Families, 41,558.

Schools: Public Grade, 35; High, 3; Junior High, 5; Parochial, 15; Number of Pupils, 38,093.

Churches: Baptist, 8; Christian Science, 1; Congregational, 5; Episcopal, 9; Hebrew, 8; Methodist, 17; Presbyterian, 9; Roman Catholic, 16; Miscellaneous, 28.

Banks: National, 4; Total Resources, \$190,631,590.14; Savings Bank Deposits Total, \$52,940,719.00; Trust Cos., 3; Savings Banks, 2.

Theatres: Legitimate, 1; Moving Pictures, 34; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 35,717.

Location: Central part of New York State on N. Y. C., Lackawanna and West Shore Railroads. Served by six electric railroads. Motor freight and passenger service on all radiating highways.

Principal Industries: Iron, steel, automobiles, and parts, machinery supplies, furniture, soda ash and by-products, china and crockery, shoes, food products, candles, typewriters, conveying systems, washing machines, electric goods, agricultural implements, heating apparatus.

Manufacturing Establishments, 750. Leading firms: H. H. Franklin Auto. Co., Brown-Lipe-Chapin Co., Brown-Lipe Gear Co., Solvay Process Co., A. E. Nettleson Shoe Co., L. C. Smith Typewriter Co., Onondaga Pottery Co., Crouse-Hinds Electrical Co., The Lamson Co., The Bonheur Co., Will & Baumer Candle Co., C. C. Bradley & Son, Globe Malleable Iron & Steel Co., Halcomb Steel Co., Merrill Soule Co., U. S. Hoffman Machinery Co., Elgin A. Simonds Furn. Co., Syracuse Washer Co.

Annual output, \$223,000,000.

Special Information: The ideal convention city of the east. Distributing point for merchandise for central and northern New York. Home of Syracuse University with about 6,000 students. New York State Fair annually. Automobiles in county, over 40,000.

Residential Features: One and two-family houses, with many large modern apartments. Several high class residential sections. Street car and bus service to outlying sections.

Retail Shopping Section: Extends from Clinton Square, which forms heart of business section, and terminal for suburban trolley and bus lines, for 8 blocks north and 10 blocks south on Salina St. Retail section includes 5 blocks on Clinton St., 8 on Warren St., 7 on Genesee St., 5 on Fayette, 3 on Jefferson, 5 on Onondaga, 3 on James, 3 on State and several blocks on other streets. Four large outlying neighborhood sections in addition to usual grocery and small shops.

Trading Area: About 35 miles in all directions. Intermittent business from people at greater distances, because of fine trolley and bus service. Conventions, fairs, and large sales draw crowds from points beyond usual trading area.

Wholesale Houses: Groceries, 15; Meats, 8; Fruits, 18; Hardware, 1; Dry Goods, 5; Miscellaneous Lines: Dairy Supplies, 5; Conf., 16; Tob., 8; Drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies,

38; commercial auto. agencies, 8; automobile accessories, 78; automobile tire agencies, 36; bakers, 115; cigar stores and stands (including hotels), 500; confectioners (including hotel stands), 152; delicatessen, 14; dressmakers, 256; druggists, 75; dry goods, 85; department stores, 5; electrical supplies, 30; florists, 27; fruits, 150; furniture, 70; furriers, 20; garages (public), 111; grocers, 896; hardware, 30; jewelry, 56; meat markets, 148; men's furnishings, 60; men's clothing, 30; merchant tailors, 204; milliners, 48; opticians, 17; photographers, 38; pianos (and miscellaneous musical instruments), 17; radio supplies, 18; restaurants (including hotels), 200; shoes, 83; sporting goods, 15; stationers, 8; women's apparel, 48.

See columns 3 and 4, page 157

## TARRYTOWN, N. Y.

1920 Population, 11,734.

City and Suburban Estimate, 22,500.

Foreign Born, 60%; English Reading, 85%.

Schools: Public Grade, 5; High, 2; Parochial, 1; Number of Pupils, 3,820.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 5.

Banks: National, 2; Total Resources, \$10,000,000.00.

Theatres: Moving Pictures, 2; Vandeville, 1. Location: Local New York Central Main line, Putnam Division Railroad, ferry line crossing Hudson to Nyack, three large boats, capacity 46 automobiles, 20 minute service. Mostly all shipping within radius of 50 miles is direct by automobile truck. On deep water of Hudson River.

Principal Industries: Chevrolet Motor Co., C. M. S. Corp., builders of ovens for automobile industry. Three automobile body building corporations. Fisher Bodies Corporation. Home of Pierson Nurseries, Pottery Works, Tarrytown Terminal Corp.

Special Information: Is the home of Marymount College for girls; Castle School for Girls; Irving and Haekley Boys Schools; home of the nationally famous Rockwood Golf Club and of the Rockefeller's, the Goulds, etc. The assessed valuation of Tarrytown is \$26,000,000. Exempt valuation about \$7,000,000.

Residential Features: Divided into two sections. North Tarrytown mostly two, three and four family apartment houses with limited residential section. Tarrytown mostly residential. Single family houses average about \$8,000. Values very high due to close proximity to New York City.

Retail Shopping Section: Broadway, Main street upper and lower, Depot Square, Plaza, Orchard street, Cortland street and Beekman avenue. Four outlying small shopping districts.

Trading Area: About five miles. Center for Irvington, Dobbs Ferry, Hastings, Ardsley.

(Continued on page 157)

## THE 3 THREES

ELSEWHERE you will read about Utica and the Heart of the Empire State. Here you want boiled-down copper-distilled essence of the medium you will use. So, briefly, 'tis thus:—

## Merchandising

Our merchandising department receives letters of commendation for its work from agencies and advertisers that any paper in the country might envy. It has made Utica an excellent try-out city by which future success can be gauged with real confidence.

## Advertising

You know what department store advertising in a paper indicates. Well, so far this year (10 months of 1924) the Observer-Dispatch carried, six days against six days, 96% more than its competitor. Our Sunday issue would have raised that percentage considerably.

## Circulation

People who don't read the Observer-Dispatch in Utica are so scarce that it discourages subscription canvassers. The town is plastered solid. In some of the near-by towns it's even worse. More O-D's sold than there are houses! Over 39,000 is the present (Nov., 1924) total distribution—and growing.

Send for Utica booklet

## Utica Observer-Dispatch

Member Empire State Group  
Each the Leader in Its Field

J. P. MCKINNEY & SON  
New York

Chicago Los Angeles

## In Schenectady

—the most prosperous community in Eastern  
New York—it's

## The UNION-STAR

Dominant in the HOME  
—and in the EVENING

The newspaper that has shown a substantial GAIN in both NATIONAL and LOCAL Advertising EVERY month of the year 1924, over corresponding months of 1923—and 1923 was a record year.

Leads in Local News, Foreign News, Market News, Feature News, Automotive News, Radio News—Comics.

—Weekly payroll of General Electric Company and American Locomotive Co. more than \$1,000,000.00  
—1924 Christmas Clubs—\$1,260,000.00.

Where a "Try-Out" Campaign Succeeds.

CHAS. H. EDDY CO., National Representative  
New York Chicago Boston



**NEW YORK (Cont'd)**

**Tarrytown (con't)**

Elmsford, Ossining, East View, Glenville, Nyack three miles to the west.

Wholesale Houses: Fruits, 3; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 14; delicatessen, 4; druggists, 6; dry goods, 5; department stores, 1; electrical supplies, 5; florists, 6; grocers, 15; hardware, 4; jewelry, 3; meat markets, 18; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 1; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 11; shoes, 3; sporting goods, 2; stationers, 13; women's apparel, 3.

**UTICA, N. Y.**

1920 Population: 94,156 last census. Present estimate 105,000.

City and Suburban Estimate: 300,000.

Native Whites, 78,000; Negroes, few; Foreign Born, 20,000; Industrial Workers, 20,000; English Reading, 80%; Families, 25,000.

Schools: Public Grade, 24; High, 1; Parochial, 7; Number of Pupils, 18,251.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 8; Hebrew, 4; Methodist, 8; Presbyterian, 5; Roman Catholic, 16; Miscellaneous, 21.

Banks: National, 3; State Banks and Trust Co.'s, 5; Total Resources, \$95,000,000; Savings Bank Deposits Total, \$44,000,000.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 30,000.

Location: In central New York in the Mohawk Valley, 200 miles from Buffalo, 250 miles from New York City, on the New York Central, West Shore, R. W. & O., D. L. & W., and Ontario & Western railroads. Barge canal, state highways.

Principal Industries: Textiles and metal products. Clothing, underwear, outerwear, cotton, wool and silk, sheets, pillow cases, heating apparatus, brass and iron beds and springs, sweaters, caps, etc. Automobile shields, mufflers, firearms, etc. Paper boxes, compressors, lead-pipe, tools, tire fabric, and hammers.

Manufacturing Establishments: Leading firms, Utica Knitting Co.; Foster Bros. Mfr. Co.; Utica Steam & Mohawk Valley Cotton Co.; McLaughlin Textile Co.; International Heater Co.; Kincaid & Kimball; Roberts-Wicks Co.; Brunner Mfg. Co.; Drop Forge Tool Co.; Savage Arms Co.; Foamite-Childs Co.

Special Information: Utica has remarkable advantages in its location. The Mohawk Valley is the great east and west transportation route. Fifty miles north are the Adirondacks, from which come water and power in abundance. 100 miles south are the Pennsylvania coal mines. The city is splendidly equipped with churches, schools, hotels, theatres, hospitals, orphan asylums, etc. It is the natural trading center for an extensive region including many prosperous smaller cities and villages. Many national concerns have branches here.

Residential Features are noticeably fine. Many beautiful streets and homes. Extensive park system. Much building activity in suburban districts. Excellent trolley service all directions. Single fares carry passengers 5 to 8 miles. All important streets paved. Kept very clean. Water supply excellent. City lighted by electricity from Trenton Falls 15 miles northward.

Retail Shopping Section: Genesee street, 1 mile; Columbia street, 1/2 mile; Lafayette street, 1/2 mile; Bleecker street, 1 mile; Blandina, 2 blocks; Deveraux, 1 block; Ellice, 1 block; Liberty, 3 blocks; Elizabeth, 3 blocks; Washington, 4 blocks; Seneca, 3 blocks; Hotel, 2 blocks; John, 4 blocks.

Trading Area: 25 to 30 miles at all seasons. In summer 50 miles on account of use of automobiles. Utica is in the very center of New York State, with seven steam roads, extensive trolley lines to suburban towns and state highways in all directions.

Wholesale Houses: Groceries, 24; Meats, 12; Fruits, 25; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 8; automobile accessories, 30; automobile tire agencies, 28; bakers, 50; cigar stores and stands (including hotels), 82; confectioners (including hotel stands), 82; delicatessen, 10; dressmakers, not listed; druggists, 43; dry goods, 64; department stores, 5; electrical supplies, 26; florists, 32; fruits, 14; furniture, 40; furriers, 10; garages (public) 78; grocers, 661; hardware, 23; jewelry, 50; meat markets, 124; men's furnishings, 31; men's clothing, 63; merchant tailors, 72; milliners 27; opticians, 17; photographers, 22; pianos (and miscellaneous musical instruments), 12; radio supplies, 11; restaurants (including hotels), 88; shoes, 55; sporting goods, 7; stationers, 9; women's apparel, 55.

See column 4, page 156, and column 1 of this page

**TONAWANDA and NORTH TONAWANDA, N. Y.**

1920 Population, 25,550. City and Suburban Estimate, 35,000. Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 27%; English Reading, 85%; Families, 5,811.

Continued on page 158

When you come to

**UTICA**

You're in the heart of New York State.

Utica is the chief city in the Famous Mohawk Valley.

The **UTICA DAILY PRESS** is the only morning newspaper in this important field.

The Press Has a Big Influence, and Advertisers in it Realize Results.

The Press Has Recently enlarged its plant and installed a New Hoe Octuple Printing Press.

The Press Has Full Associated Press Service and Every Facility For Producing a Complete Newspaper.

The Press is entirely Owned and Conducted by Uticans. The Management Has Been Practically Continuous since 1882.

When Advertising Comes to the **UTICA DAILY PRESS** it Comes to the Right Place.

When Prosperity Prevails Anywhere it Prevails Among the Central New Yorkers who Read the

**UTICA Daily Press**

**The Syracuse Herald**

Leads all other Syracuse newspapers during the first ten months of 1924

**LOCAL ADVERTISING**

The Herald leads the 2nd paper by 2,430,743 lines  
The Herald leads the 3rd paper by 1,560,433 lines  
The Herald leads the 4th paper by 3,984,806 lines

**NATIONAL ADVERTISING**

The Herald leads the 2nd paper by 193,018 lines  
The Herald leads the 3rd paper by 399,532 lines  
The Herald leads the 4th paper by 950,824 lines

**AUTOMOBILE ADVERTISING**

The Herald leads the 2nd paper by 179,410 lines  
The Herald leads the 3rd paper by 340,235 lines  
The Herald leads the 4th paper by 481,691 lines

**TOTAL ADVERTISING**

The Herald leads the 2nd paper by 2,803,171 lines  
The Herald leads the 3rd paper by 2,300,200 lines  
The Herald leads the 4th paper by 5,417,321 lines

The Herald is recognized by local and national advertisers as the best advertising medium in Syracuse.

**Special Representatives**

**PRUDDEN, KING & PRUDDEN, Inc.**

270 Madison Avenue  
New York

Globe Building  
Boston

Steger Building  
Chicago

507 Montgomery St.  
San Francisco, Calif.

514 Leary Building  
Seattle, Washington

San Fernando Building  
Los Angeles, Calif.

# NEW YORK and NORTH CAROLINA Markets in Standard Surveys

## NEW YORK (Cont'd)

Tonawanda and North Tonawanda (cont.)  
 Schools: 14; Number of Pupils, 5,160.  
 Churches: 25.  
 Banks: 3; Total Resources, \$14,000,500.  
 Theatres: 4. Total number of seats, 2,500.  
 Location: On New York Central R.R.  
 Principal Industries: Box board, steel, ship-building.  
 Residential Features: Mostly one and two family houses.  
 Retail Shopping Section: 7 blocks in North Tonawanda and 5 blocks in Tonawanda.  
 Trading Area: About 10 miles radius.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 10; automobile accessories, 16; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotel stands), 20; delicatessen, 1; dressmakers, 20; druggists, 8; dry goods, 13; department stores, 3; electrical supplies, 6; florists, 5; fruits, 12; furniture, 4; garages (public), 12; grocers, 55; hardware, 10; jewelry, 6; meat markets, 25; men's furnishings, 9; men's clothing, 14; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 7.

## TROY, N. Y.

1920 Population, 72,013.  
 City and Suburban Estimate: 118,141.  
 Native Whites, 83.2%; Negroes, 9%; Foreign Born, 15.9%; Industrial Workers, 23%; Families, 14,462.  
 Schools: Public Grade, 18; High, 3; Parochial, 11; Number of Pupils, 11,838.  
 Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 8; Hebrew, 3; Methodist, 11; Presbyterian, 13; Roman Catholic, 14; Miscellaneous, 9.  
 Banks: National, 5; Total Resources, \$39,753,020.55; Savings Banks Deposits Total, \$14,500,000.00; Trust Co., 1, \$3,750,000.00.  
 Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 16,400.  
 Location: On the east side of the Hudson River, 150 miles from New York City. Shipping center of the Delaware & Hudson, New York Central and Rutland Railroads, and terminal of the Boston & Main R. R., at the head of navigation on the Hudson River with direct water route to N. Y. City. Eastern terminus of N. Y. State Barge Canal System. Converging point for four interurban electric railways serving communities within a radius of 60 miles. Regular bus service to points in Massachusetts and Vermont.  
 Principal Industries: Manufacture of shirts and collars, bells, bolters, chains, fire hydrants, furnaces, horsehoes, laundry machinery, malleable iron and steel rail joints and valves. Ford Motor Co. located directly across the Hudson River. Abrasives, blowers and fans, cord, cotton waste, fire brick, hydro-extractors, handkerchiefs, knit goods, merchant iron, metal store front bars, marine engines, rail joints, scales, stamped tinware, thermometers, towels, washcloths, underwear and other products.

Manufacturing Establishments: Approximately, 875. Leading firms, Cluett-Resibo & Co. Inc.; Geo. P. Ide & Co.; Earl & Wilson; Lion Collars, Inc.; Hall-Hartwell & Co.; C. W. Ferguson Collar Co. Inc.; Van Zandt's, Inc.; Burden Iron Co.; Ludlow Valve Mfg. Co.; W. & L. E. Gurley; Troy Malleable Iron Co.; Manning Abrasive Co.; Menely Bell Co.; Fuller & Warren; Toluhrast Machine Works; Continuous Roll Joint Co. Total value of yearly output of factories estimated at more than \$60,000,000.  
 Special Information: Manufactures 90 per cent of the collars and cuffs made in the U. S. Location of Troy makes it the Hub of a radiating system of varied methods of freight distribution, 150 miles by rail or water to New York; 300 miles by rail or barge canal to Buffalo; 250 miles by rail to Montreal, and 100 miles by rail to Boston.  
 Residential Features: Mostly one and two family type houses. Private homes predominate.  
 Retail Shopping Section: There are nearly three miles of stores and shops in the retail center, on River street, Congress street, Broadway, State street, King street, Fulton street, Third street and intersecting streets.  
 Trading Area: Has a radius of approximately 30 miles, embracing a population of 500,000. Business from cities and towns further north is also brought to Troy, because of excellent trolley and train service.  
 Wholesale Houses: Groceries, 8; Meats, 6; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Drugs, 2; Confectioner, 5; Shoes, 1; Tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 15; automobile accessories, 98; automobile tire agencies, 45; bakers, 43; cigar stores and stands (including hotels), 600; confectioners (including hotel stands), 80; delicatessen, 10; dressmakers, 97; druggists, 33; dry goods, 30; department stores, 6; electrical supplies, 24; florists, 20; fruits, 40; furniture, 23; furriers, 13; garages (public), 57; grocers, 299; hardware, 12; jewelry, 24; meat markets, 82; men's furnishings, 30; men's clothing, 43; merchant tailors, 52; milliners, 30; opticians, 10; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 13; restaurants (including hotels), 72; shoes, 35; sporting goods, 5; stationers, 14; women's apparel, 35.

## WATERTOWN, N. Y.

1920 Population, 31,285.  
 City and Suburban Estimate: 95,000 to 100,000.  
 Native Whites, 25,342, 81%; Negroes, 94, 1/2 of 1%; Foreign Born, 5,529; Industrial Workers, 3,105; English Reading 97.1%; Families, 7,000.  
 Schools: Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 6,740 in spring of 1923.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 9.  
 Banks: National, 5; State, 1; Total Resources, \$37,878,433.94; Savings Bank Deposits Total, \$14,256,929.50. (Loan Assn. deposits of \$539,321.55).  
 Theatres: Moving Pictures, 5; Vaudeville, 1; Total number of seats, 6100.  
 Location: On Black River, 11 miles from Lake Ontario on New York Central Railroad. Excellent bus service.  
 Principal Industries: Paper and wood pulp, foundry and machine shop products, silks, plumbers' supplies, flour and grist mill products, bags, paper, knit goods, gloves.

Manufacturing Establishments: 240. Leading firms, St. Regis Paper Co., Knowlton Bros., Harmon Machine Co., H. H. Babcock, Tooley Mill, Mill, Bagley & Sewell, Shaugnessy Knitting Co., Taggart Paper, Watertown Silk Mfg. Co., Hinde & Dauche Bros. Co., International Paper Co. Total value of yearly output of factories estimated at \$14,770,005 (1921).  
 Residential Features: One and two family homes predominate, a great many private residences. A very fine residential section.  
 Retail Shopping Section: Public square, 6 blocks; Washington street, 1 block; Stone street, 1 block; Court street, 6 blocks; Arsenal street, 2 blocks; State street, 3 blocks; Mill street, 2 blocks; Main street, 2 blocks.  
 Trading Area: Bordered by Lake Ontario and St. Lawrence River on the northwest and 40 miles on south and east.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 8; Miscellaneous Lines, Auto Accessories, 2; Bakers, 3; Drugs, 1; Confectioners, 4; Paper, 4; Jewelry, 2; Lumber, 1.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 17; automobile accessories, 9; automobile tire agencies, 22; bakers, 13; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 26; dressmakers, 33; druggists, 15; department stores, 6; electrical supplies, 8; florists, 5; fruits, 9; furniture, 12; furriers, 6; garages (public) 17; grocers, 148; hardware, 5; jewelry, 13; meat markets, 20; men's furnishings, 18; men's clothing, 13; merchant tailors, 1; milliners, 15; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 19; radio supplies, 2; restaurants (including hotels), 28; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 18.

## WELLSVILLE, N. Y.

1920 Population, 4,996.  
 City and Suburban Estimate, 7,500.  
 Native Whites, 91%; Negroes, 2%; Foreign Born, 7%; Industrial Workers, 26%; English Reading, 98%; Families, 1,388.  
 Schools: 6; Number of Pupils, 1,400.  
 Churches: 6.  
 Banks: 2; Total Resources, \$4,240,000.  
 Theatres: 2. Total number of seats, 1,100.  
 Residential Features: Mostly one family houses.  
 Retail Shopping Section: About 4 blocks.  
 Trading Area: 8 miles radius.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 11; grocers, 15; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 16; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

## WHITE PLAINS, N. Y.

City and Suburban Estimate: 50,000 present estimate.  
 Negroes, 8%; Foreign Born, 10%; English Reading, 90%.  
 Schools: Public Grade, 12; High, 2; Parochial, 2; Academies, 4; Number of Pupils, 5,949.  
 Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 2; Hebrew, 3;

Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Lutheran, 2; Community, 1.  
 Banks: State, 4 (one savings bank); Total Resources, \$29,351,343.32; Savings Bank Deposits Total, \$7,516,131.15.  
 Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 5,000.

Location: In the center of Westchester County midway between the Long Island Sound and the Hudson River, served by the Harlem Division of the New York Central and the White Plains Branch of the New York, Westchester & Boston R.R. Excellent Bus service to all surrounding towns.  
 Special Information: Big retail center for a wide area in Central Westchester. There is one National Bank (The Peoples National).

Residential Features: Private homes predominate. Many new apartments. One of the finest residential cities in the State of New York. Homes average in value \$25,000 to \$30,000.  
 Retail Shopping Section: Extends from Bronx River Parkway (which forms main section of business district and terminal for trolley and bus lines) for 10 blocks along Main street, including all side streets between Main street and Martine avenue, also a business street. There are three "Neighborhood" sections devoted to business consisting of small shops.

Trading Area: Extends south to Crestwood, east to Mamaroneck and Port Chester, north to Brewster, west to Tarrytown. Train, bus and trolley service to all points.  
 Wholesale Houses: Fruits, 1.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 23; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 26; delicatessen, 8; dressmakers, 37; druggists, 13; dry goods, 21; department stores, 4; electrical supplies, 6; florists, 5; fruits, 15; furniture, 8; furriers, 5; garages (public), 16; grocers, 91; hardware, 13; jewelry, 5; meat markets, 42; men's furnishings, 12; men's clothing, 14; merchant tailors, 40; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 12; restaurants (including hotels), 34; shoes, 14; sporting goods, 5; stationers, 8; women's apparel, 19.

See announcement on this page

## YONKERS, N. Y.

1920 Population, 110,000.  
 Native Whites, 66%; Negroes, 10%; Foreign Born, 24%; Industrial Workers, 25 to 30%; 4,245 literates; Families, 22,126.  
 Schools: Public Grade, 23; High, 2; Junior High, 3 to be built; Parochial, 9; Trade School, 1; Number of Pupils, Public, 22,215; Parochial, about 5,000.  
 Churches: Baptist, 7; Christian Science, 2; Congregational, 1; Episcopal, 10; Hebrew, 4; Methodist, 11; Presbyterian, 6; Roman Catholic, 16.  
 Banks: National, 3; State, 4; Total Resources, \$57,420,619 (at end of 1923); Savings Bank Deposits Total People's and Yonkers banks, \$33,000,000. (approximate end 1923).  
 Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2.  
 Location: N. Y. Central & H. R. R. R. Main Line, New York Central Putnam Division, New York Central, New York & Harlem, Yonkers Railroad (trolley) Third Avenue System.

Principal Industries: Elevators, carpets, sugar, spark plugs, paper cans, wire and cable, hats, rubber goods, celluloid, washing machines, textiles, motion pictures, women's dresses and underwear.  
 Manufacturing Establishments: 50 approximately. Leading firms, Alex Smith & Sons (carpets); Otis Elevator Co.; Federal & National Sugar Refineries; Waring Hat Co.; and Hahnrshaw Cable Works.  
 Special Information: City noted for its large industries. Smith Carpet Company is one of the largest in the world.  
 Residential Features: Extensive apartment house development now in progress. Three fine residential sections. North Broadway and Park Hill and Crestwood, where only private residences are located. "South Yonkers" most rapidly growing section of city.  
 Retail Shopping Section: Centers around Getty Square, South Broadway, Palisade avenue, New Main street and Main street. Manor House Square, North Broadway, Warburton avenue, Riverdale avenue. A rapidly growing retail shopping district in south end of city.  
 Trading Area: 20 miles to the north, 10 miles to the east.  
 Wholesale Houses: Groceries, 6; Meats, 5.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; automobile accessories, 34; automobile tire agencies, 11; bakers, 52; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 100 retail, 8 wholesale; delicatessen, 38; dressmakers, 77; druggists, 43 retail, 2 wholesale; dry goods, 80; department stores, 3; electrical supplies, 5; florists, 20; furniture, 20; furriers, 6; garages (public), 80; grocers, 230; hardware, 22; jewelry, 24; meat markets, 126; men's furnishings, 25; men's clothing, 41; merchant tailors, 1; milliners, 24; opticians, 6; photographers, 14; pianos (and miscellaneous musical instruments), 7; restaurants (including hotels), 88; shoes, 32; sporting goods, 6; stationers, 46.

## Standard Surveys of NORTH CAROLINA

### ASHEVILLE, N. C.

1920 Population, 28,804.  
 City and Suburban Estimate, 50,000.  
 Native Whites, 65%; Negroes, 33%; Foreign Born, 2%; Industrial Workers, 5%; English Reading, 80%; Families, 9,068.  
 Schools: Public Grade, 16; High, 1; Parochial, 2. Number of Pupils, 10,000.  
 Churches: Baptist, 27; Christian Science, 1; Congregational, 1; Episcopal, 7; Hebrew, 2; Methodist, 22; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 12.  
 Banks: National, 2; State, 4; Total Resources, \$19,700,000. Savings Bank Deposits Total, \$1,869,846.00.  
 Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,800.  
 Location: Asheville is located in the Southern Appalachians on the Asheville Plateau, 2,250 feet above sea level. It is on the Southern Railway lines radiating in four directions, with 28 passenger trains daily; through Pullman service to principal cities and freight service of equal merit. It is on the Dixie, Southern National, Appalachian, Central and other leading highways.  
 Principal Industries: Lumbering, live stock, horticulture, furniture, minerals, caskets and tanneries, cotton, and cotton mills.  
 Manufacturing Establishments, 7. Leading firms: French Broad Manufacturing Co., Carolina Wood Products Co., Asheville Cotton Mills, The Hans Rees' Sons Tannery Co., The National Casket Co., The Asheville Mica Co., The Asheville Foundry & Machine Co.

Special Information: One of America's foremost Resorts and Playgrounds. Especially noted for water, climate and scenery. Highest Peak east of the Rockies is 6,711, known as Mt. Mitchell, one of Asheville's leading attractions. Another is the famous Chimney Rock. Also one of the leading convention centers of the South. Has the largest mica manufacturing plant in the world.  
 Residential Features: Mostly one and two-family houses. Private homes predominate. A number of apartment houses. Three very ex-

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WALTER V. HOGAN, Editor

**NORTH CAROLINA**  
(Cont'd)

**Asheville (con't)**

clusive residential sections, Northern, North-eastern and Southern parts of city. Homes in the latter section average in value, \$20,000 to \$50,000.

**Retail Shopping Section:** Extends from Pack Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 8 blocks on Patton, 4 blocks on Haywood, 4 on Broadway, 3 on College and 2 on Biltmore. There are ten outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

**Trading Area:** Extends 40 miles. Trading population, 200,000.

**Wholesale Houses:** Groceries, 12; Meats, 3; Fruits, 8; Hardware, 1; Dry goods, 2; Miscellaneous Lines: Confectionery, 6; Drugs, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 18; automobile accessories, 14; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 23; delicatessen, 2; dressmakers, 25; druggists, 30; dry goods, 18; department stores, 8; electrical supplies, 5; florists, 5; fruits, 8; furniture, 23; furriers, 2; garages (public), 9; grocers, 230; hardware, 10; jewelry, 12; meat markets, 40; men's furnishing, 8; men's clothing, 8; merchant tailors, 13; milliners, 13; opticians, 5; photographers, 11; piano (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 54; shoes, 11; sporting goods, 3; stationers, 8; women's apparel, 18.

**BURLINGTON, N. C.**

1920 Population, 5,986.

City and Suburban Estimate, 20,000.

Native Whites, 90 1-2%; Negroes, 9%; Foreign Born, 1-2%; Industrial Workers, 65%; English Reading, 99 1-2%; Families, 1,876.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,638.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Miscellaneous, 5.

Banks: National, 1; State, 3. Total resources, \$12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,201.

**Location:** Burlington is served by the Greensboro Goldsboro branch of the Southern Railway. Its 10 passenger trains every 24 hours give it a 17 hour schedule to New York, 10 hours to Washington and 11 hours to Atlanta, Ga. Fast bus service is furnished to all parts of the state.

**Principal Industries:** Cotton goods, men's and women's hose, woodworking plants saw mills, lumber mills, yarn mills, dye works, finishing mills, coffin factories, spinning mills, flour mills, ice and ice cream plants.

**Manufacturing Establishments, 48:** Anora Cotton Mills, May Hosiery Mills, National Dye Works, Elmira Mills, Burlington Coffin Co., Burlington Mills, Inc., Keystone Finishing Mill, Whitehead Hosiery Mills, Sellars Hosiery Mill, Hico Milling Co., Chapin-Sacks Corp.

**Special information:** Burlington at present has a population of 8,861 according to the last count. Over \$280,000 was spent in 1922-23 for municipal improvements, weekly pay roll of \$85,000. It has 15 miles of hard surfaced streets. There is over \$8,000,000 invested in manufacturing plants. 24,000,000 yards of ging-ham and 8,000,000 pairs of hose manufactured annually. \$350,000 hotel is now under construction. It has 3 buildings and loan associations, 1 modern co-operative creamery, 1 ice cream plant, 2 ice plants, thirty miles of concrete sidewalks and 20 miles of water mains.

**Residential Features:** Burlington has an unusually large percentage per capita home ownership, it being 70%, 2 residential parks are now being developed on the outer edge of the city. One of these is in the vicinity of the County Club and Golf Links.

**Retail Shopping Section:** South Main (4), Davis (3), Front (3), Spring (1), Worth (2). The main retail shopping center is on Main and Davis, 2 blocks of Main and 2 blocks of Davis. There are retail centers at each mill section with drug store, general merchandise and meat market for each.

**Trading Area:** The Northern Section extends some 15 miles, Southern section 20 miles, Western section 5 miles, Eastern Section 13 miles. The city is surrounded by numerous small towns and there are 10 of these within a radius of 5 miles with a population of 6,000 total.

**Wholesale Houses:** Groceries, 5; Meats, 4; Fruits, 2; Hardware, 4; Dry Goods, 6; Miscellaneous Lines: Feed stores and produce.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 6; dry goods, 6; department stores, 5; electrical supplies, 1; florists, 1; fruits, 2; furniture, 3; furriers, 1; garage (public), 6; grocers, 4; hardware, 5; jewelry, 2; meat markets, 1; men's furnishing, 3; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

**CHARLOTTE, N. C.**

1910 Population, 34,014.

1920 Population, 45,338.

City and Suburban Estimate, 75,000.

Native Whites, 67.3%; Negroes, 31.6%; Foreign Born, 1.1%; Industrial Workers, 23%; English Reading, 89%; Families, 10,720.

Schools: Public Grade, 17. Pupils, 8,905; High, 2. Pupils, 1,041; Parochial, 1. Pupils, 145; Colleges, 2. Pupils, 517; Number of Pupils, 10,608.

Churches: Baptist, 19; Christian Science, 1; Episcopal, 7; Hebrew, 1; Lutheran, 4; Methodist, 30; Presbyterian, 20; Reformed, 1; Catholic, 1; Seven Day Adventist, 1; 9 of other varied denominations.

Banks: Savings, 1. Resources, \$445,336; Trust Companies, 3. Resources, \$14,147,618; National, 5. Resources, \$18,201,068; State, 4. Resources, \$6,445,336. Total Resources, \$39,838,350.

Theatres: Legitimate, 2; Moving Picture, 6; Motion Picture and Vaudeville, 2; Total number of seats, 5,900.

**Location:** Charlotte is located on the lines of the Southern, the Norfolk and Southern, and the Seaboard Air Line railroads with lines radiating in eight different directions, making it an ideal distributing center for this section of the South. Motor express deliveries daily are being made up to 100 miles from the city. The city has ample trackage space for warehouses and manufacturing plants. It is the largest distributing point for automobiles and automobile accessories. An electric interurban line runs to Gastonia.

**Principal Industries:** Among the industries are cotton yarn, cotton seed oil, tobacco, peanuts, kacha, wood pulp, lumber, flour, asbestos, manufacturing, automobile accessories, automobile tires, bricks, hurlap, cotton, machinery, hosiery, chemicals and dyestuffs, clothing, agricultural instruments. The surrounding territory, where not industrially developed, is devoted to dairying and raising of sweet potatoes, peanuts, cotton, strawberries, peaches and apples.

**Special Information:** Charlotte is the center of the largest hydro-electric development in the United States. It is the textile center of North and South Carolina. It is also an educational center with Ardrys school, Baird School for Boys, Charlotte University School, O'Donoghue Hall, Queens College for Girls, St. Peter Convent School, Southern Industrial School, Bethel School, Biddle University, St. Michael's Parish School and St. Paul's School.

**Residential Features:** 9,641 dwellings, mostly of the one family type, house the 10,720 families of Charlotte. They are modern in most instances, with all improvements; many residences and other buildings are under construction.

**Retail Shopping Section:** The main business streets are Tryon and Trade. Stores, shops, hotels and theatres cover 24 blocks on these two streets. North College has a retail section. Church St., Fourth St. and Fifth St. encompass the remaining business section. South College is the wholesale center. Dilworth has one of the outlying neighborhood centers. There are many stores scattered through the city.

**Trading Area:** The trading area takes in a wide section of North Carolina and a considerable part of South Carolina. Excellent rail facilities makes the area extensive not only in bringing retail trade to the city but also in distributing as a wholesale center. On the northwest it extends to Hickory, on the west to Blacksburg, S. C., on the south to Lancaster and Chester, S. C., and on the east to Rockingham. The section includes only the retail trading area.

**Wholesale Houses:** Groceries, 15; Meats, 4; Fruits, 9; Shoes, 2; Dry Goods, 3; Produce, 6; Hardware, 3; Confectioners, 3; Drugs, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 28; commercial auto. agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 38; druggists, 25; dry goods, 14; department stores, 4; electrical supplies, 10; florists, 4; fruits, 6; furniture, 19; furriers, 1; garages (public), 22; grocers, 287; hardware, 7; jewelry, 9; meat markets, 41; men's furnishings, 16; men's clothing, 22; merchant tailors, 20; milliners, 14; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 43; shoes, 18; sporting goods, 3; stationers, 3; women's apparel, 4.

See top columns 3 and 4

**CONCORD, N. C.**

1920 Population, 9,910.

City and Suburban Estimate, 10,850.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 60%; English Reading, 100%.

Schools: Public Grade, 4; High, 2; Junior High, 1. Number of Pupils, 2,482.

Churches: Baptist, 8; Congregational, 1; Episcopal, 1; Methodist, 8; Presbyterian, 9; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, \$5,471,310.21. Savings Bank Deposits Total, \$831,623.20.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

**Location:** In the center of Cabarrus County in the southern part of the State, on the main line of the Southern Railroad. Excellent bus service to all parts of the State and South Carolina.

**Principal Industries:** Manufacture of cotton goods and hosiery.

**Manufacturing Establishments, 50. Leading**

Continued on page 160

**Profitable Advertising Here!**

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**NORTH CAROLINA**  
(Cont'd)

**Concord (con't)**

Arms: Cannon Mills, Gibson Mfg. Co., Kerr Bleaching & Finishing Works, Locke Cotton Mill, Brown Mill, Hoover Hosiery Co., Hartzell Mill, National Lumber Co., White-Parks Mill. Total value of yearly output of factories, estimated, \$40,000,000.00.

**Special Information:** A big industrial center situated in the center of a splendid farming country, with direct railroad connections with the north, south and west.

**Residential Features:** Mostly one-family houses; limited section devoted to workingman's tenements; private homes predominate; majority of private homes attractive modern houses.

**Retail Shopping Section:** Extends one block north and three blocks south of the public square, on Union and Church Streets, one block east and three blocks west on Depot Street.

There are several smaller neighborhood sections, with the usual grocery, confectionery, meat and small shops.

**Trading Area:** Extends three miles north, south, east and west and is also a trading area for a splendid country district.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits 4; Miscellaneous Lise, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 47; hardware, 3; jewelry, 4; meat markets, 8; men's furnishing, 9; men's clothing, 9; milliners, 8; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 2.

**DURHAM, N. C.**

1920 Population, 21,719.  
City and Suburban Estimate, 50,000.  
Native Whites, 64%; Negroes, 35%; Foreign Born, 1%; Industrial Workers, 25%; Families, 4,832.

**Schools:** 10; Number of Pupils, 5,589.  
**Churches:** 15.

**Banks:** 10; Total Resources, \$18,000,000.  
**Theatres:** 7; Total number of seats, 5,100.

**Location:** About 25 miles northwest of Raleigh.

**Principal Industries:** Cigarettes, tobacco, hosiery, cotton goods.

**Residential Features:** Single and two family houses.

**Retail Shopping Section:** About 10 blocks on principal street and 10 blocks on side streets.

**Trading Area:** Radius of about 20 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 19; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 20; druggists, 17; dry goods, 25; department stores, 4; electrical supplies, 2; florists, 4; fruits, 7; furniture, 14; furrier, 1; garages (public), 7; grocers, 167; hardware, 5; jewelry, 5; meat markets, 20; men's furnishings, 4; men's clothing, 21; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 25; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 5.

**EDENTON, N. C.**

1920 Population, 2,777.  
City and Suburban Estimate, 4,200.

Native Whites, 75%; Negroes, 25%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 100%; Families, 922.

**Schools:** Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 850.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

**Banks:** State, 2; Total Resources, \$1,900,000.00. Savings Bank Deposits Total, \$150,000.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 900.

**Location:** On Edenton Bay, connecting with Albemarle Sound which leads to the Ocean south of Cape Hatteras and with Norfolk by inland waterways. Edenton is served by the Norfolk & Southern Railroad, Albemarle Steam Navigation Co., Norfolk, Baltimore and Carolina Line, Salmon Creek Line, Edenton, Mackeys Ferry, Chowan-Colerain Ferry, Coastal Highway Ferry, Edenton-Avonc Ferry, Part of Route No. 30, Coastal Highway.

**Principal Industries:** Cotton Mill, 2 Peanut cleaning factories, hosiery mill, saw mill, wood working plants, veneering mill, cotton seed oil mill, fertilizer factory, cotton and peanut storage warehouse, Edenton News (daily).

**Manufacturing Establishments, 5.** Leading firms: Edenton Cotton Mill, Farmers Peanut Co., M. G. Brown Lumber Co., Wilkes Veneer Co., Eastern Cotton Oil Co., Edenton Lumber Co., Edenton Peanut Co.

**Special Information:** Edenton was the first capitol under British Protectors; was the home

of Gov. Eden; of Joseph Hewes; a signer of the Declaration of Independence; of the noted "Parson" Pettigrew and Daniel Earl; of Gov. Johnson and other noted men of early Colonial days; many of the buildings brought from England such as the "Cupola House" are still standing in this section. Also the important section for shad, rock and N. C. herring fishing. 36 miles of hard surfaced roads in the county touching every section.

**Residential Features:** Private homes predominate situated facing beautiful Edenton Bay or on 100 foot thoroughfare running 1-1/2 miles through center of the city. Mill workers houses and other tenement property are in other sections.

**Retail Shopping Section:** Broad St. (known as Main), King, Queen and Church Sts. within limited area.

**Trading Area:** Comprises all of Chowan County in which Edenton is located; the eastern part of Bertie County; the south-eastern section of Gates County; and southern part of Perquimans County—twenty-five miles limit.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Edenton Ice & Cold Storage Co.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; automobile accessories, 4; automobile tire agencies, 5; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 3; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 1; florists, 2; fruits, 5; furniture, 2; garages (public), 5; grocers, 12; hardware, 2; jewelry, 1; meat markets, 3 men's furnishing, 4; men's clothing, 4; milliners, 2; photographers, 1; radio supplies, 1; restaurant (including hotels), 2; shoes, 5; sporting goods, 2; women's apparel, 5.

**ELIZABETH CITY, N. C.**

1920 Population, 8,925.  
City and Suburban Estimate, 13,000.

Native Whites, 60%; Negroes, 40%; Foreign Born, 1/4 of 1%; Industrial Workers, 17%; English Reading, 90%; Families, 2,600.

**Schools:** Public Grade, 5; High, 1; Number of Pupils, 3,457.

**Churches:** Baptist, 3; Episcopal, 2; Methodist, 4; Presbyterian, 2.

**Banks:** National, 1; State, 3; Total Resources, \$8,000,000. Savings Bank Deposits Total, \$3,000,000.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

**Location:** On the banks of the Pasquotank River, served by Norfolk-Southern and Suffolk-Crofton Railways, steamship line to Norfolk and Albemarle Sound points, and by independent power and sail boats. Bus service is maintained with Norfolk, Hartford and Edenton.

**Principal Industries:** Hosiery and cotton products, lumber, boxes, barrels, brick, mine props, fertilizer, cottonseed oil, candy, soy bean harvesters, marine railways, machine shops, fish shipping and meat packing.

**Manufacturing Establishments:** 16. Leading firms, Elizabeth City Brick Co., Chesnut Mfg. Co., Kramer Bros. Co., Lambert Bros., Scott Sales Co., Albemarle Fertilizer Co., Globe Fish Co., Elizabeth City Cotton Mills, Elizabeth City Hosiery Co., Griggs-Ford Furniture Co., Pasquotank Hosiery Co., Standard Mfg. Co., Foreman-Derrickson Veneer Co., Foreman-Blades Lumber Co., Eastern Cotton Oil Co., Elizabeth City Iron Works. Total value of yearly output of factories estimated at \$8,000,000. Industrial payroll, \$1,000,000.

**Special Information:** This city is the center of trade for the Albemarle district of ten counties, comprising the richest agricultural soil in the world. Climatic conditions enable farmers to grow three crops a year. The Elizabeth City district ships approximately one-half of the entire potato output of the state. Two-thirds of this stock loaded at Elizabeth City. It is the center of the great game and fishing section of this State.

**Residential Features:** Mostly one-family houses. Private home rule, with the exception of two small apartment houses. Homes are attractive and the majority are of the better class.

**Retail Shopping Section:** Extends on Main St. from Water west to Road, 6 blocks; on Polindexter from Church north to Burgess, 5 blocks; on Matthews from Front north to Camden Ferry Bridge, 4 blocks; on Matthews from Water west to Road. Scattering business houses on adjacent streets and several grocery and other stores located in the residential and suburban section.

**Trading Area:** Eastward, 50 miles; north, 20 miles; west, 40 miles, and south, 60 miles. Population, 100,000.

**Wholesale Houses:** Groceries, 9; Meats, 1; Fruits, 2; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 5; dry goods, 15; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 11; grocers, 125; hardware, 4; jewelry, 2; meat markets, 6; men's furnishing, 9; men's clothing, 10; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 15.

**FAYETTEVILLE, N. C.**

1920 Population, 8,887.  
City and Suburban Estimate, 15,500.

Native Whites, 66%; Negroes, 33%; Industrial Workers, 25%; English Reading, 100%; Families, 3,600.

**Schools:** Public Grade, 3; High, 1; Number of Pupils, 2,876.

**Churches:** Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 1; State, 3; Total Resources, \$5,718,240.73.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,600.

**Location:** On Cape Fear River at head of navigation. Served by Atlantic Coast Line, Norfolk-Southern and Aberdeen & Rockfish railroads. Trolley line from city to Fort Bragg, handling passengers, freight and express. Bus service to principal cities of the State.

**Principal Industries:** Cotton yarn mills, gingham mills, silk mill, box factories, lumber plant, veneer works, turpentine, brick works.

**Manufacturing Establishments, 35.** Leading firms, Jackson Bros., Holt-Williamson Mfg. Co., Victory Mfg. Co., Holt-Granite-Puritan Mfg. Co., West Box & Lumber Co., Citizens Lumber Co., Rankin & Brown Veneer Co., Hawthorn Silk Co., Poe Brick Works, Georgia Pine Turpentine Co. Total value of yearly output of factories estimated at \$14,000,000.

**Special Information:** Surplus of power at reasonable rates. Site of Fort Bragg, largest permanent artillery post in the world. With roads radiating in all directions, Fayetteville enjoys a large trading area throughout this section of the State and parts of South Carolina.

**Residential Features:** Primarily one-family houses, with family homes predominating. Practically all industrial workers live in excellent communities close to plants. Several new and excellent subdivisions for residences being opened up.

**Retail Shopping Section:** Extends from old Market House in center of city on Hay St. to bottom of Haymount Hill, and on Person St. for two blocks. Also on several side streets for about two blocks in southern direction.

**Trading Area:** Extends about 22 miles west; 50 miles north; 10 miles east, and about 50 miles south.

**Wholesale Houses:** Groceries, 12; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 21; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 22; confectioners (including hotel stands),

25; delicatessen, 2; dressmakers, 8; druggists, 7; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 14; furniture, 3; garages (public), 18; grocers, 72; hardware, 5; jewelry, 3; meat markets, 10; men's furnishing, 12; men's clothing, 12; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 16; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 10.

**GASTONIA, N. C.**

1920 Population, 12,871.  
City and Suburban Estimate, 48,500.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 60%; English Reading, 98%; Families, 5,213.

**Schools:** Public Grade, 10; High, 1; Number of Pupils, 6,000.

**Churches:** Baptist, 4; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 4; Miscellaneous, 6.

**Banks:** National, 3; State, 2; Total Resources, \$3,000,000.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

**Location:** Southern Railway, Mulaie Line (Washington to Atlanta).

**Principal Industries:** Textile.

**Manufacturing Establishments, 49.** Leading firms, Manville-Jenks (Loray Division), Armstrong Mills, Gray-Separck Mills.

**Residential Features:** Large number of moderate priced dwellings occupied by owners; 10,000 operatives live in houses furnished by the textile corporations.

**Retail Shopping Section:** Mainly on principal business street, Main Ave., 6 blocks; large number of small retail stores in industrial suburb.

**Trading Area:** Twelve mile radius.  
**Wholesale Houses:** Groceries, 4; Fruits, 2; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 12; druggists, 8; dry goods, 20; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 6; garages (public), 10; grocers, 31; hardware, 6; jewelry, 3; meat markets, 6; men's furnishing, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

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"THE HOME PAPER"

Evening and Sunday Morning

GREENSBORO, NORTH CAROLINA

**NORTH CAROLINA  
(Cont'd)**

**GOLDSBORO, N. C.**

1920 Population, 11,296.  
City and Suburban Estimate, 16,000.  
Schools: 5; Number of Pupils, 2,528.  
Churches: 10.  
Banks: 5; Total Resources, \$8,000,000.  
Theatres: 2; Total number of seats, 1,850.  
Residential Features: One family houses.  
Retail Shopping Section: About 5 blocks in center of city.  
Trading Area: Radius of 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 16; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 16; druggists, 8; dry goods, 20; department stores, 2; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; garages (public), 12; grocers, 55; hardware, 4; jewelry, 7; meat markets, 4; men's furnishings, 5; men's clothing, 9; merchant tailors, 2; milliners, 9; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 8; sporting goods, 1; stationers, 2; women's apparel, 4.

**GREENSBORO, N. C.**

1920 Population, U. S. Census, 1923, 43,525.  
City and Suburban Estimate, 48,500.  
Native Whites, 73.2%; Negroes, 26.8%; Industrial, 30%; English Reading, 95.4%; Families, 8,788.

Schools: Public Grade, 23; High, 1; School Children, White, 7,300; Colored, 2,365. Number of Pupils, 4,968.

Churches: Baptist, 25; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 23; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 1; State, 5; Total Resources, \$28,634,962.02; Savings Bank Deposits Total, \$21,086,345.89.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 2,200.

Location: Greensboro is located in the northern part of North Carolina and in the center of Guilford County, served by Southern (main line) and Atlantic & Yadkin railroads; motor bus routes to all points in the Carolina.  
Principal Industries: Cotton manufacturing

(largest denim mill in the world), overalls, cigars, shades, brick, woodworking machinery, terra cotta, fertilizers, fabricated steel, elastic webbing, chemicals.

Manufacturing Establishments. 62. Leading firms, Revolution, Proximity, White Oak Cotton Mills, Pomona Terra Cotta Co., Veck Chemical Co., Bine Bell Overall Co., El Reoso Cigar Co., Seidenberg & Co., Rees Mitchell, Pomona Cotton Mills, Carolina Steel & Iron Works, Southern Webbing Mills, Proximity Print Works.

Total value of yearly output of factories estimated, \$68,000,000.

Special Information: South's greatest insurance center. It is the home office and headquarters for five life and five fire insurance companies. Greensboro's location and its rail connections with important shipping points and seaports, make it the natural headquarters for shipping and traveling North Carolina, Virginia and South Carolina; 68 passenger trains daily.

Residential Features: A home-owning city, private homes predominating; a few one and two-family residences, apartments. Several new residential projects now under way.

Retail Shopping Section: Elm St. 9 blocks, Davie St. 6 blocks, Market St. 4 blocks, Sycamore St. 4 blocks, Washington St. 2 blocks.

Trading Area: 600,000 people living within a radius of 50 miles.

Wholesale Houses: Groceries, 8; Meats, 3; Fruits, 3; Hardware, 1; Dry Goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 22; druggists, 18; dry goods, 10; department stores, 7; electrical supplies, 7; florists, 7; fruits, 3; furniture, 15; furriers, 1; garages (public), 6; grocers, 154; hardware, 7; jewelry, 8; meat markets, 22; men's furnishings, 9; men's clothing, 17; merchant tailors, 14; milliners, 11; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 2; restaurants (including hotels), 28; shoes, 14; sporting goods, 2; stationers, 5; women's apparel, 19.

See announcements on pages 160 and 161

**GREENVILLE, N. C.**

1920 Population, 5,772.  
City and Suburban Estimate, 10,000.

Schools: 4; Number of Pupils, 1,663.

Churches: 6.

Banks: 3; Total Resources, \$5,000,000.

Theatres: 2; Total number of seats, 1,350.

Residential Features: One and two family houses.

Retail Shopping Section: Five blocks center of town.

Trading Area: About 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 5; dry goods, 11; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 4; garages (public), 5; grocers, 44; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

**HENDERSON, N. C.**

1920 Population, 5,297.  
City and Suburban Estimate, 11,500.

Native Whites, 75%; Negroes, 24 1/2%; Foreign Born, 1/2%; Industrial Workers, 20%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 2,512.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Roman Catholic, 1.

Banks: National, 1; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 2. Total number of seats, 3,000.

Location: Eastern part of North Carolina, center of cotton and tobacco (bright leaf) belt. Served by main line of Seaboard Air Line, and Southern Railway, branch line. Daily bus service to all parts of North Carolina.

Principal Industries: Cotton manufacturing, hags, trucks, furniture and fertilizer.

Manufacturing Establishments. 27. Leading firms, American Agricultural Chemical Co., Corbitt Motor Co., Henderson Bagging Co., Henderson Cotton Mills.

Special Information: Largest bagging mill in the world. Big wholesale center. Cement roads lead into city from four directions.

Residential Features: Two nice residential sections. All streets of any importance paved.

Retail Shopping Section: Garnett St. is the leading retail section and extends 7 blocks. Eight streets devoted to wholesale and small shops, garage, etc. Two mill districts with trading sections.

Trading Area: Twelve miles south and east; 20 to 40 miles west and north on account of hard surface roads.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 1; Miscellaneous Lines, Radio, 1; Coat hangers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies,

5; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 8; dry goods, 2; department stores, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 4; grocers, 60; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 3.

**HICKORY, N. C.**

1920 Population, 5,073.  
City and Suburban Estimate, 12,000.

Native Whites, 90%; Negroes, 9 1/2%; Foreign Born, 1/2%; Industrial Workers, 20%; English Reading, 99%; Families, 1,500.

Schools: Public Grade, 6; High, 3; Junior High, 1; Number of Pupils, 2,800.

Churches: Baptist, 5; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$3,100,000; Savings Bank Deposits Total, \$325,000; 2 Building and Loan Associations; Resources, \$350,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 3,100.

Location: In Piedmont, North Carolina at foot of Blue Ridge Mountains. Served by Southern Railway and Carolina & Northwestern Railway. On State Highway No. 10, running from coast to Tennessee line. Center of excellent highway system. Served by five bus schedules in all directions.

Principal Industries: Furniture, wagons, building materials (wood), hosiery, overalls, textiles, cordage, machine shop products, pumps.

Manufacturing Establishments. 52. Leading firms, Piedmont Wagon Works, Brookford Mills, Elliott Knitting Mills, Hickory Chair Co., Hickory Furniture Co., Martin Furniture Co., Southern Desk Co., National Ball Bearing Works, Catawba Creamery Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Lowest fire insurance rate in State. Under city manager form of government, being second city in the United States to adopt this form. Low tax rate, \$2 per hundred on 66% valuation.

Residential Features: Mostly one-family homes, several small apartment houses. Private homes, owned by tenants, predominate. Mill villages owned by mills.

Retail Shopping Section: Is confined to four blocks adjacent to public square, which is in center of city. Several smaller business sections in suburbs of West Hickory, Brookford, Highland and Longview.

Trading Area: Extends for 20 miles in each direction.

Continued on page 162

**Greensboro, North Carolina**

Population City 43,525

Trade Territory 275,000

GREENSBORO is surely one of the most prosperous cities in the South today.

Business is good in all lines. Practically everybody with plenty of work to do and doing it—Fall and Winter buying in the retail stores extra heavy. There is every assurance of good business for the coming year in Greensboro.

THE GREENSBORO DAILY NEWS (Member of A. B. C.) with 23,968 week day circulation and 31,114 Sunday, completely covers Greensboro and its trading territory.

We are glad to co-operate with national advertisers and do everything in reason to make results profitable from advertising in our paper.

**The Greensboro Daily News**

National Advertising Representatives

**Cone, Hunton & Woodman, Inc.**

**NORTH CAROLINA**  
(Cont'd)

**Hickory (cont')**

direction, including portions of adjacent counties connected by excellent roads, is trading center for farming population of 30,000.

**Wholesale Houses:** Groceries, 7; Meats, 1; Fruits, 2; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; automobile accessories, 3; bakers, 2; cigar stores and stands (including hotels), 2; dressmakers, 5; druggists, 4; dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruit, 1; furniture, 4; garages (public), 6; grocers, 6; hardware, 2; jewelry, 2; meat markets, 3; men's furnishing, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; stationer, 1; women's apparel, 1.

See announcement column 4

**HIGH POINT, N. C.**

1920 Population, 14,302—Special Government Census 1923, 22,279.

**City and Suburban Estimate,** 28,000.

**Native Whites,** 79.3%; **Negroes,** 20.1%; **Foreign Born,** .6%; **Industrial Workers,** 8,891; **English Reading,** 100%.

**Schools:** Public Grade, 6; High, 2; Number of Pupils, 5,000.

**Churches:** Miscellaneous, 36.

**Banks:** National, 1; State, 3; **Total Resources,** \$35,335,510.89.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; **Total number of seats,** 2,000.

**Location:** High Point is located at almost the exact geographical center of the state. Served by the Southern, Norfolk & Western, and Atlantic Coast Line. Southern Ry. main line 302 miles south of Washington—338 miles north of Atlanta. Also on High Point, Randleman, Asheboro & Southern which gives the city connection with the Seaboard Air Line and Norfolk Southern.

**Principal Industries:** Furniture, woodwork and textile manufacturing.

**Manufacturing Establishments:** 137; **Leading firms:** Amos Hosiery Mills, Cloverdale Cotton Mill, Durham Hosiery Mills, High Point Hosiery Mills, Bar Spring Co., Glenola Brick Co., Guilford Machine Co., E. A. Thomas Car Works, Alma Furniture Co., Ault Mfg. Co., Acme Furniture Co., Continental Furniture Co., Hayworth Furniture Co., Kearns Furniture Co., J. A. Lindsay Furniture Co., Myrtle Desk Co., Southern Chair Co.

**Total value of yearly output of factories estimated at \$30,000,000.**

**Special Information:** High Point makes the broad claim that it has a larger number of manufactures than any other city its size in the United States. The annual output of its factories is approximately \$30,000,000 with a total of 8,891 workers. The annual payroll amounts to over \$7,150,000. The output of furniture and wood-working plants is estimated at over \$17,500,000 annually. The textile manufactured output is \$12,500,000 annually, with \$59,375 paid weekly to employees.

**Residential Features:** Mostly one and two-story residences. Private homes predominate. 80% of the population own their homes. High Point has a number of high class residential developments with houses ranging in value from \$7,000 to \$100,000.

**Retail Shopping Section:** Main Street section, 4 blocks between Green and Richardson. Wrenn Street section, 4 blocks between Green and Richardson. All cross streets between Main and Wrenn.

**Trading Area:** East, 10 miles; West, 10 miles; North, 10 miles; South, 20 miles.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Miscellaneous Lines, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 12; druggists, 7; dry goods, 10; department stores, 1; electrical supplies, 5; florists, 3; fruits, 4; furniture, 7; garages (public), 8; grocers, 100; hardware, 4; jewelry, 4; meat markets, 8; men's furnishing, 10; men's clothing, 10; merchant tailors, 2; milliners, 1; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 10; shoes, 4; stationers, 2; women's apparel, 5.

**KINSTON, N. C.**

1920 Population, 10,772.

**City and Suburban Estimate,** 12,000.

**Native Whites,** 65%; **Negroes,** 44%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 1,856.

**Schools:** Public Grade, 4; High, 1; Parochial, 3; **Number of Pupils,** 5,638.

**Churches:** Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 3; **Total Resources,** \$3,986,107.99.

**Theatres:** Moving Pictures, 2. **Total number of seats,** 1,200.

**Location:** On Nense River, served by Atlantic Coast Line and Norfolk-Southern, Kinston-Carolina, Carolina Railway Co., bus service to west-

ern Carolina, east to New Bern, north to Greenville.

**Principal Industries:** Cotton milling, silk milling, fertilizer milling, tobacco market, hosiery mill, lumber plants, ice plants, brick mills, ice cream plants, iron and mantle works, overall factory, mattress factory, meat packing plant.

**Manufacturing Establishments,** 58. **Leading firms,** Kinston Cotton Mills, Caswell Cotton Mills, Hines Bros. Lumber Co., Hines Ice Cream Co., Orion Knitting Mills. **Total value of yearly output of factories estimated at \$7,750,000.**

**Special Information:** Kinston serves about 75,000 people in trade area, is county seat; has barge lines up river during two-thirds of year to carry fertilizer, etc.; has \$4,000,000 invested in industry; farm products valued at \$11,000,000 marketed here annually; is the third largest tobacco market in the State; assessed valuation in 1921 was City, \$11,200,000; county, \$27,000,000. Is the leading trade center of eastern Carolina east of Goldsboro and north of Wilmington. Every foot of highway to adjacent county lines is hard surfaced with 18 ft. roadway; has excellent water system, gas, electric light and sewerage.

**Residential Features:** Most homes owned by occupants, fully ¾. Mostly one-family homes. Fine residential districts developing towards west. Negro homes segregated.

**Retail Shopping Section:** Extends from South Queen to North Queen, 9 blocks; Heritage from Caswell to Norfolk-Southern Railway, 6 blocks, and one block off both of these streets in each direction. There are a number of smaller suburban business developments in the city and just outside.

**Trading Area:** Twenty-five miles in each direction. During tobacco season this area is about doubled.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 3; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotel), 6; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 9; dry goods, 8; department stores, 1; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; furriers, 1; garages (public), 6; grocers, 18; hardware, 4; jewelry, 1; meat markets, 6; men's furnishing, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 9.

See announcement below

**LEAKSVILLE, N. C.**

1920 Population, 1,606.

**City and Suburban Estimate,** 4,000.

**Native Whites,** 80%; **Negroes,** 20%; **Foreign Born,** ¼%; **Industrial Workers,** 70%; **English Reading,** 99½%; **Families,** 1,000.

**Schools:** Public Grade, 2; High, 1; Junior High, 1; **Number of Pupils,** 2,000.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1.

**Banks:** National, 1; State, 2; **Total Resources,** \$1,300,000; **Savings Bank Deposits Total,** \$80,000.

**Theatres:** Moving Pictures, 2; Vaudeville, 1; **Total number of seats,** 1,580.

**Location:** Danville & Western Ry.

**Principal Industries:** Bedspring Mill, Arminster Eng Mill, Carolina Cotton & Woolen Mills Co.

**Manufacturing Establishments,** 5. **Leading firms:** Carolina Cotton & Woolen Mill Co., Marshall Field Mills Corp.

**Annual output,** \$1,500,000.

**Residential Features:** Mostly 1 and 2 family houses, private homes predominating.

**Retail Shopping Section:** Washington St. 3 blocks, retail stores. Factory St., wholesale.

**Trading Area:** Fifteen miles in each direction. Business center is the only street between Leaksville and Spray, N. C., which has an industrial population of 12,000.

**Wholesale Houses:** Groceries, 2; Meats, 2;

Fruits, 1; Hardware, 2; Dry Goods, 4; Miscellaneous Lines, 22.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 2; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 4; furriers, 1; garages (public), 2; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; men's furnishing, 3; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 1.

**NEW BERN, N. C.**

1920 Population, 12,180.

**City and Suburban Estimate,** 50,000.

**Native Whites,** 60%; **Negroes,** 30%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 85%; **Families,** 2,500.

**Schools:** Public Grade, 5; High, 2; Junior High; Parochial, 2; **Number of Pupils,** 4,000.

**Churches:** Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

**Banks:** National, 1; State, 2; **Total Resources,** \$10,498,643.29; **Savings Bank Deposits Total,** \$1,257,864.96.

**Theatres:** Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; **Miscellaneous (Auditoriums, etc.),** 3. **Total number of seats,** 3,250.

**Location:** Norfolk-Southern Railway, 3 lines. Atlantic Coast Line, 2 steamer companies plying to Baltimore and Norfolk.

**Principal Industries:** Lumber, veneer, base-ball hats, pants manufacturing company, brooms, barrels, cotton oil, fertilizer.

**Manufacturing Establishments,** 12. **Leading firms,** Rowland Lumber Co., Pine Lumber Co., Minger & Bennett, Barber & Hunnings, Nense Veneer & Box Co., North Carolina Veneer Co., New Bern Cotton Oil Co., E. H. & J. A. Meadows. **Total value of yearly output of factories estimated at \$50,000,000.**

**Residential Features:** Many colonial homes which are noted for superior architecture. Humble homes of mill workers abound. Two sections new, contain medium priced homes of clerks, skilled mechanics, etc.

**Retail Shopping Section:** Extends five blocks in lower part of city; other retail sections for food supplies. Have all important chain stores, J. C. Penny, Woolworth's, Kress, A. & P. Penders, and one of the largest department stores in North Carolina.

**Trading Area:** Radius of 50 miles, extending over five counties, with paved roads leading into New Bern.

**Wholesale Houses:** Groceries, 14; Meats, 2; Fruits, 10; Hardware, 1; Dry Goods, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 20; druggists, 7; dry goods, 12; department stores, 3; electrical supplies, 2; florists, 3; fruits, 24; furniture, 5; garages (public), 14; grocers, 56; hardware, 5; jewelry, 3; meat markets, 21; men's furnishing, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 6.

**RALEIGH, N. C.**

1920 Population, 24,418; 1924, 29,771.

**City and Suburban Estimate,** 300,000.

**Native Whites,** 65%; **Negroes,** 35%; **Foreign Born,** ¼%; **English Reading,** 100%; **Families,** 6,000.

**Schools:** Public Grade, 11; High, 1; Junior High, 1; Parochial, 11; **Number of Pupils,** 12,000.

**Churches:** Baptist, 17; Christian Science, 1;

**Hickory (N. C.)**  
**Daily Record**

The Record serves Greater Hickory with its population of 12,000.

Hickory is the hub of a prosperous industrial population, a large percentage being home-owners. It is the trading center of a highly developed agricultural back-country.

Hickory is the seat of Lenoir College, an A grade institution. Public school system is on the accredited list.

In Hickory all who can read are Record readers.

**100% Coverage**  
by one Newspaper in  
**RALEIGH**

The Capital City of North Carolina is assured if you use

**THE RALEIGH TIMES**

The Only Evening Paper—  
Never Missed a Day Since 1875

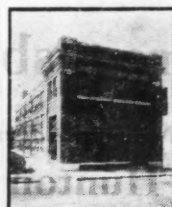
The City Circulation of The TIMES exceeds the Number of Residences in Raleigh

**THE TIMES**  
Guarantees

The largest PAID DAILY Circulation in its Home Town. It has the lowest Advertising Rates.

National Representatives:

Bryant, Griffith and Brunson  
New York, Chicago, Boston, Atlanta



Home of the Times

**Lenoir County has Nearly 100 Miles Asphalt Paving.**  
**First County in State to Complete Paving Program**  
**KINSTON, N. C.**

Heart of the Greatest Bright Leaf Tobacco Growing Section in the World

**Kinston Morning News**

ESTABLISHED 1914  
(Member the Associated Press)

The Leading Paper of Its Section

Net Paid Circulation October 15, 1924 **2,950**

Publishers' Representatives:

**FROST, LANDIS & KOHN**  
Offices in Principal Cities.

**NORTH CAROLINA**  
(Cont'd)

Congregational, 1; Episcopal, 6; Hebrew, 2; Methodist, 9; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 2; State, 6.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 9,100.

Location: On three trunk lines leading in all directions. Southern, Norfolk Southern and Seaboard, and on 5 highways. Midway between Washington and Atlanta and on great Quebec-Miami highway.

Principal Industries: Cotton goods, yarns, hosiery, boilers, structural iron, agricultural implements, vehicles, cotton oil and fertilizer, phosphate, school supplies, printing, building materials, street paving materials, candy, railroad shops and headquarters for N. C. State Highway Commission shops.

Manufacturing Establishments, 67. Leading firms, Carolina Phosphate and Fertz Works, Hicks Capuline Co., Pilot Mills, Glenwood Mfg. Co., Royster Candy Co. Total value of yearly output of factories estimated at \$1,341,454.05.

Special Information: More state buildings in Raleigh than other capital city.

Residential Features: Mostly one-family houses, owned.

Retail Shopping Section: Fayetteville St. 4 blocks, Wilmington St. 4, Salisbury St. 4. These three streets run parallel. Business section also includes cross street, Morgan, Hargett, Martin and McDowell east and west.

Trading Area: 50 miles north, south, east and west, network concrete roads.

Wholesale Houses: Groceries, 12; Meats, 4; Fruits, 2; Miscellaneous Lines, Drugs, 1; Auto. Accessories, 1; Opticians, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 33; automobile accessories, 20; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 11; dressmakers, 37; druggists, 28; dry goods, 5; department stores, 11; electrical supplies, 4; florists, 4; fruits, 6; furniture, 14; garages (public), 20; grocers, 196; hardware, 4; jewelry, 4; meat markets, 16; men's clothing, 13; merchant tailors, 15; milliners, 7; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 16; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12. See announcements on this page and page 162

**ROCKY MOUNT, N. C.**

1920 Population, 12,962.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 2; Total Resources, \$8,500,000. Savings Bank Deposits Total, \$1,780,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 3,100.

Location: The center of East North Carolina on main line of A. C. L., New York to Jacksonville, Norfolk, Va., to Wilmington, N. C., on branch lines from Rocky Mount to Spring Hope, Plymouth. The center of the bright leaf tobacco belt. Bus service east and west with all important connections.

Principal Industries: A. C. L. Shops, called Emerson Shops, and yard and roundhouse A. C. L. division headquarters.

Manufacturing Establishments, 88. Leading firms, Rocky Mount Cotton Mills, Planters' Cotton Seed Oil and Fertilizer Co., Nash Brick Co., Farson Brick Co., Builders' Sash & Door Co., Tar River Lumber Co., Clark-Lynch Lumber Co., Southern Cotton Oil Co. (branch mill), Imperial Tobacco Co., Thorpe & Bicks, China-America Tobacco & Trading Co. Total value of yearly output of factories estimated at \$26,000,000.

Special Information: This is the center of the well-known bright leaf tobacco section. Abundant yield in tobacco, cotton, corn, peanuts and other crops. Serves the center of Eastern North Carolina as a wholesale center. The A. C. L. branch lines leading out to east and west make it the gateway to Eastern North Carolina.

Residential Features: Town is 25 years old. With exception of one old street all homes are family style, new, the bungalow type predominating and residents own their homes mostly. Several suburban residential sections are growing fast with nice cottages and bungalows being erected.

Retail Shopping Section: Starts at Thomas and Main Sts. and extends on Main St. for five blocks. All side streets entering to Main are in business section for one block from Main St.; three blocks on Washington St., which is parallel with Main. Several streets leading off Washington St. to west and east are business from one to three blocks.

Trading Area: Sixty miles to east; 18 miles to south; 25 miles to north; 30 miles to west. During tobacco selling season, viz., Sept. 1 to March 15, this trading area is increased together with volume, as the farmers come to sell and buy. It is for 12 months the shopping center for this section.

Wholesale Houses: Groceries, 8; Meats, 2; Fruits, 1; Dry Goods, 1; Miscellaneous Lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 42; automobile tire agencies, 34; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 169; delicatessen, 1; dressmakers, 16; druggists, 14; dry goods, 88; department stores, 9; electrical supplies, 4; florists, 2; fruits, 21; furniture, 7; garages (public), 12; grocers, 41; hardware, 5; jewelry, 4; meat markets, 11; men's furnishing, 18; men's clothing, 18; merchant tailors, 2; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotel), 14; shoes, 120; sporting goods, 4; stationers, 6; women's apparel, 72.

**SALISBURY, N. C.**

1920 Population, 13,973.

City and Suburban Estimate, 25,000.

Native Whites, 82%; Negroes, 15%; Foreign Born, 3%; English Reading, 100%; Families, 5,900.

Schools: Public Grade, 7; High, 1; Junior High, 7; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 10; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 7; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,000.

Location: On Southern main line and three branches. Transfer sheds and shops located here.

Principal Industries: Railroad shops, cotton mills, aluminum, granite and farming, rubber plant, lumber, hosiery mills, and other small industries.

Manufacturing Establishments, 75. Leading firms: Salisbury Cotton Mills and Kessler Mill (a branch of the Cannon Mills), the largest towel mills in the world. The Cannon Mills at Kannapolis are partly located in this county.

Special Information: Largest Railroad shops of the Southern R.R. in Spencer one mile away and virtually a part of Salisbury. Large granite quarries and aluminum works of the Mellon interests located at one end of branch R.R. out of Salisbury.

Residential Features: Mostly single family houses, with apartments beginning to be built. Five built and under construction at present.

Retail Shopping Section: Three blocks north and south of Square; two East and West crossing Main on side streets.

Trading Area: Twenty miles South and West; Sixty miles to Southeast; Sixteen, North.

Wholesale Houses: Groceries, 12; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; bakers, 4; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 8; dry goods, 30; department stores, 5; electrical supplies, 5; florists, 3; furniture, 5; garages (public), 6; grocers, 29; hardware, 6; jewelry, 5; meat markets, 6; men's furnishing, 9; men's clothing, 9; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 20; shoes, 6; sporting goods, 6; stationers, 2; women's apparel, 10.

**SCOTLAND NECK, N. C.**

1920 Population, 2,061.

City and Suburban Estimate, 5,000.

Schools: 2; Number of Pupils, 643.

Churches: 3.

Banks: 2; Total Resources, \$1,300,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Single houses.

Retail Shopping Section: About 3 blocks.

Trading Area: Ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 5; grocers, 22; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

**STATESVILLE, N. C.**

1920 Population, 7,895.

City and Suburban Estimate, 11,000.

Native Whites, 79.5%; Negroes, 20%; Foreign Born, .5%; English Reading, 89%; Families, 1,661.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,865.

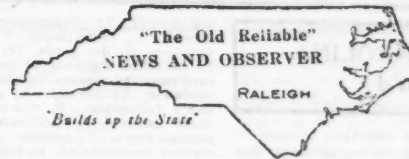
Banks: National, 2; State, 2; Total Resources, \$3,500,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,900.

Location: On three routes of the State Highway System from Beaufort to Murphy, from Charlotte to Sparta, from Statesville to Taylorsville.

Principal Industries: Flour mills, foundries and

Continued on page 164



**North Carolina's Dollars Are Never Idle**

They remain busily engaged in building Schools, Colleges, Homes, Factories, buying Food Supplies, Clothing and other necessities.

Statistics show that \$140,347,366.00 were paid to the government for income taxes for 1923, while more than \$120,000,000.00 worth of hard surfaced roads are now under construction.

**ADVERTISERS**

will find North Carolina a very interesting territory and foremost among newspapers of the state stands The Raleigh News and Observer, long known among its thousands of constant readers as "The Old Reliable." More circulation—more state and local news and more genuine reader interest. These features mean but one thing to the advertiser—

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NORTH CAROLINA and NORTH DAKOTA Markets in Standard Surveys

**NORTH CAROLINA**  
(Cont'd)

**Statesville (con't)**

machine shops, hosiery mills, cotton mills, furniture, veneer, tobacco factories, box shoos, sheet metal work.

**Manufacturing Establishments, 32.**

Yearly value of output, \$9,153,271; yearly payroll, \$1,366,286.

**Special Information:** Statesville has 12 passenger trains daily. Through Pullman service from Eastern Carolina to Cincinnati and the west; also from New York, Philadelphia and Washington to all parts of the country.

**Residential Features:** Mostly one-family houses.

**Trading Area:** Extends 20 miles in each direction.

**Wholesale Houses: 5.**

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 5; grocers, 38; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 2.

**TARBORO, N. C.**

1920 Population, 5,000.

City and Suburban Estimate, 10,000.

Native Whites, 50%; Negroes, 50%; Industrial Workers, 2%; English Reading, 90%; Families, 2,000.

**Schools:** Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 800.

**Churches:** Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 1; State, 1; Total Resources, \$3,600,000; Savings Bank Deposits Total, \$400,000.

**Theatres:** Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

**Location:** A. C. L. R. Co. and East Carolina Ry. Bus service to adjoining towns.

**Principal Industries:** Cotton mills, hosiery mills, Fertz factories, peanut mill, cottonseed oil mills, farming and trucking, veneer mill, lumber, etc.

**Manufacturing Establishments, 10.** Leading firms, Hart Cotton Mills, Pennsylvania Hosiery Mills.

**Special Information:** Three large cotton mills, three hosiery mills; all running at full speed the year round. Large fertilizer manufacturing and distributing plants. Farming backbone of this section. Hosiery, cotton, tobacco, peanuts, as chief money crops. Splendid farming section.

**Residential Features:** Mostly modest homes. Homes owned by tenants.

**Retail Shopping Section:** Extends from Town Commons to River; 6 blocks business houses on Main St. and 10 blocks on side streets.

**Trading Area:** 50 miles east of Tarboro, 20 miles south of Tarboro; 15 miles west and north.

**Wholesale Houses:** Groceries, 4; fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 27; automobile tire agencies, 27; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods, 17; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 3; garages (public), 12; grocers, 24; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 12; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 2; shoes, 12; sporting goods, 1; stationers, 5; women's apparel, 4.

**WASHINGTON, N. C.**

1920 Population, 6,314.

City and Suburban Estimate, 7,500.

Native Whites, 54%; Negroes, 45%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 75%; Families, 1,443.

**Schools:** 3; Number of Pupils, 1,638.

**Churches:** 8.

**Banks:** 3; Total Resources, \$1,780,000.

**Theatres:** 2. Total number of seats, 1,700.

**Residential Features:** Mostly one family houses.

**Retail Shopping Section:** 5 blocks.

**Trading Area:** 15 miles radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (includ-

ing hotels), 7; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 14; department stores, 1; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; garages (public), 5; grocers, 33; hardware, 7; jewelry, 1; meat markets, 17; men's furnishings, 5; milliners, 8; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 2.

**WILMINGTON, N. C.**

1920 Population, 33,372.

City and Suburban Estimate, approximately, 42,000.

Native Whites, 66%; Negroes, 33%; Foreign Born, 1/4 of 1%; Industrial Workers, 25%; English Reading, 90%.

**Schools:** Public Grade, 12, both races; High, 1 White, 1 Colored; Parochial, 1 White, 1 Colored; Number of Pupils, White 200, Colored, 275.

**Churches:** Baptist, 4; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1 White, 1 Colored; Miscellaneous, approximately, 10.

**Banks:** National, 1; State, 5; Total Resources, \$3,201,072.83; Savings Bank Deposits Total, \$6,785,089.35.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, approximately, 3,500.

**Location:** On Cape Fear River, eight miles from ocean to east, and 28 miles from mouth of river southward. Served by Atlantic Coast Line and Seaboard Air Line, and Wilmington, Brunswick and Southern railroads. Weekly Clyde Line service with New York. Five major highways of North Carolina converge at Wilmington.

**Principal Industries:** Fertilizers, amounting to approximately \$17,000,000 yearly; lumber, concrete products, cotton goods and cotton exporting.

**Manufacturing Establishments, approximately, 100.** Leading firms, Delgado Cotton Mills, and twelve to fifteen of them largest fertilizer plants on southern coast. Total value of yearly output estimated at approximately \$30,000,000.

**Special Information:** Wilmington with its desirable location as a port has excellent facilities for rail and water distribution to surrounding territory.

**Residential Features:** Principally one and two-story frame dwellings. Due to Wilmington's mild and equable climate there is no special necessity for steam heated houses, this type having been installed however during recent years. The houses are planned with an idea of space and comfort and as a residential city, Wilmington is most desirable. The city is a summer resort without an equal along the South Atlantic Coast, having several nearby beaches which attract several hundred thousand visitors each summer.

**Retail Shopping Section:** Front St., 8 blocks; Princess St., 3 blocks; Market St., 3 blocks; Dock St., 2 blocks; Second St., 5 blocks; Third St., 4 blocks; Castle St., 7 blocks, North 4th St., 10 blocks; Nixon St., 3 blocks.

**Trading Area:** Radius of approximately 100 to 150 miles, trading population approximately \$250,000.

**Wholesale Houses:** Groceries, 10; Meats, 6; Fruits, 3; Hardware, 4; Dry Goods, 6; Miscellaneous Lines, 12, with approximately 50 firms.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), approximately, 25; delicatessen, 1; dressmakers, 23; druggists, 22; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 2; fruits, 5; furniture, 6; garages (public), 5; grocers, 100; hardware, 5; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 8; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 4.

**WILSON, N. C.**

1920 Population, 10,612.

City and Suburban Estimate, 15,000.

Foreign Born: Only 62 in whole county.

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

**Banks:** National, 1; Total Resources, \$7,200,000.

**Theatres:** Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2.

**Location:** In central part of North Carolina on the main lines of A. C. L. and N. & S. Railroads, with 28 passenger trains daily. On account of its location is the logical point for distributing houses and jobbers in this section of the state.

**Principal Industries:** Tobacco, cotton, knit-

ting mills and largest wagon works in the south. Lumber mills.

**Manufacturing Establishments, 8.** Leading firms, Imperial Tobacco Co., Export Tobacco Co., Hackney Wagon Factory, Farmers Cotton Oil Mill, Williams Lumber Co.

**Special Information:** Large bright leaf tobacco market.

**Residential Features:** One and two-family houses; very small section devoted to workmen's tenements.

**Retail Shopping Section:** Nash St. with Barnes and Green running parallel on either side, and Railroad, Spring, Tarboro and Goldsboro parallels cutting these from the retail shopping section. Three outlying retail sections, and small retail groceries scattered throughout the city.

**Trading Area:** Extends about 20 miles, north, east, west and south. Wilson is center and metropolis of a vast territory that is being rapidly developed in which there are no large cities.

**Wholesale Houses:** Groceries, 5; Meats, 4; Fruits, 4; Hardware, 1; Miscellaneous Lines: Candy, 1; Cars.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 9; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 8; dry goods, 18; department stores, 4; electrical supplies, 3; florists, 3; fruits, 3; furniture, 5; garages (public), 19; grocers, 30; hardware, 5; jewelry, 5; meat markets, 4; men's furnishings, 3; men's clothing, 10; merchant tailors, 3; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 16; sporting goods, 2; stationers, 2; women's apparel, 23.

**WINSTON-SALEM, N. C.**

1920 Population, Census, 48,395. January 1, estimate Census Bureau, 59,434.

City and Suburban Estimate, 95,000.

Native Whites, 62%; Negroes, 38%; Foreign Born, less than 1%; Industrial Workers, 25%; English Reading, 99%; Families, 10,000.

**Schools:** Public Grade, 13; High, 2; Number of Pupils, 12,000.

**Churches:** Baptist, 31; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 22; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 25.

**Banks:** National, 2; State, 5; Total Resources, \$45,000,000. Savings Bank Deposits Total, \$12,000,000.

**Theatres:** Legitimate, 1 White, 1 Colored; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), Memorial Auditorium (Municipal). Total number of seats, 7,500.

**Location:** Western Central part North Carolina, on Southern, Norfolk and Western, Winston-Salem Southbound Railroads. On eight highways of State system. More highways than any other city or town in the State.

**Principal Industries:** Tobacco, cigarettes, furniture, underwear, knitted goods and wagons.

**Manufacturing Establishments, 90.** Leading firms, R. J. Reynolds Tobacco Co., P. H. Hanes Knitting Co., Chatbam Mfg. Co., B. F. Huntley Furniture Co., Hanes Hosiery Mills, Forsyth Furniture Lines, Inc.

**Special Information:** World's largest manufacturer of tobacco products. Country's largest manufacturer of knit underwear, country's third largest manufacturer of furniture. Seventh port of entry. Largest city in the State. Third greatest manufacturing city in the South based on value of products, and second by value added to raw products by manufacture. Greatest per capita factory production of any city in the country.

**Residential Features:** Mostly one and two-family houses. Private homes predominate. Several new subdivisions recently opened giving impetus to building of private dwellings of the better class. Two higher class residential subdivisions being developed for more expensive types of homes.

**Retail Shopping Section:** Approximated location shown on city map attached. Two or three "Neighborhood" retail sections.

**Trading Area:** As far west to N. Wilkesboro and beyond, probably 75 miles. North as far as Martinsville 47 miles. Due east shared with Greensboro. Southeast vicinity of Salisbury, about 47 miles. South to Mocksville and vicinity of Statesville. Territory embraces close to 300,000 people.

**Wholesale Houses:** Groceries, 15; Meats, 3; Fruits, 6; Hardware, 2; Dry Goods, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 10; Automobile accessories, 12; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 13; druggists, 27; dry goods, 14; department stores, 7; electrical supplies, 9; florists, 6; fruits, 5; furniture, 22; garages (public), 11; grocers, 340; hardware, 6; jewelry, 10; meat markets, 52; men's furnishings, 15; men's clothing, 10; merchant tailors, 15; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 5; shoes, 29; sporting goods, 4; stationers, 3; women's apparel, 17.

**Standard Surveys**  
of  
**NORTH DAKOTA**

**BISMARCK, N. DAK.**

1920 Population, 8,000.

City and Suburban Estimate, 15,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 100%.

**Schools:** Public Grade, 5; High, 2; Parochial, 1; Number of Pupils, 200.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 2; State, 3; Total Resources, \$5,500,000; Savings Bank Deposits Total, \$2,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

**Location:** Northern Pacific R. R. Soo Line. Benton Baker Boat Line. Auto Bus Lines to points, north and south, within a 100 mile radius.

**Principal Industries:** Lignite coal, flour mills. **Residential Features:** Mostly residences on good sized lots owned by occupants. Homes are mostly of brick and stucco.

**Retail Shopping Section:** Cover four blocks east and west and four blocks north and south.

**Trading Area:** North 60 miles. East 45 miles. South 70 miles. West 100 miles.

**Wholesale Houses:** Groceries, 1; Meats, 1; Miscellaneous Lines: Automobile Accessories, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 2; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 20; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 2.

**DEVILS LAKE, N. DAK.**

1920 Population, 5,141.

Native Whites, 92%; Negroes, 4%; Foreign Born, 4%; English Reading, 84%; Families, 1,750.

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,553.

**Churches:** Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 1; Total Resources, \$2,564,673.77; Savings Bank Deposits Total, \$500,000.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,500.

**Location:** Great Northern R.R., branch line of the Soo Line. Bus line to Jamestown, North Dakota.

**Principal Industries:** Agriculture, Dairying, Mining.

**Special Information:** Six miles from Devils Lake, only good sized lake in the State. Railroad connections make it possible to centralize many activities of the state here.

**Residential Features:** Mostly one or two-family houses, private homes predominate. About 25 buildings with flats.

**Retail Shopping Section:** Kelly Avenue with four blocks. Fourth Street with four blocks. Second, Third and Fifth Streets running parallel each have three blocks. In the outlying districts we have three "Neighborhood" shops. On the west side of the town there are about five small stores scattered about.

**Trading Area:** Extends for about 100 miles due to the highways and good roads and the greater per cent. of the people own cars which makes it easy for them to come to a larger city.

**Wholesale Houses:** Groceries, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 6; furniture, 4; garages (public), 12; grocers, 15; hardware, 4; jewelry, 3; meat markets, 2; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 6.



Space Buyers' Guide to Markets of NORTH DAKOTA and OHIO

NORTH DAKOTA (Cont'd)

FARGO, N. DAK.

1920 Population, 21,961. City and Suburban Estimate, 25,000. Native Whites, 9,334; Negroes, 42%; Foreign Born, 3,788; Families, 4,877. Schools: Public Grade, 12; Parochial, 2; Number of Pupils, 10,000. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 6; State, 2; Total Resources, \$13,747,556.52; Savings Bank Deposits Total, \$7,066,297.12. Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Location: Located on two transcontinental railways, the N. P. & G. N., both having branches reaching all parts of territory within a 200 mile radius; also branch of C. M. & St. P., and direct connection with the Soo Line. More than 36 passenger trains in and out of Fargo in 24 hours. These facilities make Fargo the distributing center for a vast territory in the Northwest.

Manufacturing Establishments: Farm machinery, harness, meats and other food products clothing, household articles. Total value of output of factories estimated at more than \$7,000,000. Special Information: Fargo is the location of the Child Health Demonstration Bureau sponsored by the Commonwealth fund. National Child health association, and was chosen out of 29 cities in the Mississippi valley. Fargo has a commercial club with the largest membership of any city in the U. S. of equal size.

Residential Features: Mostly homes. Trading Area: Fargo has a trading area of 200 miles on all sides. It has a trading population of approximately 50,000. Fargo has six National Highway Trails passing through it. Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 4; Miscellaneous lines, 30 different kinds. Number of Retail Outlets for Nationally Advertised Products: Commercial auto, agencies, 14; automobile accessories, 6; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 16; druggists, 14; department stores, 6; electrical supplies, 6; florists, 3; furriers, 4; furniture, 6; furriers, 6; garages (public), 17; grocers, 94; hardware, 6; jewelry, 12; meat markets, 20; men's furnishings, 6; merchant tailors, 15; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 4; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 10.

GRAND FORKS, N. DAK.

1920 Population: Grand Forks, 14,010; East Grand Forks, 2,590. City and Suburban Estimate: 159,000. Our population are all practically English reading people, the foreign born being Scandinavian, mostly engaged in agriculture and its allied pursuits. Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 2. Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, Lutheran, 9; Evangelical, 1; Church of God, 2. Banks: National, 3; State, 3; Total Resources, \$8,130,101.06 (Grand Forks alone); Savings Bank Deposits Total, \$2,604,643.15 (Grand Forks alone). Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats about 5,000. Location: Great Northern and Northern Pacific Railroads. Bus and truck lines radiating in every direction from Grand Forks. Principal Industries: Flour, packing plant, products, butter, brick, sweeping compound, candies, ice cream, blank book manufacturing. Manufacturing Establishments: Leading firms: North Dakota State Mill & Elevator Packing Co., Bridgeman & Russell Creamery Co., Grand Forks Creamery Co., Northern Produce Co., Red River Valley Brick Manufacturing Co., Congress Candy Co., Turner Sash & Door Factory, Grand Forks Herald (Blank Books, etc.), Anti Dust Manufacturing Co. Special Information: Grand Forks, North Dakota, is the leading farmers market center of North Dakota furnishing a market for everything the farmer raises including a Beet Sugar factory which will take the 1925 crop. Grand Forks has long been a jobbing and distributing center for North Dakota and the Commercial Club is aiming to make it a market center as well where the farmer can sell anything he raises. Report includes Grand Forks, North Dakota, and East Grand Forks, Minnesota, which is just across the river and part of Grand Forks to all intent and purposes. Residential Features: 90 per cent of our residents are home owners. Most residences are moderate in cost and size with no tenement sections of any kind. A few high-grade apart-

ment houses supply a large percentage of our commercial travelers with homes. Retail Shopping Section: Third street, 6 blocks; DeMers avenue, 10 blocks; Fourth street, 6 blocks; balance scattered. Trading Area: Trading radius of about fifty-seven miles. This includes such towns as Grafton, Mayville, Hillsboro, Langdon, Larimore, Warren, Minnesota, Thief River Falls, Minn., Crookston, Minn. The foregoing statement is taken from our A. B. C. report which limits rather than extends our territory. Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Dry Goods, 1; Miscellaneous lines, Auto accessories, 1; Ice Cream, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 15; automobile accessories most garages handle; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 18; druggists, 6; dry goods, 5; department stores, 5; electrical supplies, 5; florists, 4; fruits, 10; furniture, 5; furriers, 4; garages (public), 15; grocers, 68; hardware, 5; jewelry, 7; meat markets, 12; men's clothing, 12; merchant tailors, 10; milliners, 8; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 28; shoes, 8; sporting goods, 2; stationers, 7; women's apparel, 10.

JAMESTOWN, N. DAK.

1920 Population, 7,243. City and Suburban Estimate, 25,000. Native Whites, 85%; Foreign Born, 15%; Farm and Industrial Workers, 75%; English Reading, 75%; Families, 1,500; county, 5,000. Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 3. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10. Banks: National, 2; State, 1; Total Resources, \$2,000,000; Savings Bank Deposits Total, \$500,000. Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 7,000. Location: On main line of Northern Pacific R.R. Division Headquarters. Branches north and south. Headquarters Midland Continental R. R. Most easily accessible city in state by railroads in all directions.

Principal Industries: Creamery, Agriculture, electric power plant, gas plant, ice cream factory, butter condensary, distributing warehouse. Manufacturing Establishments, 10. Leading firms: Bridgeman Russell Co. Annual output, \$2,000,000. Special Information: Located in the center of long established prosperous farming section and in that part of Dakota and within the belt designated by the U. S. Dept. of Agriculture as having the highest average natural fertility. Twenty miles freight trackage in the city. Residential Features: Good homes of business and working people, railroad families. Retail Shopping Section: Fifth Ave, 6 blocks; Main St., 4 blocks; Front St., 4 blocks; Third St., 4 blocks. Mostly modern up-to-date stores with good display fronts and well kept windows. Trading Area: Good roads draw people from 50 miles west, north and south and 30 miles east. On Saturday and Sales Days many thousands come to Jamestown. Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 3; Hardware, 2; Dry Goods, 3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto, agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 9; delicatessen, 5; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 3; fruits, 6; furniture, 4; furriers, 4; garages (public), 9; grocers, 12; hardware, 4; jewelry, 5; meat markets, 4; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 6.

MANDAN, N. DAK.

1920 Population, 4,336. City and Suburban Estimate, 6,000. Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 25%; English Reading, 50%; Families, 1,100. Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,300. Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 1. Banks: National, 1; State, 1; Total Resources, \$3,043,000; Savings Bank Deposits Total, \$2,799,000. Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,600. Location: On main line Northern Pacific Railway. Passenger division point terminus, 2 branch lines to west and northwest and southwest serving territory in radius 150 miles in above directions, west of Missouri River. On National Parks highway, western terminus of

only vehicular bridge across Missouri River for distance 500 miles both ways. Exceptional service for shipping and distribution of merchandise. Principal Industries: Dairying, mixed farming, poultry, Northern Pacific shops, wholesaling, milling, lignite coal. Manufacturing Establishments: 3. Leading firms, Russell-Miller Milling Co. Total value of yearly output of factories estimated at \$2,000,000. Special Information: Outlet for large lignite coal deposits of Western North Dakota. Nearly \$2,000,000 paid farmers of this section by local Creamery and Produce Co. for poultry and cream. Has largest federal agricultural experimental station in the West. Led all cities of state in 1923 in sale of automobiles. No daily newspaper west of Mandan for 275 miles. Has third bank in state in point of deposits. Morton County (Mandan County seat) leads all others in state in dairying. Residential Features: 75 per cent own their homes. Business section and largest part of residence section paved. Has natural parks under park board (a rarity in North Dakota) Best lighted city of its size in the U. S. so advertised by General Electric Co. Retail Shopping Section: Seven blocks on Main street. Four blocks leading into Main street. No shops in the residence section. Trading Area: Extends 30 miles west, south and north. Our merchants do large business with residents of small towns in radius of 140 miles west, south, southwest, north and northwest. Nearest large trading point in either of above directions is 110 miles away. Good roads leading here from all above directions because of only means of crossing Missouri River. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous lines, Wholesale bakery, bottling works, county supplies. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 4; grocers, 8; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings and men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 1; stationers, 1; women's apparel included in department stores.

MINOT, N. DAK.

1920 Population, 10,470. City and Suburban Estimate, 12,500 to 15,000. Families, 2,735. Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,100. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5 Lutheran and 7 others. Banks: National, 2; State, 2. Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,850. Location: Center of Northwest North Dakota, a vast agricultural empire with great deposits of lignite coal which are rapidly being developed. It is also becoming outstanding dairy center. City is a junction of main line of Great Northern Railway and Soo Line and is recognized as one of the most progressive cities of its size in the West. It offers leadership to the entire northwestern part of the state and is a commercial center for this section. Principal Industries: Railroad shops, auto repair, flour mills, creameries, lignite, briquetting plant. Because of the city's vast trading territory, retail and wholesale establishments are very important factors in the community. The briquetting industry is just starting and promises vast development because of the absence of fuel elsewhere in the northwest. There are 600,000,000 (hillion) tons of lignite coal in Western North Dakota. Manufacturing Establishments: 6. Leading firms, Russell-Miller Milling Co., and Minot Flour Mills, also Armour Creameries and White Ice Cream Co. Special Information: With agriculture becoming a more stable industry and the fertile, low-priced land of Northwest North Dakota affording opportunities to renters from states suffering land value inflation, Northwest North Dakota can see the beginning of an influx of new settlers. As the territory develops, Minot grows for the section of a network of railroad branches and federal highways which center into Minot. Residential Features: Minot is the business center of Northwest North Dakota and is located in the Mouse River Valley. It is recognized as a city of fine residences, parks and good schools. It is one of the most attractively laid out cities of its size in the West. It is a terminal of the Great Northern Railway and a junction point of this road and the Soo line, two very important railroads. The vast lignite deposits of Northwest North Dakota are near Minot. The city has 2,446 homes. Retail Shopping Section: Main street, four blocks; Central avenue, four blocks; First street, S. E., two blocks; First street, S. W., two blocks; First avenue, S. W., & S. E., three blocks. Trading Area: Minot is the largest city in

Northwest North Dakota, a territory that has 581 miles of federal highway which are open winter and summer. This gives the city a trading territory extending from Harvey and Rugby on the east, west into the eastern part of Montana and north into the southern part of Saskatchewan. The city's territory is about 225 miles wide and 125 miles north and south with Minot in the very center. Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 3; Miscellaneous lines, Lumber, 2; Building Material, 2; Tires, 2; Creameries, 3; Flour Mills, 3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto, agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 15; druggists, 5; dry goods, 5; department stores, 6; electrical supplies, 4; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 16; grocers, 35; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 12; men's clothing, 13; merchant tailors, 6; milliners, 7; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 6.

Standard Surveys of OHIO

AKRON, OHIO

1920 Population, 208,435. City and Suburban Estimate, 280,000. Native Whites, 79.1%; Negroes, 2.7%; Foreign Born, 18.2%; Industrial Workers, 29%; English Reading, 88%; Families, 44,195. Schools: Public Grade, 28; High, 5; Parochial, 7; Number of Pupils, 39,138. Churches: Baptist, 13; Christian Science, 2; Congregational, 4; Episcopal, 5; Hebrew, 6; Methodist, 19; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, Evangelical, 6; Lutheran, 10; Reformed, 9; Miscellaneous, 63. Banks: National, 2; State, 9; Total Resources, \$63,159,500. Theatres: Legitimate, 4; Moving Pictures, 29; Vaudeville, 1. Total number of seats, 20,000. Location: Akron is 35 miles south of Cleveland on main line of Penn R. R., Erie R. R. and Baltimore & Ohio R. R. with connection leading to Wheeling & Lake Erie R. R. & New York Central. One traction line connecting to all northern Ohio points and bus lines. Principal Industries: Rubber tires and rubber goods, belting, rubber working machinery, gaso-line lamps and lighting systems, varnishes-japan and enamel, wagon gears, auto tops, zinc oxide, boilers, tanks, dies, molds, structural iron, lumber and mill work, salt, porcelain insulators, oil filters, sewer pipe, building blocks, fishing tackle, automobile rims, dynamos, valves, acid proof stoneware, sulphur refining, rubber reclaiming, flour, feed, cereals, furnaces, well drilling machinery, chinaware, stoves, paper bags, twist drills, rubber toys, hard rubber goods, rubber footwear, balloons, hot water bottles, gloves. Manufacturing Establishments, 304. Leading firms, Goodyear Rubber Co., E. F. Goodrich Co. Special Information: Akron has twelve large tire companies and six other rubber companies in various lines of hard rubber goods: footwear, elastic bands, belting and sundries; 35,000 people are engaged in the rubber industry. Five cereal mills and four clay product plants add an important variety to the industries. The largest sulphur refining plant in the world is located here, its production being largely taken up by the local rubber concerns. The large balloons, free balloons and dirigible bags for lighter than air crafts are manufactured here. Babberized fibre for rubber sponges are made here. There are 1,000,000 pairs of boots, shoes and articles made here yearly. In 1923 the output of rubber heels will reach 10,000,000 pairs. In the tire industry 150,000 tubes for automobiles are manufactured daily. Several carloads of paper cartons are required daily to pack these tubes. There are 147 industries capitalized at \$39,004,358. The industrial payroll amounts to \$80,000,000 annually. The census shows 26 establishments with 65,054 employees of which 59,138 are men and 5,916 women; twenty-six establishments have output over \$1,000,000. Akron manufactures \$462,092,527 worth of rubber goods of which 83.8% of all this line is manufactured in the state. Residential Features: On account of the rapid growth of Akron's suburban sections have developed rapidly. Private residences one-family type predominate, though there has been a large number of flats and apartments put up in the past few years. Industrial housing areas were built up in the southern and eastern portion of the town. Retail Shopping Section: West Market, South Main and South Howard Sts. for a distance of one and a half miles is the principal shopping section. In this section are located the principal stores, hotels, theatres and business blocks. Smaller shops and stores are located on the streets intersecting these. There is a trading center in East Akron on East Market St. and Case Ave. In South Akron, South Main St. is the trading center. Shops and stores and neigh-

Continued on page 166

**OHIO (Cont'd)**

**Akron (con't)**

borhood sections are scattered throughout the city.

**Trading Area:** The trading area of Akron extends on the west as far as Sharon Center, south as far as Clinton and Aultman which is southeast, east as far as Ravenna and north as far as Twinsburg. This section has excellent transportation facilities in electric interurban line, steam railway, motor buses and improved highways. Throughout this section are numerous small towns and cities whose populace do most of their shopping in Akron. Cuyahoga Falls, Kenmore and Barberton surround the city and street car service is frequent. These three towns add 42,000 to Akron proper and a large majority of the populace work in Akron.

**Wholesale Houses:** Groceries, 7; Meats, 16; Fruits, 6; Hardware, 4; Dry Goods, 2; Miscellaneous Lines, Drugs, 1; Confectioners, 9; Shoes, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 52; commercial auto. agencies, 25; automobile accessories, 41; automobile tire agencies, 54; bakers, 60; cigar stores and stands (including hotels), 109; confectioners (including hotel stands), 263; delicatessen, 8; dressmakers, 60; druggists, 78; dry goods, 42; department stores, 9; electrical supplies, 28; florists, 11; fruits, 36; furniture, 36; furriers, 5; garages (public), 51; grocers, 709; hardware, 38; jewelry, 37; meat markets, 170; men's furnishings, 85; men's clothing, 51; merchant tailors, 65; milliners, 31; opticians, 13; photographers, 30; pianos (and miscellaneous musical instruments), 22; radio supplies, 35; restaurants (including hotels), 253; shoes, 43; sporting goods, 18; stationers, 11; women's apparel, 18.

See announcement below and top columns 3 and 4, page 167; and page 175

**ALLIANCE, OHIO**

1920 Population, 21,603.

City and Suburban Estimate, 30,000.

Native Whites, 81.6%; Negroes, .8%; Foreign Born, 17.6%; Industrial Workers, 70%; English Reading, 90%; Families, 5,311.

Schools: Public Grade, 11; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 2; Savings Bank Deposits Total, \$6,139,367.13.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,600.

**Location:** In Stark Co., on P. R. R. main line, N. Y. C. & P. A. N. A., Stark Electric, N. O. T. C. Electric line. Excellent business service both east and west.

**Principal Industries:** Iron, steel, automobile, drop forgings, electric travelling cranes, machinery supplies, boiler works, automatic jack works, 5 potteries, 3 brick works, in fact the top of the world in clay products.

**Manufacturing Establishments:** 24. Leading firms, Morgan Engineering, Transne & Williams, Steel Forge Corp., American Steel Foundries, Alliance Machine Co., McCaskey Register Co., Reeves Bros. Co., (boilers), Buckeye Twist Drill Co., Electric Stove Works, Alliance Brass & Bronze Co., Woods Engrg. Co., Cleveland Implement Manufacturing Co., Alliance Brick Co., Alliance Vitreous China Co., Crescent China Co., Alliance Pottery & Glass Co. Total value of yearly output of factories estimated at \$50,000,000.

**Special Information:** Stark County with its 150,000 population is the ninth richest agricultural county in the United States. Its excellent railroad facilities makes this an ideal manufacturing and shipping center.

**Residential Features:** Mostly one and two family houses. Limited section devoted to workmen's tenements. Private homes predominate. One of the finest private residential sections is located in the western portion of the city, known as the Parkway Boulevard.

**Retail Shopping Section:** Extends from the Penn. R. R. stations, west to Union avenue. Numerous neighborhood stores are located throughout the residential section.

**Trading Area:** Extends a greater distance north and south with fine trolley and bus service.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 26; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 14; bakers, 11; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 25; delicatessen, 2; druggists, 15; dry goods, 13; department stores, 2; electrical supplies, 12; florists, 5; fruits, 5; furniture, 12; garages (public), 34; grocers, 96; hardware, 13; jewelry, 11; meat markets, 33; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 27; shoes, 17; sporting goods, 3; stationers, 1; women's apparel, 12.

See announcement bottom columns 3 and 4, page 167

**ASHLAND, OHIO**

1920 Population, 9,249. (1924, est. 13,400.)

City and Suburban Estimate, 17,400.

Native Whites, 88%; Negroes, 1/4 of 1%;

Foreign Born, 3%; Industrial Workers, 20%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 20; High, 1; Junior High, 1; Number of Pupils, 5,500.

Churches: Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1; State, 4; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,800.

**Location:** In north central Ohio on main line of Erie R. R., on Lorain, Ashland & Southern R. R. (branch of Pennsylvania R. R.); on Cleveland & Southwestern Electric. Daily Scheduled Bus Lines in every direction out of Ashland.

**Principal Industries:** Largest Pump and Hay Tool works in the world, largest stock and poultry food laboratory in the world, 4 balloon factories with larger combined output of any city in the world, 3 auto jack factories with more combined output than any city in world, bed springs, Malleable Iron works; school playground apparatus, rubber druggists sundries and golf balls, rubber tire sputrances, brass foundry, cement mixers, etc.

**Manufacturing Establishments:** 25. Leading firms, F. E. Myers & Bro. Co., The Faultless Rubber Co., Dr. Hess & Clark, The Bagie Rubber Co., Rybolt Heater Co., Improved Mfg. Co., Elite Mfg. Co., Molican Rubber Co., Ashland Tire & Rubber Co., Toycraft Rubber Co., Ashland Mfg. Co., Ashland Malleable Co., Kauffman Mfg. Co., Garber Pub. Co.

**Special Information:** Ashland has more diversified industries of large volume than any city of similar size in the United States. Leads the world in the manufacture of pumps and hay tools, toy balloons and rubber balls, auto jacks and stock and poultry foods.

**Residential Features:** City of homes. Nearly every one owns his own home. Every street is paved and streets are swept and kept clean.

**Retail Shopping Section:** Main street, Second street, Orange street, parts of Claremont avenue, parts of Center street, parts of Church street, part of Third street. There are several small outlying sections with general stores or grocery and meat stores.

**Trading Area:** Extends throughout Ashland county, and some of the adjacent parts of adjoining counties. Ashland has main roads radiating in every direction all of which are paved and this city enjoys a regular patronage from territory as far as 25 miles out.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 8, besides all grocers; confectioners

(including hotel stands), 10; delicatessen, 8; dressmakers, 20; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 7; florists, 5; fruits, 3; furniture, 4; garages (public), 14; grocers, 34; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 10; men's clothing, 10; merchant tailors, 7; milliners, 6; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 16; shoes, 9; sporting goods, 5; stationers, 3; women's apparel, 16.

**ASHTABULA, OHIO**

1920 Population, 22,082.

City and Suburban Estimate, 63,000.

Native Whites, 78.3%; Negroes, .7%; Foreign Born, 21%; Industrial Workers, 28%; English Reading, 86%; Families, 5,314.

Schools: 16; Number of Pupils, 5,580.

Churches: 23.

Banks: 4; Total Resources, \$11,870,000.

Theatres: 3. Total number of seats, 1,600.

**Residential Features:** One and two family houses.

**Retail Shopping Section:** 12 blocks.

**Trading Area:** 25 miles radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 19; bakers, 11; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 41; delicatessen, 1; dressmakers, 33; druggists, 10; dry goods, 14; department stores, 3; electrical supplies, 6; florists, 3; fruits, 4; furniture, 6; garages (public), 15; grocers, 101; hardware, 9; jewelry, 8; meat markets, 25; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 19; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 5.

**ATHENS-NELSONVILLE-GLOUSTER**

1920 Population, 15,998.

City and Suburban Estimate, 20,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 94%; Families, 3,984.

Schools: Public Grade, 6; High, 3; Junior High, 2; Number of Pupils, 3,800.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Methodist, 7; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 3; State, 4; Total Re-

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**OHIO (Cont'd)**

sources, \$6,212,000; Savings Bank Deposits Total, \$826,000.

Theatres: Legitimate, 3; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,556.

Location: Athens-Nelsonville-Glouster, a three pointed city in southeastern Ohio, closely coordinated with paved roads, thirty minutes by auto, trolley or train takes you from Athens to "Forthest North." Alike they are served by B. & O., H. V. and Kanawa & Michigan. Red Star bus service to the north.

Principal Industries: Coal mining, steel filing cabinets, gas fire places, shoes and bricks.

Manufacturing Establishments: 7. Leading firms, McBee Bindery, Grayson Mfg. Co.

Special Information: Within this territory are over 12,000 coal miners, earning \$18,000,000 annually; \$4,600 industrial workers, earning \$3,000,000; students, faculty and employees of the oldest educational institution west of the Alleghenies (the Ohio University at Athens) spending \$1,110,000; employes of State Hospital spending \$100,000; hundreds of thousands realized from fruit, stock and dairy products, make a buying power of over \$20,000,000.

Residential Features: Mostly single houses, averaging \$5,500, of which 40 per cent are owned.

Retail Shopping Section: Athens: Extends 3 blocks on Court street, crossed by Carpenter, State, Washington and Union streets, each 2 blocks. Nelsonville: 3 blocks on Washington and Columbus streets, parallel to Public Square. Glouster: 5 blocks on High street. Total of 23 blocks with numerous neighborhood stores.

Trading Area: Mostly within a radius of 19 miles surrounding Athens, which is the center of a network of good roads.

Wholesale Houses: Groceries, 3; meats, 2; Fruits, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto, agencies, 14; automobile accessories, 12; automobile tire agencies, 24; bakers, 3; cigar stores and stands (including hotels), 34; confectioners (including hotel stands), 14; druggists, 10; dry goods, 13; department stores, 3; electrical supplies, 8; florists, 6; fruits, 14; furniture, 7; furriers, 5; garages (public), 12; grocers, 69; hardware, 9; jewelry, 8; meat markets, 24; men's furnishings, 11; men's clothing, 16; merchant tailors, 9; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 7; restaurants (including hotels), 19; shoes, 19; sporting goods, 7; stationers, 6; women's apparel, 14.

**BELLEFONTAINE, OHIO**

1920 Population, 9,336.

City and Suburban Estimate, 9,500.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 98%; Families, 2,400.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 1,950.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, \$2,389,971.78; Savings Bank Deposits Total \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,450.

Location: 53 miles n. w. Columbus. Terminal of N. Y. C. between Cleveland and Indianapolis, and between Cincinnati and Toledo. T. & O. C. and I. C. & E. traction line. Excellent bus service throughout the county connecting all smaller towns, as well as nearby cities, including Columbus, Dayton, Springfield and Lima.

Principal Industries: Railroad terminal and shops, bridges, steel and brass, foundry and harness manufacturers.

Manufacturing Establishments: 7; Leading firms: Bellefontaine Bridge & Steel Co., The Miller Hesse Co., Simpson Foundries, The Atlas Brass Co., Kaufman Metal Products Co.

Total value of yearly output of factories estimated at, \$2,250,000.

Special Information: The leading railroad center in Ohio in proportion to population and located in the center of the state's richest farming community. Indian Lake, a public park and summer resort 12 miles from the city. It covers 5,000 acres, owned by the state and attracts thousands of vacationists annually. Over \$1,638,000 was paid to railroad workers during past year and over \$800,000 to other industrial workers. This does not include the unestimated returns realized from prosperous farms in this territory.

Residential Features: Nearly all residences are one and two family, owners predominating. No workingmen's tenements. No exceptionally poor residential districts. A few apartments renting to the middle class. Indian Heights, finest residential district, is only three years old, but boasts nearly 100 new homes. Twenty minutes from center of city. Homes here average \$6,000 to \$7,000.

Retail Shopping Section: Four blocks surrounding public square. 3 blocks on Main St., 2 on Chillicothe Ave., 3 on Columbus Ave. and 2 on Detroit. Two outlying districts not including a number of neighborhood groceries, meat markets, &c. and shops, which will represent 12 groceries alone.

Trading Area: 12 miles north and west, 10 miles south and 15 miles east. Some unregular business is secured from a greater distance because of unusually large and progressive stores,

offering more shopping advantages than some of the neighboring cities of similar population only a few minutes distance by bus and traction. During vacation months much new business comes from Indian Lake, attracting city people from as far as Cleveland and Cincinnati.

Wholesale Houses: Groceries, 1; Meats, 1; fruits, 1; Dry Goods, 1; Miscellaneous Lines, Conf. 1; Cigars-Tob., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 7; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 3; fruits, 3; furniture, 3; garages (public), 4; grocers, 33; hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 1; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 1.

**BELLEVUE, OHIO**

1920 Population, 5,776.

Native Whites, 89.5%; Negroes, 0.5%; Foreign Born, 10%; English Reading, 95%; Families, 1,591.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,637.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$3,501,642.05.

Theatres: Moving Pictures, 2. Total number of seats, 1,125.

Location: Situated in northern Ohio, fifteen miles from Lake Erie, on four railroads—New York Central, Pennsylvania, Wheeling & Lake Erie, Nickel Plate, also Lake Shore Electric Lines. Only fifty miles from Toledo.

Principal Industries: One of the best farming territories in this section.

Manufacturing Establishments: Leading firms, Ohio Cultivator Co., Klein Iron Structural Co., Bellevue Mfg. Co.

Residential Features: One-family homes.

Trading Area: 10 miles each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 10; confectioners (including hotel stands), 5; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 4; grocers, 9; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 4.

**BOWLING GREEN, OHIO**

1920 Population, 6,000.

City and Suburban Estimate, 35,000.

Native Whites, 100%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, 1,500.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: N. Y. C., B. & O.

Principal Industries: Pickles, tomatoes, etc. Universal joints for automobiles.

Manufacturing Establishments: 7; Leading firms: H. J. Heinz Co., Royal Mfg. Co., Detroit Stoker Co., Newton Glass Co., June Skees Powder Puff Co., Universal Machine Co.

Special Information: State Normal College, 1500 students.

Residential Features: Mostly one family houses with ample grounds. Moderate rents. Many beautiful homes. Ample shade from mammoth maple trees on practically every street.

Retail Shopping Section: Main St. 6 blocks; Wooster St. 4 blocks; Court St. 2 blocks. Neighborhood stores a feature.

Trading Area: 15 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 7; grocers, 15; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 1; women's apparel, 3.

**BUCYRUS, OHIO**

1920 Population, 12,150.

City and Suburban Estimate, 13,000.

(Continued on page 168)

**In Akron—**  
*"The City of Opportunity"*

Over 50,000 workers are employed in Akron's 25 Rubber factories alone; not to mention the thousands employed in other industries. Akron is the heart of the American Ruhr.

These employees are well paid—they are able to buy luxuries as well as the necessities of life. Their wants are largely supplied thru the columns of—

**AKRON EVENING TIMES**  
 AND  
**SUNDAY TIMES**

*"Akron's Ablest Newspapers"*

**THE SUNDAY TIMES**

is the only Sunday newspaper published in Akron. It is read in nearly every home.

Advertisers can completely cover this rich territory in this medium at one cost.

The Times offers both a quantity and quality circulation—the most efficient and economical way to get your message to Akron people.

The Evening and Sunday Times are members of the A. B. C. and carry exclusive Associated Press wire service.

*National Advertising Representatives*

**CHAS. H. EDDY CO.**

Boston

NEW YORK

Chicago

**Alliance, Ohio**



—More Than Just a Dot on the Map

—A SEPARATE MARKET!

Consider Alliance, Ohio, as more than just a dot on the map. —more than just another little dot among many in some other paper's territory.

Alliance, Ohio, with 22,000 people and another 40,000 persons in adjacent territory, spent upwards of \$30,000,000 in 1924—and they spent it IN ALLIANCE.

This sum was spent in response to advertising in THE REVIEW and not in response to copy in some metropolitan paper.

The 62,000 people in Alliance and Alliance territory constitute a SEPARATE market which can be sold through only ONE medium—THE ALLIANCE REVIEW.

If you "bought" the Alliance Review territory along with a lot of other markets (as a part of some metropolitan paper's territory) in 1924, consider the Alliance Market (and some others, too) as a separate market in 1925 and

**WATCH RESULTS!**

There is a big story in any \$30,000,000 market. Do you want the facts about ours? They are yours for the asking.

**THE REVIEW**

Alliance, Ohio

A Separate Market

**OHIO (Cont'd)**

**Bucyrus (cont')**

Native Whites, 83%; Negroes, 1%; Foreign Born, 16%; Industrial Workers, 40%; English Reading, 85%.

Schools: Public Grade, 2,000; High, 600; Junior High, 1,000; Parochial, 400; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 4.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 9,000.

Location: P. R. R., T. & O. C. Traction lines, Cleveland and Southwestern and C. M. & C. Situated at junction of Ohio's two main traveled roads, the Ilacoia Highway and the Scioto Trail.

Principal Industries: Clay machinery, bakery equipment, children's clothing, locomotive cranes, fire escapes. Railroad shops.

Manufacturing Establishments: 6; Leading firms: Hadfield-Penfield Steel, Ohio Loco. Crane, Bucyrus Road Working Machinery.

Special Information: Lincoln Highway and Scioto Trail carries large marketing community in large center of farming trade.

Residential Features: All one and two family houses, 80% owned. Mostly working class of people of highest native born whites.

Retail Shopping Section: Sundusky Ave. 7 blocks, Walnut St. 4 blocks, Poplar St. 3 blocks, Charles St. 1 block, Warren St. 2 blocks, Neuseiner St. 3 blocks, Mansfield St. 2 blocks, Mary St. 2 blocks. Two smaller retail districts.

Trading Area: About 14 miles east and west, 12 south and 20 north.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous Lines, Bucyrus Candy Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 4; automobile accessories, 24; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 2; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 15; grocers, 38; hardware, 5; jewelry, 3; meat markets, 11; men's furniture, 5; men's clothing, 5; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 6.

**CAMBRIDGE, OHIO**

1920 Population, 13,104.

City and Suburban Estimate, 50,000.

Native Whites, 92.9%; Negroes, 2.7%; Foreign Born, 4.4%; Industrial Workers, 30%; English Reading, 98%; Families, 3,384.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 4,150.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Miscellaneous, 6.

Banks: National, 3; State, 2; Total Resources, \$5,480,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,900.

Location: 85 miles east of Columbus on main line of B. & O. R. R. and Penna. R. R.

Principal Industries: Coal, gas, oil, salt, clay products, sheet and tin plate, iron bars, steam shovels, canvas and leather gloves, overalls and furniture.

Residential Features: One and two story frame dwellings and cottages frame and brick.

Retail Shopping Section: Nine blocks on Wheeling Ave., 3 blocks on 7th St., 2 blocks on 8th St. also intersecting streets.

Trading Area: About 20 miles radius.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Produce, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 12; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 4; garages (public), 12; grocers, 75; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

**CANTON, OHIO**

1920 Population, 87,001 (1924 estimate 102,000 plus).

City and Suburban Estimate, 250,000.

Native Whites, 81.6%; Negroes, 1.5%; Foreign Born, 16.9%; Industrial Workers, 30%; English Reading, 83%; Families, 20,498.

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 5; Number of Pupils 18,447.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 4; Methodist, 8; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 40.

Banks: National, 1; State, 8; Total Resources, \$51,296,734.42; Savings Bank Deposits Total, \$44,586,448.01.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 12,500 to 13,000.

Location: Almost midway between the ports of Lake Erie and the Ohio River and is on the main line of P. R. R. between N. Y. and Chicago. Also B. & O., W. & L. E., Northern Ohio Traction and Light and Stark Electric Ry. Ideally situated for commercial and industrial center. In coal mining region of northeastern Ohio and heart of a rich agricultural territory.

Principal Industries: Basis product steel and fabricated steel articles, finished and unfinished other lines brick and tile, chemicals, paints, suction and vacuum sweepers, watch cases and movements, dental furniture, cleaning compound, cutlery, enamelled ware, rubber goods, toys, etc.

Manufacturing Establishments: 300; Leading firms: United Alloy Steel Corp., Timken Roller Bearing Co., Diebold Safe and Lock Co., Republic Stamping and Enameling Co., Metropolitan Paving Brick Co., The Hoover Co., Superior Sheet Steel Co., Duerber Watch Case Mfg. Co., Canton Bridge Co., Arctic Ice Machine Co., Gilliam Mfg. Co., Canton Drop Forging & Mfg. Co., Gibbs Mfg. Co.

Special Information: The federal census of 1910 showed a population of 50,217, and in 1920 87,001; since then the population increased to 102,000 plus, or more than double since 1910. Aside from being in a coal mining belt, the territory surrounding Canton supplies 3 other basic materials—clay, shale and limestone. Coal mines near Canton an important factor in supplying coal for both domestic and industrial needs. Water supply good and ample. City recently constructed a 15,000,000 gallon distribution and equalization reservoir in addition to a receiving basin of 1,500,000 gallons capacity. City pumps have a daily capacity of 43,000,000 gallons.

Residential Features: One of the finest characteristics of Canton is its attractive residences and resident streets, almost all lined with beautiful shade trees. Unusually large percentage of homes owned. To care for large number of families constantly moving here, Canton's building program is unusually pretentious. New resident sections being developed and many residents under construction.

Retail Shopping Section: Market Ave. N. to 6th St., Tuscarawas St. E. about 6 blocks and W. for about 6 blocks. Cleveland Ave. N. W. for 6 blocks and S. W. for 1 or 2 blocks.

Trading Area: Canton is a natural distributing and jobbing center. Jobbing interests increasing with growth of the city and noticeable industrial expansion. Numerous interurban lines connect with large and small towns within a radius of 60 miles. County seat of Stark County, in which are located 2 cities having combined population of 150,000. Trading area: E. 20 miles, N. 15, W. 12 to 15, S. 20.

Wholesale Houses: Groceries, 2; Meats, 6; Fruits, 4; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 44; commercial auto. agencies, 10; automobile accessories, 33; automobile tire agencies, 44; bakers, 37; cigar stores and stands (including hotels), 60; confectioners (including hotel stands), 96; dressmakers, 26; druggists, 35; dry goods, 24; department stores, 5; electrical supplies, 22; florists, 19; fruits, 15; furniture, 21; furriers, 6; garages (public), 43; grocers, 375; hardware, 14; jewelry, 26; meat markets, 86; men's furnishings, 29; men's clothing, 44; merchant tailors, 54; milliners, 24; opticians, 13; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio supplies, 10; restaurants (including hotels), 85; shoes, 32; sporting goods, 13; stationers, 6; women's apparel, 11.

See announcement page 172

**CELINA, OHIO**

1920 Population, 4,560.

City and Suburban Estimate, 12,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; English Reading, 95%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$4,500,000.

Theatres: Moving Pictures, 2.

Location: C. & N. R. R., L. E. & W. R. R., Western Ohio Traction on two main market hard surface roads, from east to west and north to south, traveled by tourists from all directions.

Principal Industries: Table factory (largest in U. S.), 2 chair factories, furniture factory, harpoonaria factory, cement blocks, tank factory.

Special Information: Located on the banks of the Grand Reservoir, one of the largest artificial bodies of water in the world. Great place for summer tourists, fishermen, and hunters.

Residential Features: A number of fine resident properties. Private houses predominate. Finest court house in Ohio.

Retail Shopping Section: Main, Fayette and Market Streets, especially around Court House Square. Great farming community center.

Trading Area: Extends 15 miles north, south, east and west. Farmers make Celina their Saturday gathering point.

Wholesale Houses: Miscellaneous Lines, Tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 6; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 1; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 10; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 1; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; radio supplies, 23; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; women's apparel, 4.

**CHILLICOTHE, OHIO**

1920 Population, 15,861.

City and Suburban Estimate, 42,000.

Native Whites, 91.5%; Negroes, 6.1%; Foreign Born, 2.4%; Industrial Workers, 10%; English Reading, 99%; Families, 5,000, (14,000 in county).

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 3,650, (6,000 in county outside city).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 4; State, 2; Total Resources, \$10,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,100.

Location: B. & O., N. & W.

Principal Industries: Paper mills, sanitary ware, furniture, shoes, building tile, canning factory, flour mills, rubber tires. B. & O. terminal and shops.

Manufacturing Establishments: 35; Leading firms: Mead Pulp & Paper Co., Chillicothe Paper Co., Sears & Nichols Canning Co., Poston Furn. Co., Horton Pottery, Buckeye Tile Co., Union Shoes Co.

Total value of yearly output of factories estimated at, \$11,000,000.

Special Information: Camp Sherman Military Reservation located here. Veteran's Bureau Hospital No. 97 located here. First capitol of Ohio. Important distributing point for south central Ohio. Mean temperature 52.6, rainfall 34.41, snowfall 20.5.

Residential Features: Mostly one and two story houses in practically entire city outside of business district, estimated 75% owned. No tenement district.

Retail Shopping Section: Paint St. 3 blocks, Main St. 3 blocks, Second St. 2 blocks, Water St. 2 blocks. Several small neighborhood centers.

Trading Area: At least 20 miles in each direction, with scattered business from greater distance due to bus and electric lines.

Wholesale Houses: Groceries, 2; Fruits, 1; Hardware, 1; Miscellaneous Lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 25; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 7; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 8; furniture, 5; grocers, 45; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 4.

**CINCINNATI, OHIO**

1920 Population, 401,207 (1924, est. 407,832).

City and Suburban Estimate, 750,000.

Native Whites, 81%; Negroes, 7.4%; Foreign Born, 42,827; Industrial Workers, 108,000; Families, 106,230.

Churches: Baptist, 14; Christian Science, 2; Congregational, 5; Episcopal, 20; Hebrew, 15; Methodist, 39; Presbyterian, 37; Roman Catholic, 70; Miscellaneous, 40.

Schools: Public Grade, 103; High, 5; Junior High, 1.

Banks: National, 7; State, 23; Savings Banks, 3; Total Resources, \$160,072,492.

Theatres: Legitimate, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 20.

Location: Cincinnati is situated in the southwest corner of Ohio on the Ohio River. There are 19 rail lines radiating as follows: Ten through Ohio, six into Indiana, four to Kentucky and three to West Virginia. These roads are of the following systems: The Penna., B. & O., N. Y. C., L. & N., C. & O., N. & W. and M. E. & S. (Monon., Erie and Southern). There is also the water route on the Ohio River Packet service to Louisville and Charleston daily.

Principal Industries: Soap, clothing, machinery, machine tools, electric machines, woodworking, printing and publishing.

Manufacturing Establishments: Leading firms: Proctor & Gamble, U. S. Playing Card Co., American Tool Works, J. A. Fay & Egam Co., Globe Wernicke Co., Sayers & Scoville Co., Cincinnati Milling Machine Co.

Special Information: City owns the Cincinnati Southern Railroad, only city owning a railroad. Has University of Cincinnati, largest municipally owned university in the U. S. Has water works from which water is delivered almost 100% pure. \$1,000,000 General Hospital New Ohio Medical College, one of the finest and best equipped in state.

Residential Features: Private houses predominate; many two apartment houses and large apartment buildings. But few workingmen's tenements; sections of workingmen small houses of 3 and 4 rooms. Several suburbs, each having its own fine residential district. One the finest blocks in southern Ohio in one, and on two blocks of another are over two million and a half dollars worth of residences.

Retail Shopping Section: Large central shopping district extending 9 blocks east and west and 7 blocks north and south. Retail sections in each of the many suburbs having first class shops and delicatessen. There are retail districts in the other river cities, the majority of the people live in those cities and work in Cincinnati.

Trading Area: Cincinnati trading area extends on the southeast to Trinity, on the south it takes in a large part of Northern Kentucky, on the west it takes in the southeastern part of Indiana; it extends nearly to Dayton on the north—in all, covering a radius of about 100 miles and reaching over 750,000 people.

Wholesale Houses: Groceries, 39; Hardware, 8; Dry Goods, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto. agencies, 14; automobile accessories, 125; bakers, 275; cigar stores and stands (including hotels), 300; confectioners (including hotel stands), 805; delicatessen, 85; druggists, 325; dry goods, 345; department stores, 13; electrical supplies, 35; florists, 139; fruits, 210; furniture, 70; furriers, 12; grocers, 2,200; hardware, 110; jewelry, 110; meat markets, 700; men's furnishings, 125; merchant tailors, 254; milliners, 130; opticians, 37; photographers, 69; radio supplies, 250; restaurants (including hotels), 900; shoes, 290; sporting goods, 32; stationers, 37.

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**CLEVELAND, OHIO**

City Classed As

Cleveland is the largest city in Ohio and fifth city in population in the United States. One of the chief manufacturing districts of the country. It is the greatest iron ore market in the world. Cleveland has become a great distributing center for manufacturers, a great wholesale and jobbing market, and as a natural consequence a great banking center.

Population	
1910 Census	560,663
1910 Census, Metropolitan District	613,270
1920 Census, Metropolitan District	796,841
Native whites	65.6%
Negroes	4.5%
Foreign born	30.1%
English reading	82%
Factory workers	200,000
Families	182,092

Comparison of Cleveland's Population		
	1910	1920
Total population	560,663	796,841
Male	289,262	413,398
Female	271,401	383,443
Native white, native parents	132,314	212,247
Native white, foreign parents	223,908	246,529
Foreign born, white	195,703	259,838
Negroes	8,448	34,451

**The Cleveland Times**

**OHIO'S Outstanding Newspaper**

**EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK**

Can be found on every newspaper publisher's desk throughout the entire year.

—That is why Equipment Manufacturers and Syndicates use striking Advertisements.

The Year Book is the market place for equipment and features

# When You Plan Your 1925 Advertising here are 4 things to Remember —



- (1) The Cleveland Plain Dealer has the BUYERS.
- (2) The Plain Dealer has the largest circulation of any Cleveland daily newspaper.
- (3) The Plain Dealer has the lowest rate per line per thousand circulation of any Cleveland newspaper.
- (4) The Plain Dealer carries MORE National advertising than ALL other Cleveland newspapers combined.

## The Plain Dealer

1 Medium - 1 Cost **ALONE** Will Sell It

J. B. WOODWARD  
110 E. 42nd St.,  
New York.

WOODWARD & KELLY  
Security Bldg., Chicago.  
Fine Arts Bldg., Detroit.

OHIO (Cont'd)

Cleveland (cont')

Schools

Public Grade, 110; Number of Pupils, 97,487; Senior High Schools, 11; Number of Pupils, 16,605; Junior High Schools, 17; Number of Pupils, 20,427; Normal School, 1; Number of Pupils, 329; Parochial Elementary, 73; Number of Pupils, 40,100.

Universities, Western Reserve, Case School of Applied Science, St. Ignatius College. During the school year nearly 12,500 grown-ups (young men and young women for most part) were enrolled in elementary night schools and night high schools, 5,220 of these were in the high school.

There were 10,000 students enrolled in night classes other than public in Cleveland during 1923. Of this number 74 per cent were in classes conducted by organizations not popularly known as schools and 26 per cent were students in evening classes of regular schools.

There are two girls' private schools in Cleveland, the best known are the Hathaway Brown School and the Laurel School.

There are two boys' private schools, the best known is the University School.

Over 2,200 students received commercial instruction in the ten largest Cleveland commercial schools.

Churches

Baptist, 67; Christian Reformed, 2; Christian Science, 6; Church of God, 6; Congregational, 32; Disciple, 11; Episcopal, 25; Evangelical Lutheran, 43; German Evangelical, 15; Greek Catholic, 11; Greek Orthodox, 6; Hebrew, 39; Methodist Episcopal, 47; Presbyterian, 30; Reformed, 14; Catholic, 72; Independent Spiritu- alists, 12; Seventh Day Adventist, 3; Sweden- borgian, 2; United Brethren, 5; United Evangelical, 1; United Presbyterian, 6; Universalists, 1; Miscellaneous, 45.

Banks

State Banks and Trust Companies, 16; Re- sources, \$745,401,000; National Banks, 3; Re- sources, \$105,785,000; Savings and Loan Asso- ciations, 35; Resources, \$76,687,600.

Cleveland is the seat of the Fourth District Federal Reserve Bank.

Theatres

Motion Picture, 153; Motion Picture and Vaudeville, 5; Vaudeville, 1; Burlesque, 3; Pro- duction, 8; Miscellaneous, one auditorium municipally owned seats, 13,400.

The average seating capacity of all motion picture theatres is 600, vaudeville houses, 3,450; burlesque, 1,184; production, 1,653. The total seating capacity of all theatres is 122,330. The vaudeville house is a Keith circuit seating 3,450.

Location

Cleveland is situated on the south shore of Lake Erie at the mouth of the Cuyahoga River. It is one of the largest inland ports. Ten miles of docks along the Cuyahoga River handle the immense tonnage of iron from the Great Lakes regions, 60 per cent of which comes through this port. There is 14 miles of lake front pro- tected by a breakwater 6 miles in length. There are eight grain elevators and six ore docks.

The railroads, ten in number, are parts of or allied with the country's most important systems. They are Baltimore & Ohio, Nickel Plate, Toledo & Ohio Central, Wheeling & Lake Erie, Hocking Valley, New York Central, Pennsylvania, Erie, Big Four, Lake Erie & Western.

Each has its own terminal except the New York Central, Pennsylvania and Big Four, which together share the Union Depot.

All the above named railroads are connected by means of the Cleveland Short Line R. R., a belt line making a circuit of 19 miles around the city, intersecting each railroad at or near a freight yard, making it just that much easier for the switching and transferring of freight from one line to the other.

Five interurban lines operate in all directions to points as distant as Toledo.

There are two bus lines to Akron, two to Youngstown, others to Ashtabula, Conneaut, Warren, Elyria and Toledo, Lorain and Sandusky, Elyria, Medina, Berea, and Lorain.

Eleven improved highways furnish easy access by motor to the surrounding sections. Overnight vessel freight service to Detroit and Buffalo is given daily except during winter months by boats of the Detroit and Cleveland Navigation Co., and Cleveland & Buffalo Trans- it Co. The Great Lakes Transit Corp. also provides daily sailings to Chicago, Duluth and all intervening points on the Great Lakes. Two Canadian lines give frequent service.

Principal Industries

A total of about 3,000 establishments operate in Cleveland according to the 1920 Census of Manufacturers.

More than 14,000 different articles are manu- factured. The value of the products produced is esti- mated at over one billion, one hundred million dollars annually.

Approximately 160,000 wage earners are em- ployed more than one-fifth of the wage earners of all Ohio.

More than \$275,000,000 were expended in salaries and wages by manufacturers in 1919.

The industries of Cleveland, in order of their importance, are iron and steel, foundry and machine shop, automobiles, women's clothing, slaughtering and meat packing, printing and publishing, bread and bakery products, con- fectionery, cars and car shops, stoves and furnaces. Other products are boxes, brass and bronze, bricks and tile, chemicals, wooden goods, steel barrels, cutlery and tools, copper, tin, sheet iron, electrical mailing apparatus and supplies, furniture, refrigerators, gas and elec-

tric fixtures, lamps and reflectors, knit goods, hosiery, leather and leather goods, lumber, millinery, lace goods, patent medicines, tobacco, and auto parts.

Manufacturing Establishments

Some of the larger firms, with the number of employees, are: American Steel & Wire Co., 7,500; White Motor Co., 6,000; Bourne Fuller, 4,500; Fisher Body Co., 4,000 (this is the largest single body plant in the world); Sherwin Williams, National Acme, National Malleable Castings Co., Warner & Swasey, Nela Park, the experimental laboratory of the General Electric Co.; Cleveland Hardware Co., Chandler Motor Co., Cleveland Twist Drill Co., Cleveland Metal Products Co., Brown Hoisting Machinery Co., Printz-Biederman (Women's cloaks and suits), Joseph & Feiss (men's clothing), Peerless Motor Co., Van Dorn Iron Works, Jordan Motor Co., Gidden Varish, F. B. Stearns Co., The Cleveland Automobile Co., Baker R. & L. Co., The Rabay Co., The Templar Motors Co., The Winton Co., The Bollin Motors Co.

Special Information

Cleveland's geographical location makes this city the meeting point of the coal from Ohio, Pennsylvania and West Virginia. The iron ore of the Great Lakes and the limestone quarries of Ohio tend to make this one of the greatest iron ore and steel markets in the world.

Cleveland outranks all American cities in the manufacture of nuts, bolts, wire, wire nails, malleable iron castings, steel forgings, vapor stoves, plumber supplies and electric carbon. It is the second city in America in variety of manufactures. It is second to New York in ready-to-wear clothing. There are 35 manu- facturers in Garment Association. The value of clothing manufactured yearly is \$50,000,000. Between five and six thousand are engaged in this industry.

Value of leading Cleveland manufactures and percentage of the manufactures in comparison with rest of state. In the county in which Cleveland is located there are 129,000 passenger automobiles registered in 1923; 1922 registra- tion was 93,700. There are 23,000 trucks in 1923 registered, and 18,500 in 1922.

Residential Features

The fashionable residential sections of Cleve- land are on par with those of any city in the country. The older and best known sections in particular Euclid avenue is giving away to trade and the newer sections in East Cleveland, Shaker Heights, Lakewood, Bratenahl are fast develop- ing. The working men's homes one-third owned by the occupants are located near the industrial sections.

The workmen's homes are located for the most part in districts known as Brooklyn, South Brooklyn, South Side, West Side and Collinwood. There are several sections of the city now being developed for the building of four room bungalows and seven room houses, this is for the encouraging of home ownership among wage earners.

Retail Section

The principal shopping district extends from the Public Square which forms the heart of the business section and is at the junction of Superior St., Euclid Ave. and Ontario St. From the Public Square for about 20 blocks on Euclid Ave., is the main business thoroughfare. Pros- pect and Superior Aves. which parallel Euclid on either side are fast developing into retail shopping districts second only to Euclid Ave. On these and intersecting streets will be found merchandise from all parts of the globe.

The following are the principal outlying shop- ping centers and cannot be confined to the im- mediate area. The retail section will in some cases extend from two to six or eight blocks on the principal street mentioned.

Euclid Ave. and 55th St., Euclid Ave. and 105th St., St. Clair Ave. and 55th St., St. Clair Ave. and E. 105th St., St. Clair Ave. and E. 152nd St., Superior Ave. and E. 35th St., Superior Ave. and E. 105th St., Payne Ave. and E. 55th St., Hough Ave. and E. 79th St., Central Ave. and E. 55th St., Broadway and E. 55th St., Woodland and E. 54th St., Broadway and E. 93rd St., Detroit Ave. and W. 68th St., Detroit Ave. and W. 70th St., Detroit Ave. and West 117th St., West 25th St. and Lorain Ave., West 25th St. and Denison Ave.

Trading Area

The trading area of Cleveland is contributed to by a large and prosperous manufacturing section in the outlying districts. Cleveland secures the major part of the business in a radius of twenty-five miles, though intermittent business comes from a much wider area. The well-stocked stores of Cleveland offer this popu- lation wider variety than the smaller stores in the home towns of these people. Good roads and the bus and interurban lines bring many people to this market but the city does not enjoy commuter business in proportion to most cities of its size.

Wholesale Houses

Groceries, 32; Meats, 35; Fruits, 57; Con- fectioneries, 46; Shoes, 2; Dry Goods, 12; Jewelry 21; Men's Furnishings, 22; Hardware, 4.

Retail Outlets for Nationally Advertised Products

Auto (passengers), 74; auto (truck), 33; auto (tires) agys, 130; auto (parts) agys, 42; bakers, 375; cigar stores, 374; confectioners, 1,400; delicatessens, 118; dressmakers, 471; druggists, 335; dry goods, 410; department stores, 5; elec- trical, 42; florists, 111; fruits, 213; furniture, 188; furriers, 33; garages, 220; jewelry, 2,365; hardware, 271; hats and caps, 27; grocers, 228; ladies' tailors, 37; meat markets, 740; men's furnishings, 231; men's clothing, 130; merchant tailors, 414; milliners, 222; opticians, 83; pho- tographers, 124; pianos, 43; radio, 135; res- taurants, 974; shoe dealers, 298; sporting goods, 11; stationers, 23; women's apparel, 43.

See pages 169, 169, 171 and 175

COLUMBUS, OHIO

1920 Population, 237,031, (1923: 277,130; Greater Columbus, 291,377).

City and Suburban Estimate, 291,377.

Native Whites, 198,666; Negroes, 23,810; Foreign Born, 10,655; Industrial Workers, 23,435; English Reading, 95%; Families, in Franklin Co. 75,375.

Schools: Public Grade, 45; High, 6; Junior High, 11; Parochial, 19; Number of Pupils, Public 39,618; Parochial 5,912; 6 colleges and seminaries 1,585; Ohio State University 8,360; Total, 45,630.

Churches: Baptist, 35; Christian Science, 2; Congregational, 6; Episcopal, 10; Hebrew, 5; Methodist, 55; Presbyterian, 19; Roman Catholic, 21; Miscellaneous, 153.

Banks: National, 7; State, 7; Total Resources, \$130,238,626.88; Savings Bank Deposits Total, \$32,588,933; Total Bank Deposits, \$107,669,600.

Theatres: Legitimate, 3; Moving Pictures, 65; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats 95,100. Ohio State University stadium seats 62,110.

Location: Franklin Co. B. & O., P. R. R., Big Four, Erie, C. C. & O., Federal Ry., H. V., N. Y. C., Nickle Plate, T. & O. C.

Electric Lines: C. D. & M., C. N. Z., C. U. & W., I. C. & E., Cois. & Xenia, Scioto Valley, Cois. Ry. & Power & Light.

Principal Industries: Iron and steel, railroad shops, shoes, printing, glass, quarrying, fire apparatus, sporting goods, candies, bakery goods, furniture, extracts, store fixtures. Columbus is represented in 36 of 43 leading industries of country, 8 of our factories largest of kind in America.

Manufacturing Establishments: 690; Leading firms: Jeffrey Mfg. Co., Buckeye Steel Castings Co., Ralston Steel Car Co., Federal Glass Co., J. P. Gordon Co., Marble Cliff Co., Casparis Co., Seagrave Co., U. S. Chain Mfg. Co. 775 different commodities. There are over 1,000 responsible manufacturers in our territory in- cluding Columbus.

Total value of yearly output of factories es- timated at \$110,000,000.

Special Information: Jobbing and wholesale center for central Ohio. Exceptional railway facilities, 7 trunk lines, 17 divisions radiate in all directions, 34,089 motor cars and 5,041 trucks, Total 39,930. Union Station—trains in 66 out of 67; N. Y. C. Station Trains in 15, out of 15. Capital engaged in manufacture \$102,377,000. Value of manufactured products \$124,022,000.

Residential Features: Private homes predom- inate. Bexley, Upper Arlington are exclusive residential sections averaging \$15,000 to \$100,000. Balance of city medium priced homes. South and part of west side—workingmen.

Retail Shopping Section: Russel St. to Living- ston Ave. 30 blocks—on High St., Front St., Third St. and Fourth St. and all intersecting streets. Six outlying districts and many neigh- borhood sections with usual grocery, confection- ery, and small shops.

Trading Area: Columbus draws a trade from 18 counties within a 50 mile radius as shown on map in "A Safe Landing Place for the National Advertiser."

Wholesale Houses: Groceries, 10; Meats, 16; Fruits, 9; Hardware, 3; Dry Goods, 5; Miscellan- eous Lines, Shoes, 4; Cigars, 4; Confectionery, 34; Bakers, 8.

Number of Retail Outlets for Nationally Ad- vertised Products: Bakers, 90; cigar stores and stands (including hotels), 75; confectioners (in- cluding hotel stands), 284; delicatessens, 15; dressmakers, 100; druggists, 181; dry goods, 86; department stores, 14; electrical supplies, 47; florists, 42; fruits, 101; furniture, 78; furriers, 8; garages (public), 114; grocers, 930; hard- ware, 44; jewelry, 67; meat markets, 190; men's furnishings, 55 including men's clothing; merchant tailors, 4; milliners, 45; opticians, 28; photographers, 36; pianos (and miscellaneous musical instruments), 14; radio supplies, 5; restaurants (including hotels), 428; Shoes, 100; sporting goods, 3; stationers, 9.

See columns 3 and 4, page 73

CONNEAUT, OHIO

1920 Population, 9,343.

City and Suburban Estimate, 12,500.

Native Whites, 87 1/2%; Negroes, 1.00 1/4%; For- eign Born, 12%; Industrial Workers, 30%; En- glish Reading, 95%; Families, 2,100.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,769.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: State, 2; Total Resources, \$3,500,000; Savings Bank Deposits Total, \$1,650,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 3,500.

Location: Northeastern corner of Ohio on south shore of Lake Erie on main transconti- nental highway. Northern terminus of B. & O. E. R. R., connecting Conneaut and Pittsburgh. Division point of Nickel Plate Main line, and on the main line of N. Y. C. Two ferries ply from Conneaut to Canadian ports. Hourly bus service east and west on highway.

Principal Industries: Iron ore and coal port, railroad yards and shops, shovels, tin cans, ma- chine tools and building tile, tannery, molding sand, cannery.

Manufacturing Establishments, 35. Leading firms: Conneaut Shovel Co., Conneaut Can Co., Conneaut Leather Co., Burke Machine Tool Co., Graham Clay Products Co., Cummins Canning Co., Peerless Sand Co.

Annual output, \$2,500,000. Special Information: Conneaut is one of the

two greatest iron ore ports in the world. Carnegie once said it was the point where ore, coal, etc., could be most cheaply brought to- gether for manufacture of iron and steel. U. S. Steel Corporation now holds 5,000 acres of land along the lake adjacent to city on the east. Conneaut's lake front is the summer fresh-water playground for Pittsburgh, Youngs- town and other inland cities.

Residential Features: Practically all single- family residences, 66% owned. Very few two- family houses and only 4 apartment and ter- race buildngs. No tenements.

Retail Shopping Section: Main St. for 4 blocks; Broad St., 2 blocks; Washington and Harbor Sts., one block each, intersect Main St. Harbor business section 1 1/2 miles north of main business section, has two blocks on Park Ave. and two blocks on Day St. Six outlying neigh- borhood business sections.

Trading Area: West, 5 miles; south, 15 miles; east, 12 miles. City extends to the Lake on the north.

Wholesale Houses: Groceries, 2; Fruits, 1; Paper and Twine, 1.

Number of Retail Outlets for Nationally Ad- vertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 4; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 12; grocers, 45; hardware, 5; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; mer- chant tailors, 3; milliners, 4; opticians, 2; pho- tographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restau- rants (including hotels), 20; shoes, 14; sport- ing goods, 4; stationers, 4; women's apparel, 1.

COSHOCKTON, OHIO

1920 Population, 11,447.

City and Suburban Estimate, 30,000.

Native Whites, 85%; Negroes, half of 1%. Foreign Born, 14 1/2%; Industrial Workers, 40%; English Reading, 90%; Families, 2,750.

Schools: Public Grade, 5; High, 1; Junior high, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, \$11,500,000; Savings Bank Deposits, \$1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,800.

Location: Located in the center of Ohio's coal, gas and oil fields and on main lines P. R. R. and W. & L. E. Seventy miles east of Columbus, 120 west of Pittsburgh and 110 south of Cleveland.

Principal Industries: Novelty advertising, enamel signs, china, pottery, straw paper, cor- rugated paper, glass ware, canvas gloves, food- dries, tires, brick, thermometers, leather goods, phonographs, pianos, iron pipe.

Manufacturing Establishments: 25; Leading firms: American Art Works, Clow Pipe Works, Force-Gosser China Co., H. D. Beach Co., Coshock- ton Glass Corp.

Special Information: Coshockton is the largest novelty advertising center in the country.

Residential Features: 75% homes owned. City noted for large number of well built mid- dle class homes and finely kept lawns. Un- usual number of apartments for renters.

Retail Shopping Section: 2nd to 7th St. on Main. Bulk of the automobile business is con- ducted on Walnut St. and the streets con- necting that with Main. Best retail district of any city of its size in the state.

Trading Area: A trade exceptionally large, embracing a radius of 35 miles in all directions, with Coshockton as a center.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Miscellaneous Lines, Millinery, shoes, Confectionery.

Number of Retail Outlets for Nationally Ad- vertised Products: Passenger automobile ag- encies, 18; commercial auto. agencies, 10; auto- mobile accessories, 22; automobile tire ag- encies, 22; bakers, 6; cigar stores and stands (in- cluding hotels), 40; confectioners (including hotel stands), 10; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 45; elec- trical supplies, 5; florists, 4; fruits, 8; furo- lture, 5; garages (public), 7; grocers, 31; hard- ware, 6; jewelry, 5; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchan- tailors, 5; milliners, 6; opticians, 5; photog- raphers, 3; pianos (and miscellaneous musical in- struments), 8; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 7.

DAYTON, OHIO

1920 Population, 152,590.

City and Suburban Estimate, 175,000.

Native Whites, 85%; Negroes, 6%; Foreign Born, 9%; Industrial Workers, 25%; En- glish Reading, 95%; Families, 38,138.

Schools: Public Grade, 32; High, 3; Junior High, 1; Parochial, 19; Number of Pupils, 36,412.

Churches: Baptist, 18; Christian Science, 2; Episcopal, 3; Hebrew, 3; Methodist, 11; Pres- byterian, 7; Roman Catholic, 18; Miscellaneous, 70.

Banks: National, 5; State, 3; Total Resources, \$37,605—Debits in 1923, \$833,065,713; Savings Bank Deposits Total, \$15,460,000.

Theatres: Legitimate, 2; Moving Pictures, 27; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 35,602.

Continued on page 172

# When It Comes Actually to Selling the Goods Locally—

The confidence placed in The News and Sunday News-Leader by local merchants is surely an irrefutable argument in support of the "pulling power" of these publications. This confidence is expressed by the space used consistently. That is concrete evidence. For, when it comes actually to *selling* the goods locally, to placing them in the homes, when that final test is reached, the choice of the proper local advertising medium decides the success or failure of the merchandising campaign.

In Cleveland, the leading merchants handling nationally-advertised goods depend materially upon The Cleveland News and Sunday News-Leader to convey their messages to the desirable class of citizens among whom these papers circulate. The responsibility of lifting the goods off the shelves rests with these dealers. Their choice of an advertising vehicle *must*, of necessity, be a wise one.

Cleveland's five largest department stores used more space in these papers in the first 11 months of 1924 to sell their merchandise than in any of the other Cleveland papers. Here are the figures:

The News and Sunday News-Leader..	11,561 Columns
The Press .....	9,344 Columns
The Daily and Sunday Plain Dealer..	7,687 Columns

The News and Sunday News-Leader excess	
Over Press .....	2,217 Columns
Over Plain Dealer .....	3,874 Columns

Logically, then, The Cleveland News and Sunday News-Leader, in the Ohio territory, represent the most advantageous media through which a national advertiser can keep his merchandise before the public who really buy.

*Write us for figures and other data that is indisputably convincing*



Represented by—  
GEORGE A. McDEVITT CO.,  
303 Fifth Avenue, New York  
814 People's Gas Building, Chicago

*The Research and Merchandising Department of The Cleveland News and Sunday News-Leader exists for the sole purpose of analyzing your business and solving your Advertising and Sales Problems*

48,708  
36,003  
26,959

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1,825,230  
705,445  
815,836

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33,166  
64,935  
37,246

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17,778  
14,025  
16,259  
15,000

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4,690 lines  
63,700 lines

**OHIO (Cont'd)**

**Dayton (con't)**

Location: In the fertile Miami Valley between Columbus and Cincinnati. Big Four, Penna., B. & O., Erie, Dayton & Union and C. L. & N. Seven traction lines, and good bus service in all directions.

Principal Industries: Cash registers, farm lighting plants, automobile starting, lighting and ignition systems, computing scales, fare recording and indicating registers, autographic registers, hoisting jacks, shoes lasts, golf clubs, fire extinguishers.

Manufacturing Establishments: 380; Leading firms: National Cash Register, Delco Light, Egly Register, Standard Register, Computing Scale, Joyce Criddle and Co., Crawford, McGregor & Canby Co., Malleable Iron Works, Fire Fighter Co.

Total value of yearly output of factories estimated at, \$237,343,000.

Special Information: Auto Registration 1923. Passenger cars 27,000, trucks 7,000. Taxicabs and jitneys 80.

Residential Features: Mostly one and two family houses, ownership high. 350 flats and apartments scattered throughout the city. A few sections devoted for foreign born and negroes. Some beautiful private residential sections in various parts of the city.

Retail Shopping Section: Extends east and west 3 blocks from St. Clair St. to Ludlow St. and north and south 5 blocks from Sixth to First St. Good sized business section located on west side and neighborhood sections in east, south, southeast and southwest part of city.

Trading Area: 15 to 20 miles east, west, north and south. Excellent traction and bus service made this a most desirable trading center.

Wholesale Houses: Groceries, 4; Meats, 9; Fruits, 17; Hardware, 1; Dry Goods, 3; Miscellaneous Lines, Drug, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 10; automobile accessories, 24; automobile tire agencies, 22; bakers, 65; cigar stores and stands (including hotels), 170; delicatessen, 35; dressmakers, 168; druggists, 80; dry goods, 50; department stores, 6; electrical supplies, 74; florists, 23; fruits, 23; furniture, 44; furriers, 10; garages (public), 63; grocers, 550; hardware, 40; jewelry, 39; meat markets, 244; men's furnishings, 55; men's clothing, 42; merchant tailors, 77; milliners, 32; opticians, 28; photographers, 34; pianos (and miscellaneous musical instruments), 14; radio supplies, 15; restaurants (including hotels), 170; shoes, 52; sporting goods, 7; stationers, 11; women's apparel, 20.

See announcement below

**DEFIANCE, OHIO**

1920 Population, 8,876.

City and Suburban Estimate, 32,000.

Native Whites, 100%; Industrial Workers, 75%; English Reading, 100%; Families, 2,218.

Schools: Public Grade, 4; High, 1; Junior High, 1; Purochial, 3; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$1,160,000; Savings Bank Deposits Total, \$1,450,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

Location: Chicago-Pittsburgh Div. of B. & O. St. Louis-Toledo Div. of Wabash. Bus service to surrounding county, and Lima-Defiance electric line.

Principal Industries: Steel end wood working machinery, screw machine products, steel cases, auto trucks, wheelbarrows and wood cases, condensed milk, pipe organs, oxygen gas.

Manufacturing Establishments: 10; Leading firms: Defiance Machine Works, American Steel Package Co., Pressed Steel Co., Screw Machine Products Co., Defiance Condensory, Superior Oxygen Co., Defiance Motor Truck Co., Page Organ Co., Defiance Box Co., Central Rubber Co.

Residential Features: Mostly one family homes, 60% owned. Well kept properties predominate, while there are a few exceptionally high valued homes, yet most are the average home. Good streets and city beautifully located in confluence of Auglaize and Maumee Rivers.

Retail Shopping Section: Six blocks, both sides of Clinton St. Two blocks on each of Fort, First, Second, Fourth and Fifth streets. Small, business sections on north and east sides, across rivers.

Trading Area: Extends 25 to 30 miles. Some trade comes from greater distance from east and west along the B. & O.

Wholesale Houses: Groceries, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 3; fruits, 3; furniture, 3; garages (public), 5; grocers, 19; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous

musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

**DELAWARE, OHIO**

1920 Population, 8,972.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 90%; Families, 2,400.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,150.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$3,437,000; Savings Bank Deposits Total, \$737,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: N. Y. C. (Big 4) H. V. and P. R. R., with splendid east end west connections at Columbus and Marion.

Principal Industries: Gas stoves, bath casks, chairs, shoes, gas engines, fire brick and hollow building tile; hard wood lumber, incubators.

Manufacturing Establishments: 14; Leading firms: Sun Ray Stove Co., Delaware Clay Mfg. Co., Cook Motor Co., Delaware Chair Co., Delaware Brass Co.

Special Information: Delaware is home of Ohio Wesleyan University, the largest denominational school in the mid-West, over 1500 students and 200 faculty. Also home of Delaware Springs Sanitarium, largest osteopathic sanitarium in mid-West.

Residential Features: Largely individual residences.

Retail Shopping Section: Sandusky St. 3, Winter St. 2, William St. 1.

Trading Area: 10 to 15 miles east, west, north and south.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 11; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; garages (public), 9; grocers, 24; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 7.

**DELPHOS, OHIO**

1920 Population, 5,745.

Native Whites, 99%; Negroes, 1% (families only); Foreign Born, 4 1/2%; English Reading, 98%; Families, 1,250.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Savings Bank Deposits Total, \$2,560,483.69.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1900.

Location: Part in Allen County, part in Van West County, on Miami and Erie Canal, served by the New York and Chicago line of Pennsylvania, Cloverleaf Branch of Nickel Plate, Akron, Canton and Youngstown railroads and Ft. Wayne, Van Wert and Lima Traction Line.

Principal Industries: Galvanized iron products, furniture, bottle washing machines, automobile top bows, straw boards, wood handles, cigars.

Manufacturing Establishments: Leading firms: The New Delphos Manufacturing Co., American Road Machinery Co., The Delphos Bending Co., Ricker Bros., Furniture factory, The Rapid Bottle Washer Co., The Deisel-Wemmer Cigar Co., The Delphos Cigar Co.

Residential Features: Mostly one-family houses of substantial construction. Great majority modern.

Retail Shopping Section: Extends five blocks on Main St., three blocks on Second St., two blocks on Third Street, and one block on Canal Street.

Trading Area: Trade area 10 to 15 miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 6; grocers, 22; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 3.

**DOVER, OHIO**

1920 Population, 8,101.

City and Suburban Estimate, 18 to 20,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 3,500; English Reading, 90%.

**FACTS AND FIGURES**

**THE NEWS LEAGUE**

DAYTON - SPRINGFIELD - CANTON - MIAMI NEWS

DAYTON NEWS CIRCULATION (Daily)	48,708
SECOND EVENING PAPER	36,903
THIRD MORNING PAPER	26,959

A. B. C. PUBLISHERS STATEMENT 6 MONTHS, SEPT. 30, 1924

DAYTON NEWS NATIONAL LINEAGE 10 MONTHS	1,875,230
SECOND PAPER—National Lineage, 10 Months	792,442
THIRD PAPER—National Lineage—10 Months	815,836

NEWS GAIN - NATIONAL LINEAGE - DAYTON 10 MONTHS	33,166
SECOND PAPER—LOSS, 10 Months	64,932
THIRD PAPER—LOSS, 10 Months	37,246

SPRINGFIELD NEWS Circulation Evening	17,778
SECOND MORNING PAPER—Circulation	14,022
SPRINGFIELD NEWS—Sunday Circulation	16,259
SECOND SUNDAY PAPER	12,660

CANTON NATIONAL LINEAGE ONE MONTH, OCT., 1924	
CANTON NEWS—GAINED	4,690 lines
OPPOSITION PAPER—LOSS	63,700 lines

Miami Daily News (Florida) gained 50% in circulation in October. The new home of the Miami Daily News, now under construction, is the tallest habited building in this latitude in the world.



**OHIO (Cont'd)**

**Schools:** Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,500.

**Churches:** Methodist, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 2; Total Resources, \$5,913,000; Savings Bank Deposits Total, in all banks \$1,548,000.

**Theatres:** Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,200.

**Location:** In Tuscarawas County, leading fire-clay producing county in United States. P. R. R. B. & C. and Northern Ohio Traction line. Overnight freight by rail and trolley to and from Cleveland, Akron, etc.

**Principal Industries:** Sheet iron, cold rolled steel, stove pipe, electric irons, electric sweepers, brick, tile, sewer pipe, ingot molds, cast products, pig iron, metal roofing, flour, road building materials, enamelled products, coal mining.

**Manufacturing Establishments:** 17. Leading firms, American Sheet & Tin Plate Co., Reeves Mfg. Co., Green Steel Co., Dover Mfg. Co., Hanna Furnace Co., The Penn Mold Co., Tuscarora Rubber Co., Ohio Wire Products Co., Lewis Tar Co.

**Special Information:** Retail shopping center of county, because it has 6 improved leading roads into the city, as well as fine car and train service to smaller towns. Has the only first class p. o. in county, the only public auditorium, Y. M. C. A. or country club.

**Residential Features:** Mostly one family house, in fact 98 per cent.

**Retail Shopping Section:** Third street, 2 blocks; Factory street, 4 blocks; Second street, 2 blocks; Wooster avenue, 1 block.

**Trading Area:** 15 miles west, 6 southwest, 18 north and east.

**Wholesale Houses:** Groceries, 1; Fruits, 2; Miscellaneous lines, Candy, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 24, including grocers; dressmakers, 6; dry goods, 6; dry goods, 5; department stores, 5; electrical supplies, 3; florists, 3; fruits, 5; furniture, 3; furriers, 1; garages (public), 14; grocers, 49; hardware, 3; jewelry, 4; meat markets, 16; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 4.

**EAST LIVERPOOL, OHIO**

1920 Population, 21,411.

City and Suburban Estimate, 35,000.

**Native Whites, 89.7%; Negroes, 1.7%; Foreign Born, 8.6%; Industrial Workers, 43%; English Reading, 90.2%; Families, 5,315.**

**Schools:** Public Grade, 20; High, 1; Parochial, 1; Number of Pupils, 4,615.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 8; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 7.

**Banks:** National, 4; State, 1; Total Resources, \$8,554,772.32; Savings Bank Deposits Total, \$11,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,500.

**Location:** On Cleveland & Pittsburgh Division of Penn. R. R. Youngstown & Ohio electric line connects with cities in northern Ohio. East Liverpool, Steubenville & Beaver Valley Traction electric service connects with cities in Pa. and Ohio. Freight and passenger boat lines connect with all important ports on the Ohio, Miss. and Mo. Rivers.

**Principal Industries:** Potteries, making general ware and electrical porcelain.

**Manufacturing Establishments:** 45. Leading firms, Homer Laughlin China Co., R. Thomas & Sons Co., M. Knowles China Co., Knowles, Taylor & Knowles Co., Taylor, Smith & Taylor Co., D. E. McNicol Pottery Co., Hall China Co., West End Pottery, T. A. McNicol Pottery Co., National Drawn Steel Co., Louthan Mfg. Co., Smith-Phillips China Co., C. C. Thompson Pottery Co., Vodrey Pottery Co., Standard Pottery Co. Total value of yearly output of factories estimated at \$25,000,000.

**Special Information:** East Liverpool produces more general ware pottery than any other center in the country, also one of the leading centers in the manufacture of electrical porcelain. Directly opposite East Liverpool and connected by all steel suspension bridges are the towns of Chester and Newell, W. Va. Some of the largest potteries in the country are located in these towns.

**Residential Features:** 5,315 homes (1920) 65 per cent owned, majority consisting of 5 and 6 rooms, a number of very high priced homes have recently been built in the better residential section.

**Retail Shopping Section:** East 5th street, starting from Broadway to Market, Market street to 6th street and Dresden avenue. Two blocks on Dresden avenue. Sixth street starting from Washington street to Dresden avenue. On block north on St. Clair avenue. Washington street from 6th to 4th street. East Liverpool's business district is of a diamond shape and the business streets center around the diamond. East Liverpool is not a one main street town. The east end of the city also has a small business section with stores facing on Penna. avenue

and Mulberry street, also neighborhood sections with small stores.

**Trading Area:** About 20 miles west, 20 north, 6 south, 10 east. Many small towns surround East Liverpool, which makes this the natural trading center. Due to excellent trolley service the city is easily reached. East Liverpool is the trading center of a population of over 50,000.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous lines, Butter and Eggs, 2; Candy, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 30; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 30; dressmakers, 12; druggists, 12; dry goods, 9; department stores, 2; electrical supplies, 8; florists, 5; fruits, 5; furniture, 10; furriers, 2; garages (public), 14; grocers, 120; hardware, 7; jewelry, 10; meat markets, 30; men's furnishings, 6; men's clothing, 14; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 1; women's apparel, 1.

**EAST PALESTINE, OHIO**

1920 Population, 5,720.

**Schools:** Public Grade, 4; High, 1; Junior High, 1.

**Churches:** Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 1; State Savings, 1.

**Theatres:** Moving Pictures, 2; Total number of seats, 1,000.

**Location:** P. R. R. main line. Motor bus service.

**Principal Industries:** Rubber factories, potteries, tile, machinery, printing, furniture, processing factory, ventilators, lumber, electrical refractories, rug factory.

**Manufacturing Establishments:** 14. Leading firms, National Fire & Rubber Co., W. S. George Pottery, (2 plants), Electrical Refractories Co., New Tread Tire Co., Castle Rubber Co., Apex Furniture Co., Pyle Mfg. Co., National Fire Proofing Co., McClure-Wood Ventilator Co., Madden Lumber & Construction Co., East Palestine Lumber Co., Efficiency Electric Co., Adanson Mfg. Co. Total value of yearly output of factories estimated at \$3,000,000.

**Residential Features:** Mostly one family houses.

**Retail Shopping Section:** 2 blocks on Market, 2 on Main, 2 on Rebecca, 3 on Taggart and 2 on East Clark streets.

**Trading Area:** 10 miles north, east and west, 5 miles south. Much business is secured from surrounding territory because of good bus service.

**Wholesale Houses:** Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 4; grocers, 6; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 5; merchant tailors, 2; milliners, 3; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 3; stationers, 5; women's apparel, 6.

**ELYRIA, OHIO**

1920 Population, 20,474.

City and Suburban Estimate, 100,600.

**Native Whites, 95%; Negroes, 3%; Foreign Born, 7%; Industrial Workers, 65%; English Reading, 93%; Families, 5,500.**

**Schools:** Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of Pupils total 4,945.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Spiritualist, 1; Lutheran, 2; Holy Pilgrims, 1.

**Banks:** State, 3; Total Resources, \$18,790,840.59; Savings Bank Deposits Total, \$9,520,108.85.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000.

**Location:** 9 miles from Lorain Harbor, connected by B. & O. On main line N. Y. C. Interurban terminal for Cleveland. South Western Railway, Lakeshore Electric Railway. On main line of Gooden Motor freight, 25 miles from Cleveland, assuring expedient distribution of merchandise purchased through jobbers. Excellent bus service from all suburban cities. County Seat of County with 95 per cent concrete or hard-surfaced highways.

**Principal Industries:** Manufacturing is widely diversified, embracing electric motors and appliances; screw and bolt, chemical, gasoline motors, steam fittings and packings, electrolyte steel, lace, cold rolled steel, steel bars, steel rails.

**Manufacturing Establishments:** Leading firms, Elyria Iron and Steel, Columbia Iron and Steel, General Phonograph, Pfandler Co., Colson Co., Perry Fay Co., Fox Furnace Co. (a subsidiary of the American Radiator Co.), Universal Crane Co., Elyria Foundry, Duplex Foundry, I. T. S. Rubber Co., Troxel Mfg. Co., Western Automatic Machine Screw Co., Harshaw, Fuller & Co., Fay Stocking, American Lace Co., Worthing Ball, G. T. S. Co., Electro alloys. Total value

Continued on page 174

**Always first!**  
in Ohio  
19,060,395 Lines of Paid Advertising  
First Eleven Months of 1924

The above paid advertising record places The Columbus Dispatch over 2,000,000 lines ahead of the next, or second largest Ohio newspaper. Compared with newspapers in its own city The Dispatch exceeded the others combined by 3,114,673 lines.

The Columbus newspaper advertising situation is but a reflection of the keen judgment of national, local display, and classified advertisers. RESULTS are the keynote to the advertising leadership of The Dispatch.

This newspaper's state wide supremacy in advertising volume is supported with a remarkable local leadership in circulation, which forcibly demonstrates its importance to all classes of advertisers.

**98,458**

This was the net paid daily average circulation of The Columbus Dispatch for the 6 months' period ending September 30th, 1924.

Its large and rapidly increasing clientele is due to a resourceful community consisting of 93.2% native born.

In the Dispatch's trading area are nearly a million people to be fed, clothed, housed, educated and entertained. The per capita wealth is \$3,045.00.

Sales and advertising managers are requested to communicate with The Marketing Information & Service Department of

**Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

Harvey R. Young  
Advertising Director

Omara & Ormsbee  
Representatives

**OHIO (Cont'd)**

**Elyria (con't)**

of yearly output of factories estimated at \$35,000,000.

Special Information: Elyria has increased population 85 per cent in 10 years. Is the County Seat of Lorain County, and is within 15 miles of Suburban towns and villages, a total population of 75,000. Diversified manufacture is so wide that Elyria has never experienced any serious labor trouble, and is amply supplied with water from Lake Erie by a \$7,000,000 Municipal plant. 85 per cent of the total city population own their residence. It has more than triple the recreation park acreage of any city twice its size. It is a noted residential municipality. The average per capita wealth is \$990.00.

Residential Features: With unlimited water, exceptionally low, electric, gas rates and automatic telephone system locally owned and enforced building restrictions in restricted area, Elyria will create an impression of a thriving city, teeming in social, religious, political and scholastic activity, which is the foundation and principals set forth by its founders in 1811.

Retail Shopping Section: Is principally on Broad street, extending 5 blocks east and west of Square with one to four blocks north and south, the entire length of the main thoroughfare, with about 40 neighborhood grocers and meat markets in key locations.

Trading Area: Stands about 20 miles south, west and east and 9 miles north. Considerable week-end business is secured from smaller towns and villages, who find it convenient to shop in the County Seat, via trolley, motor bus and automobile over a network of linking hard surfaced roads.

Wholesale Houses: Grocers, 3; Fruits, 3; Dry Goods, 1; Miscellaneous line, Cigars and Tobacco 3; Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 10; bakers, 19; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 21; dressmakers, 1; dressmakers, 5; druggists, 10; dry goods, 8; department stores, 4; electrical supplies, 6; florists, 4; fruits, 7; furniture, 6; furriers, 2; garages (public), 3; grocers, 59; hardware, 8; jewelry, 5; meat markets, 20; men's furnishings, 12; men's clothing, 9; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 15; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 9.

See columns 3 and 4

**FINDLAY, OHIO**

1920 Population, 17,021. City and Suburban Estimate, 35,000.

Native Whites, 95.3%; Negroes, 1.4%; Foreign Born, 3.3%; Industrial Workers, 28%; English Reading, 98%; Families, 4,937.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 3,315.

Churches: 3; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 3; State, 2; Total Resources, \$11,780,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Total number of seats, 3,515.

Location: North Central part of Ohio on B. & O. R. R., Toledo & Ohio Central, Lake Erie and Western R. R., Big 4 R. R. and Nickel Plate R.R. Three Interurban traction lines.

Principal Industries: Auto parts, beet sugar, boilers, canned goods, chemicals, dry pigeons, dairy products, electrical equipment, gloves, furniture, mining cars, oil products, tin products and wood products.

Residential Features: Mostly one family frame type. A few apartment houses.

Retail Shopping Section: 11 blocks on Main St. with a few stores on intersecting streets.

Trading Area: About 22 miles radius.

Wholesale Houses: Groceries, 2; Fruits, 1; Candy, 2; Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 46; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 19; florists, 3; fruits, 3; furniture, 6; furriers, 2; garages (public), 20; grocers, 59; hardware, 6; jewelry, 8; meat markets, 19; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 21; shoes, 9; sporting goods, 5; stationers, 4; women's apparel, 7.

**FOSTORIA, OHIO**

1920 Population, 9,987; 1924, 11,150.

Native Whites, nearly 100%; Negroes, 1%; Industrial Workers, 30%; English Reading, 100%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,978.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; U. B.; Church of Christ, Evangelical, Reformed, Lutheran, 6.

Banks: National, 2; State, 2; Building and Loan Associations.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats 3,000.

Location: 7 railroads and six interurbans; B. & O. Nickel Plate, Big Four, Toledo & Ohio, Lake Erie & Western, Hocking Valley, C. & O., T. F. & F., T. & F., Fostoria & Fremont, Lima Limited, Fort Wayne.

Principal Industries: Auto-lite Mfg., Pressed Steel, Inc., Women's Clothing, Machinery Supplies, Printing, auto parts, flour, screws, paper, brick, caskets, quarries, piston rings, lumber, stock yards, packing company, wire, auto trucks, fuses, feed and grain, hatchery.

Manufacturing Establishments: 35. Leading firms, Auto-lite, Pressed Steel Engine Wire, Machine & Tool, Bradley Motor, Allen Red Cherry, Whistle Bottling Works, Provision Co., Crews Co., Mann Bros. (caskets), Ammer Dairy, A. C. Regulator, Mennel Milling Co., American Railway Signal Co., Ghastr Co., Jackson Mfg. Co., Fostoria Milling Co.

Special Information: Mennel Milling Co., is the largest inland mill in U. S. and with all the factories making parts and the many railroads, transportation and commerce is carried on extensively.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 23; automobile tire agencies, 6; bakers, 5; cigar stores and stands, 14; confectioners, 19; delicatessen, 3; dressmakers, 7; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 10; florists, 2; fruits, 3; furniture, 3; public garages, 15; grocers, 40; hardware, 6; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 4; merchant tailors, 7; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; stationers, 8; women's apparel, 10.

See bottom columns 3 and 4

**FREMONT, OHIO**

1920 Population, 12,408.

City and Suburban Estimate, 25,000.

Native Whites, 90.2%; Negroes, 1.2%; Foreign Born, 8.6%; Industrial Workers, 30%; English Reading, 98%; Families, 3,374.

Schools: 9; Number of Pupils, 2,070.

Churches: 13.

Banks: 5; Total Resources, \$3,480,000.

Theatres: 4; Total number of seats, 1,600.

Residential Features: One and two family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 3; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 10; dry goods, 6; department stores, 2; electrical supplies, 5; florists, 6; fruits, 6; furniture, 3; garages (public) 10; grocers, 41; hardware, 6; jewelry, 7; meat markets, 14; men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 13; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 5.

**GALION, OHIO**

1920 Population, 8,000.

City and Suburban Estimate, 15,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 28%; English Reading, 97%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, \$4,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On Big 4 and Erie R. R., Cleveland & Southwestern Electric, Lincoln and Harding Highway.

Principal Industries: Galion Iron Works, North Electric Works, Vault Factoria, Steel Vaults, Stamped Metal Co., Big 4 Shops, Ohio Overcoat Factory, Rain Coat Co., Galion Garment Co., Kunkel Carriage Works, Galion Rubber Toy Co.

Residential Features: Mostly home owners, one and two story frame and brick, on beautiful streets well paved.

Retail Shopping Section: 6 blocks along Harding Highway and North and South Market street.

Trading Area: 5 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 5; dry goods, 3; electrical supplies, 2; florists, 22; fruits, 3; furniture, 1; garages (public), 10; grocers, 20; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

**Elyria, Ohio**

Population 25,000

A City of Action

A community fund of \$93,500 raised in one week.

Bank deposits .....\$15,535,589.80

Value of bank buildings and real estate.. \$1,410,000.00

The finest passenger depot on The New

York Central R. R. between Buffalo and

Chicago to be finished shortly and costing \$350,000.00

The county seat of Lorain County with a population of

99,000 people engaged in dairying, manufacturing, fruit

growing, and any test campaign will prove they have

money and are responsive to the right kind of advertising.

**DO NOT PASS AN OHIO SCHEDULE WITHOUT THE ELYRIA CHRONICLE TELEGRAM ON THE LIST**

A. B. C. Sept. 30, 1924.....8,386 Net Paid

C. JOSEPH SNYDER  
Advertising Manager

We maintain a Promotion Department

A. E. CLAYDEN, Inc.  
National Representatives

140 So. Dearborn St.  
Chicago

347 Fifth Ave.,  
New York

**FOSTORIA**

Ohio

Daily

**REVIEW**

Largest Circulation  
Greatest Ad Lineage

Review

Gets

**RESULTS**

# The "BIG SIX"

## In Ohio!

### Cleveland Press

This year and for many years past, The Press has been FIRST in Cleveland circulation and advertising volume by a wide margin. The paper so strongly the leader with Cleveland people and Cleveland merchants should be YOUR first choice when seeking sales and co-operation in the great Cleveland market.

### Akron Press

An attractive combination rate for this paper with the Press in Cleveland enables the national advertiser to get overwhelmingly strong circulation in the rich Cleveland-Akron territory at reasonable cost. A comprehensive analysis of this market and the very special advantages of the combination awaits your inquiry.

### Columbus Citizen

First in verified (A. B. C.) circulation, The Citizen is first choice with national advertisers who buy circulation as a definite, measurable commodity. Editorially as well as from the advertising standpoint, The Citizen is the strongest force in this quality market. Send for complete data.

### Cincinnati Post

First in circulation, The Post covers Cincinnati and the clusters of towns and cities on both banks of the river which combine to form "greater Cincinnati" and the Cincinnati market. It has been MANY times demonstrated that the Post must be listed to get satisfactory sales in the Cincinnati district.

### Youngstown Telegram

With a larger circulation than any other Youngstown paper, daily or Sunday, and with a long-established dominance in volume of Youngstown advertising, The Telegram is the first choice of discerning national advertisers. Metropolitan Youngstown includes eleven towns and cities, and exceeds 200,000 in population.

### Toledo News-Bee

In this famous industrial center, The News-Bee is the best contact with people between the ages of 18 and 35. Not only because of its large circulation and advertising volume, but because it has such an intimate place in the lives of the most responsive people of the community, The News-Bee is the preferred medium.

Scrapps-Howard papers are EVENING papers and are represented in the national advertising field by—

## ALLIED NEWSPAPERS, INC.

NEW YORK: 52 Vanderbilt Ave.

CHICAGO: 410 North Michigan Ave.

Cleveland — Cincinnati — San Francisco — Los Angeles

**OHIO (Cont'd)**

**GALLIPOLIS, OHIO**

1920 Population, 6,070.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 99%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$3,000,000; Savings Banks Deposits Total, \$300,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,300.

Location: Ohio River, 40 miles N. E. of a place where Ohio, Ky. and W. Va. join. B. & O., Kanawha & Michigan and H. V. Low freight rates.

Principal Industries: Furniture, clothing, iron, printing, second largest apple growers in state, tobacco, live stock, moulding sand, produce for Pittsburgh market, acetylene lighting plants, brooms.

Manufacturing Establishments: 6 or 8. Leading firms, Gallipolis Furn. Co., Treasure Stove Works, Thompson-Francis Foundry, Tabot Broom Factory.

Special Information: Gallipolis is second oldest city in northwest territory near mouth of Kanawha River. Large coal fields nearby, natural gas and native population. Hundreds of acres available for manufacturing cities. Cheap labor, fuel and shipping facilities. State Hospital, with 2,000 inmates and 250 employees. Hoizer Hospital (private) with 36 beds.

Residential Features: Private homes predominate. Property cheap.

Retail Shopping Section: Three blocks along 2nd avenue, facing one block Public Square on river. Court and 2nd avenues have 4 blocks of business houses, groceries, neighborhood type.

Trading Area: 18 miles down the river, 15 miles back and 15 miles up the river. Draw from W. Va. and Kanawha Valley.

Wholesale Houses: Groceries, 1; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 3; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 1; florists, 2; fruits, 4; furniture, 2; garages (public) 3; grocers, 28; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; stationers, 1.

**GENEVA, OHIO**

1920 Population, 3,081.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Negroes, 2.3%; Foreign Born, 1 1/3%; Industrial Workers, 30%; English Reading, 99%; Families, 900.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources \$2,900,000; Savings Bank Deposits Total, \$1,001,755.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats 1,500.

Location: 50 miles east of Cleveland on main lines of New York Central and Nickel Plate Railroads. Interurban service of C. P. & A. Railway, also bus lines connecting town with Cleveland west and Ashtabula on east. Shipping service unexcelled and town is in economic belt, shipping to all parts of world at great savings using both water and rail.

Principal Industries: Builders, hardware, metal wheel castings, toys, forks and hoes, women's clothing.

Manufacturing Establishments: C. American Fork and Hoe Co., Champion Hardware Co., Geneva Metal Wheel Co. Total value of yearly output of factories \$5,000,000.

Special Information: Is surrounded by rich farm territory, which produces several million dollars worth of grapes, gardens produce, fruit, grain and poultry, yearly. Factories owned locally produce finished products sold all over the world and operate on steady basis year in and year out. City has all conveniences, operating own water plant, hospital, library and community association.

Residential Features: City of one family residences virtually all owned by tenants. Fine shade trees, beautiful lawns. Extensive paving program under way.

Retail Shopping Section: Covers four blocks. Conveniently located in center of town on Broadway and main streets.

Trading Area: Extends 20 miles south, five

miles west, three miles east and three miles north.

Wholesale Houses: Hardware, 1; Miscellaneous Lines: Tobacco, 1; Flour, Feed, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; druggists, 2; dry goods, 4; electrical supplies, 4; florists, 1; furniture, 1; garages (public), 3; grocers, 14; hardware, 3; jewelry, 4; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 3; stationers, 3; women's apparel, 4.

**HAMILTON, OHIO**

1920 Population, 39,000

City and Suburban Estimate, 55,000.

Native Whites, 80.9%; Negroes, 3.3%; Foreign Born, 6.8%; Industrial Workers, 20%; English Reading, 97.3%; Families, 9,706.

Schools: Public Grade, 12; High, 2; Catholic, 1; Junior High, 1; Parochial, 7; Number of Pupils, 2,000 Parochial, 6,750 Public.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, about 10.

Banks: National, 2; State, 2; Total Resources, \$15,420,000; Savings Bank Deposits Total, \$5,290,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; total number of seats, 7,000.

Location: On Great Miami River, 25 miles north of Cincinnati and 31 miles southwest of Dayton. Served by B. & O., Penn., Erie and Cincinnati, Indianapolis & Western Railways. Good interurban and bus service, in all directions within a radius of 25 miles for buses and a much greater distance for interurban traffic.

Principal Industries: Paper, safes, vaults, engines, sugar mills, machine tools, stoves, paper mill machinery, power punches and presses, parts for Ford cars, castings, felts and blankets, pig iron, food products.

Manufacturing Establishments: 150. Leading firms, Champion Coated Paper Co., Mosier Safe Co., Herring-Hall-Marvin Safe Co., Hooven-Owens-Rentachler Co., Niles Tool Work Co., Bantle Stove Co., Black-Clawson Co., Beckert Paper Co., Ford Motor Co., Hamilton Foundry & Machine Co., Shuler & Benninghofen. Total value of yearly output of factories estimated at \$60,000,000.

Special Information: Transportation facilities and economic manufacturing advantages have made Hamilton an industrial city "Known in the Worlds Markets." Here are located the largest coated paper mill, and one of the three finest blast furnaces and by-product coke plants in America. Three-fourth of the nation's output of safes and vaults are made in Hamilton. Large machinery of national reputation and exclusive design is made here, contributing much to the prestige of Hamilton.

Residential Features: Mostly one family houses. Large percentage home owners. A very fine residential section is located in west portion of city. Homes in this section average in value about \$9,000.

Retail Shopping Section: Main business street is High street. Business section extends east from Miami River 6 blocks to 5th street. 3rd and 2nd streets are secondary business streets, 2nd street on 6 blocks from Central avenue to Dayton street, 3rd street on 5 blocks from Dayton to Sycamore street, 2nd and 3rd streets are parallel and both intersect High street. Court and Market streets are business streets from Front to 4th and parallel High street. Market street is first north of High and Court street is first south of High street. There are about 15 outlying "Neighborhood" business centers.

Trading Area: Extends about 20 miles west, 15 miles north, 15 miles east and about 10 miles south. Good roads and bus service make this business possible.

Wholesale Houses: Grocers, 1; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 29; automobile tire agencies, 20; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 30; druggists, 17; dry goods, 9; department stores, 6; electrical supplies, 9; florists, 5; fruits, 2; furniture, 8; garages (public), 20; grocers, 136; hardware, 5; jewelry, 9; meat markets, 18; men's furnishings, 6; men's clothing, 6; merchant tailors, 10; milliners, 6; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 2; women's apparel, 3 (only).

**IRONTON, OHIO**

1920 Population, 1924, 19,240.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 2%; English Reading, 99%; Families, 5,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 4; Congregational, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 2; State, 1; Total Resources, \$8,168,552.00; Savings Bank Deposits Total, \$1,200,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,928.

Location: On the Ohio River at the most southern point. Served by N. & W., D. T. & I., Ohio Valley Traction, Direct across the Ohio River from the C. & O. Terminal. Excellent boat and bus service.

Principal Industries: Coke, nails, shoes, cement, pig iron, by-products, steel castings, lumber, stove plants, mine engine, Ironton Solvay & Coke Co.

Manufacturing Establishments: 64. Ironton Stove Co., Belfont Steel & Wire Co., Dayton Mallicable Iron Co., Ironton Engine Co., Alpa Portland Cement Co., Marting Iron & Steel Co., Selby Shoe Co., Ironton Solvay Co. Total value of yearly output of factories estimated at \$12,982,976.00.

Special Information: The location of Ironton makes the city the meeting place of the N. & W., the D. T. & I., and the C. & O. Railways. Packet lines daily on the Ohio River furnish a valuable means of transportation. Ironton has the only pedestrian bridge over the Ohio River between Cincinnati, Ohio and Pittsburgh.

Residential Features: One and two family homes. City is growing fast and many residential districts are nearing completion. Private homes predominate.

Retail Shopping Section: Extends north and south for 6 blocks, east and west for 3 blocks. There are 5 outlying retail business sections and numerous other stores and confectioneries which are doing a flourishing business.

Trading Area: Extends north and south for 25 miles, east and west for 25 miles, Russell, Ky., direct across the Ohio River furnishes local merchants with a great amount of business. A bridge across the Ohio River at this point brings 50,000 people within 15 minutes automobile ride of Ironton.

Wholesale Houses: Groceries, 1; Fruits, 2; Hardware, 2; Miscellaneous line, Confectionery, 1; Flour Mill, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 27; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 23; dressmakers, 28; druggists, 10; dry goods, 24; department stores, 3; electrical supplies, 6; florists, 2; fruits, 11; furniture, 6; furriers, 2; garages (public), 27; grocers, 116; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 12; men's clothing, 15; merchant tailors, 5; milliners, 11; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 32; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 8.

**LANCASTER, OHIO**

1920 Population, 14,700.

City and Suburban Estimate, 40,484.

Native Whites, 98%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 3,889.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 4,310.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$700,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,500.

Location: P. R. R. H. V. Scioto Valley traction, outlet for H. V. coal field.

Principal Industries: Shoes, glassware, trees, agricultural implements.

Manufacturing Establishments: 14. Leading firms, H. C. Goldman Co. (shoes), Hocking Glass Co., Lancaster Glass Co., Fairfield Glass Co., Lancaster Lens Co., Lancaster Tire & Rubber Co. Total value of yearly output of factories estimated, shoes alone run into millions.

Special Information: Center of good farming district for years and now in addition is a manufacturing center of constantly growing size.

Residential Features: Workers here own their own homes and they are well kept, two story houses. Average worker here is prosperous individual.

Retail Shopping Section: Is small, all merchants being bunched within two blocks and the side streets. The west side has a business center and there are two in the east end.

Trading Area: Practically all effort is centered in Fairfield County. Newspapers and merchants work the county thoroughly and constantly, believing that it has paid. Good roads, plenty of automobiles and bus service in all directions.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 18; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 10; druggists, 10; dry goods, 4; department stores, 3; electrical supplies, 6; florists, 3; fruits, 1; furniture, 4; furriers, 1; garages (public), 10;

grocers, 56; hardware, 5; jewelry, 3; meat markets, 19; men's furnishings, 11; men's clothing, 11; merchant tailors, 8; milliners, 3; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 12.

**LIMA, OHIO**

1920 Population, 41,306.

City and Suburban Estimate, 43,306.

Native Whites, 92.3%; Negroes, 3.0%; Foreign Born, 4.6%; Families, 11,000.

Schools: Public Grade, 13; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 7,494.

Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources 1922, \$13,289,877.99.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 7,626.

Location: Northwest part of Ohio. Penna. B. & O., D. T. & I., Nickel Plate, Erie, Ohio Electric & Western Ohio. Good bus service.

Principal Industries: Locomotive, steel castings, oil refining, cigars, motor trucks and woolen blankets. Railroad shops.

Manufacturing Establishments: 100. Leading firms, Lima Locomotive Works, Ohio Steel Foundry, Garford & Gramm, Burnstein Motor T. Co., Solar Refinery, Deisel-Wemmer and Lima Woolen Mills. Total value of yearly output of factories estimated at \$62,000,000.

Special Information: City of homes, 12,250 in 1923. An active and acceptable Commission Manager form of government. Excellent labor conditions, being open shop. One of the finest schools in the state. Auto-manual telephone system.

Residential Features: Single homes predominate. Pleasant, attractive section devoted to working men's homes. Very few apartment houses.

Retail Shopping Section: Main street from Water to Pennsylvania tracks. Elizabeth street from Elm to North. North High, Market, Spring and Elm streets from Union to West streets.

Trading Area: A 35 mile shopping district with population of 212,000. Lima is served by a net work of interurban lines which bring much trade into the city from the 178 towns in the surrounding county.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 12; automobile tire agencies, 30; bakers, 21; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 12; druggists, 27; dry goods, 18; department stores, 10; electrical supplies, 11; florists, 3; furniture, 14; furriers, 3; garages (public), 27; grocers, 185; hardware, 11; jewelry, 9; meat markets, 25; men's furnishings, 12; merchant tailors, 3; milliners, 9; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 38; shoes, 18; sporting goods, 3; stationers, 1; women's apparel, 10.

**LORAIN, OHIO**

1920 Population, 37,935.

City and Suburban Estimate, 100,000.

Native Whites, 60.9%; Negroes, 1.3%; Foreign Born, 37.8%; Industrial Workers, 27%; English Reading, 79%; Families, 11,170.

Schools: Public Grade, 8; High, 1; Junior High, 4; Parochial, 7; Number of Pupils, 9,133.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 6; Presbyterian, 1; Roman Catholic, 11; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources, \$14,445,789.38; Savings Bank Deposits Total, \$10,187,361.14.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, approximately 6,000.

Location: On south shore of Lake Erie at mouth of Black River. Served by Baltimore & Ohio, Nickel Plate, Washab, Lorain Ashland & Southern, Lake Shore Electric and Cleveland, Southwestern & Columbus Electric Lines. Bus service East, West and South; numerous Truck Services in all directions.

Principal Industries: Iron and steel, stoves, automatic shoes, shipbuilding, men's clothing, automatic water heaters, steel and bronze casting, stamping of steel.

Manufacturing Establishments, 18. Leading firms, National Thew Tube Co., American Shipbuilding Co., The Automatic Shoe Co., National Stove Works, Hoffman Heater Co. Total value of yearly output of factories estimated at \$250,000,000.

Special Information: River front location good and plenty. Electric Power Plant supplies cities throughout the state. River navigable for all lake boats. Good roads leading in all directions. Best water supply in Ohio and cheap. Plenty of mechanics and labor.

Residential Features: Mostly one and two family houses. Private homes predominate, owned by occupants. The finest residential section is located east and west of Lorain. Homes in latter section average \$11,000. Streets are

OHIO (Cont'd)

nearly all paved with plenty of shade trees and abundant parks. Schools located in the residential section.

Retail Shopping Section: Main business section extends from lake front south 10 blocks. Two other large business sections at center and southern extremity of city. Many smaller neighborhood districts.

Trading Area: Extends about 10 miles west, east and south. Fine trolley and bus service and good roads bring people from further distance to the city.

Wholesale Houses: Groceries, 2; Meats, 4; Fruits, 3; Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 16; automobile tire agencies, 9; bakers, 17; cigar stores and stands (including hotels), 89; confectioners (including hotel stands), 58; delicatessen, 2; dressmakers, 10; druggists, 15; dry goods, 26; department stores, 7; electrical supplies, 11; florists, 7; fruits, 9; furniture, 16; furriers, 1; garages (public), 23; grocers, 147; hardware, 15; jewelry, 11; meat markets, 49; men's furnishings, 17; men's clothing, 13; merchant tailors, 23; milliners, 11; opticians, 7; photographers, 8; pianos and miscellaneous musical instruments, 17; radio supplies, 7; restaurants (including hotels), 46; shoes, 23; sporting goods, 7; stationers, 4; women's apparel, 11. See bottom columns 3 and 4

MANSFIELD, OHIO

1920 Population, 27,824. City and Suburban Estimate, 60,000. Native Whites, 87.6%; Negroes, 0.9%; Foreign Born, 11.5%; Industrial Workers, 28%; English Reading, 92%; Families, 7,215. Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 4,890. Churches: Baptist, 2; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Christian, 2; Evangelical, 2; Miscellaneous, 9.

Banks: National, 1; State, 5; Total Resources, \$12,200,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Total number of seats, 3,500.

Location: 80 miles southwest of Cleveland on Main Line Penn. R. R., Erie R. R. and O. & P. R. R. Also a division of B. & O. and Penn. R. R. north and south. Two interurban trolley lines.

Principal Industries: Steel sheets, brass castings, railway and mining equipment, threshers and tractors, stores and ranges, elastic and rigid webbing, steel abrasives, ordinance and clay working machinery, motors, generators, electrical appliances and watch cases.

Residential Features: One family houses predominate.

Retail Shopping Section: North Main street, East and West 4th street, East and West Park avenue, West 3rd street, Walnut and Diamond streets forming about 25 blocks.

Trading Area: Radius 25 miles.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 1; Hardware, 4; Miscellaneous lines, Druggists, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 13; automobile accessories, 15; automobile tire agencies, 15; bakers, 15; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 20; druggists, 10; dry goods, 6; department stores, 2; electrical supplies, 7; florists, 5; fruits, 4; furniture, 7; furriers, 8; garages (public), 17; grocers, 77; hardware, 6; jewelry, 10; meat markets, 24; men's furnishings, 13; men's clothing, 13; merchant tailors, 12; milliners, 10; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 31; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 8.

MARIETTA, OHIO

1920 Population, 15,140. City and Suburban Estimate, 16,000; Sub, 5,600. Native Whites, 95.3%; Negroes, 3.1%; Foreign Born, 1.6%; Industrial Workers, 39%; English Reading, 100%; Families, 4,114. Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,300. Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 4 white, 2 colored; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7. Banks: National, 3; State, 2; Total Resources, \$15,125,000; Savings Bank Deposits Total, \$1,375,000. Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,000.

Location: B. & O. (3 divisions), P. R. R. (1 division) Packet boats for passenger and freight operate on Ohio and Muskingum Rivers between Pittsburgh, Zanesville and Cincinnati, and intermediate points.

Principal Industries: Safe cabinets, automotive chemicals, gas engines, paints and colors, bath room fixtures, chairs, oil well machinery, dining room furniture, glassware and pottery.

Manufacturing Establishments: 10. Leading firms, Marietta Chair Co., Safe Cabinet Co., Northwestern Chemical Co., Patton Brothers Co., Marietta Paint Color Co., Becker Mfg. Co., Leidecker Tool Co., Brickwell Brothers

Co., Fenton Art Glass Co., American Blaque Co. Total value of yearly output of factories estimated at \$12,215,000.

Special Information: One of the largest truck gardening centers in central states, 1923 shipments over 825 cars of garden products; also large producer of apples, 1923 shipments over 400 cars. This section noted for its grazing land and large number of cattle.

Residential Features: Practically all homes are one family type with large substantial modern homes and practically all workers are home owners.

Retail Shopping Section: Front street, 2 blocks; Putnam street, 2 blocks; Second street, 2 1/2 blocks; Greene street, 3 blocks; with usual outlying districts.

Trading Area: 25 miles east, north and west; with bus service east and north for a distance of 30 to 50 miles. Also trolley service north for a distance of 25 miles.

Wholesale Houses: Groceries, 1; Fruits, 2; Hardware, 1; Dry Goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 14; automobile accessories, 7; automobile tire agencies, 10; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 8; dry goods, 8; department stores, 6; electrical supplies, 5; florists, 2; fruits, 5; furniture, 6; furriers, 3; garages (public), 10; grocers, 72; hardware, 4; jewelry, 6; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 7; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 19; shoes, 19; sporting goods, 4; stationers, 3; women's apparel, 7.

MARION, OHIO

1920 Population, 27,891. City and Suburban Estimate, 42,004. Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 6,500.

Schools: Public Grade, 13; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,500.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources, \$8,875,312.12; Savings Bank Deposits Total, \$7,624,960.13.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2, one of which has no seats as yet. Total number of seats, Theatres, 2,575; Pavilion, 2,500.

Location: Marion is located 45 miles north of Columbus, 100 miles southwest of Cleveland, 75 miles south of Toledo, 140 miles northeast of Cincinnati, 80 miles northeast of Dayton, 270 miles southeast of Chicago, 180 miles east of Indianapolis, 200 miles west of Pittsburgh and 70 miles south of Sandusky. 980 feet above sea level, in one of the best farming sections of the country, is practically level, having small inclines of southeast part, and well drained. Ideally located for shipping facilities. P. R. R., C. & E. Big 4, Cincinnati & Erie, and H. V., and two interurban lines.

Principal Industries: Steam shovel, silk, threshing engines, and tractors.

Manufacturing Establishments: 31. Leading firms, Marion Steam Shovel, Osgood Steam Shovel, Fairbanks Steam Shovel, Susquehanna Silk Mills, Huber Mfg. Co., and Studebaker Wulff Rubber Co.

Special Information: Ideally located on five railroads and two interurban lines, which make it a very important center for manufacturing plants.

Residential Features: Practically all one-family houses, 70 per cent owned. City has a shortage of 700 homes, which has resulted in plans for wide spread building on which activities have already been started.

Retail Shopping Section: Extends two blocks east of center of city to six blocks west, two blocks south and three north.

Trading Area: Radius area of 15 miles.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3; Miscellaneous lines, Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 18; automobile tire agencies, 4; bakers, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 23; druggists, 14; dry goods, 7; department stores, 7; electrical supplies, 14; florists, 6; fruits, 9; furniture, 6; garages (public), 46; grocers, 107; hardware, 8; jewelry, 5; meat markets, 23; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 31; shoes, 17; sporting goods, 3; stationers, 3; women's apparel, 6.

MARTINS FERRY, OHIO

1920 Population, 11,634. City and Suburban Estimate, 15,000. Native Whites, 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 30%; Families, 3,000. Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6. Banks: State, 3; Total Resources, \$5,000,000. Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: West side of the Ohio River, opposite Wheeling, W. Va. Served by the Pennsylvania Railroad, Wheeling & Lake Erie, B. & O. Ohio River steamship lines.

Principal Industries: Sheet iron and tin-plate, hot air furnaces, stoves and ranges, structural steel, glass, box factory, production of coal.

Manufacturing Establishments: 12. Leading firms, American Sheet & Tin Plate Co., Wheeling Steel Corp., Stanton Heiler Co., J. E. Moss Iron Works, Spence-Baggs Stove Co., La Belle Box Factory, Scott Lumber Co.

Special Information: Center of most important coal mining section of Ohio. Easy access for fuel and ready facilities for shipments via rail and water, making Martins Ferry an ideal industrial center.

Residential Features: Mostly one and two-family houses. Private owned homes predominate. Many beautiful sites for homes overlooking the Ohio River.

Retail Shopping Section: Extends through heart of city four blocks north and south and three blocks east and west.

Trading Area: Same as shopping section.

Wholesale Houses: Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; auto. accessories, 8; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 3; fruits, 13; furniture, 3; garages (public), 10; grocers, 38; hardware, 2; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2, 215.

MARYSVILLE, OHIO

1920 Population, 4,000. Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,230.

Churches: Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 3.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 4,200.

Location: County seat of Union County, T. & O. C. Big Four Shore Line. Excellent bus lines to all surrounding towns.

Principal Industries: Regent Brass Co., manufacture all kinds of brass goods, Nestle's

Food Co., powdered milk, evaporated and condensed milk, butter, ice cream and malted milk.

Manufacturing Establishments: Leading firms, Regent Brass Co., Davis Chair Co., Nestle's Food Co., Lenta Butter-Tin Co., Adams Hunker Co., Sharpe Apron Co., William & McIntire Tile Co., Marysville Foundry Co., Tribune Publishing Co., Slagle Lumber Co., Beyer Cigar Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Located at the intersection of T. & O. C., and short line of Big Four, making it easily accessible to ports on Great Lakes and Ohio River.

Residential Features: Mostly one family houses, private homes predominating. Private residential section very exclusive and one of the finest in any of the small towns of Ohio.

Retail Shopping Section: Extends from public square four blocks each way.

Trading Area: All of Union County, and parts of Champaign, Madison, Marion and Logan.

Wholesale Houses: Meats, 6; Fruits, 1; Miscellaneous lines, Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 34; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 16; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 5.

MASSILLON, OHIO

1920 Population, 17,428. City and Suburban Estimate, 60,000. Native Whites, 85.8%; Negroes, 3.6%; Foreign Born, 10.6%; Industrial Workers, 28%; English Reading, 92%; Families, 4,374.

Schools: 13; Number of Pupils, 3,794. Churches: 18.

Banks: 5; Total Resources, \$14,000,000. Theatres: 3; Total number of seats, 1,670.

Residential Features: One family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 3 1/2 miles east, 12 and 15 miles north, south and west.

Number of Retail Outlets for Nationally Ad-

Continued on page 178

USE

The Lorain Journal

"Lorain County's Most Interesting Newspaper"

to cover Lorain County, Ohio, Trade Area 150,000 Population

The only local Newspaper maintaining Home Delivery Service throughout Lorain County.

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NEW YORK BOSTON CHICAGO

Published Every Evening Except Sunday at Lorain, Ohio

OHIO (Cont'd)

Massillon (cont')

Manufacturing Establishments: 31. Leading firms, American Rolling Mill Co., manufacturers of ARMCO products...

MIDDLETOWN, OHIO

1920 Population, 23,594. City and Suburban Estimate, 28,000 (1924). Native Whites, 90%; Foreign Born, 4%; Industrial Workers, 33%.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,918. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, German Catholic, Lutheran, Total 30.

Principal Industries: Iron, steel, paper and tobacco. American Rolling Mill Co., The American Tobacco Co. (P. Lorillard), The Gardner & Harvey Paper Co., Wardlaw Thomas Paper Co., manufacturers of shot shell and bag papers, Paul A. Sorg Paper Co., Nashua gummed and Coated Paper Co.

Manufacturing Establishments: 31. Leading firms, American Rolling Mill Co., manufacturers of ARMCO products, Total value of yearly output of factories estimated at \$75,000,000.

Special Information: Middletown produces annually 360,000 tons of steel, 200,000,000 pounds of paper and 35,000,000 pounds of tobacco. It employs 9,000 people, with annual industrial pay roll of \$12,000,000.

Residential Features: Private homes predominate, 63 per cent owned. Retail Shopping Section: Main street between Manchester avenue and First avenue, 2 blocks; Central avenue between Main street and Crawford street, 10 blocks, and outlying retail business districts.

Trading Area: 15 miles east and west, 10 miles north and 6 miles south. Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous lines, Cigars, 2; Confectionery, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 7; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 22; delicatessens, 14; dressmakers, 12; druggists, 9; dry goods, 19; department stores, 2; electrical supplies, 3; florists, 6; furniture, 9; garages (public), 10; grocers, 123; hardware, 4; jewelry, 8; meat markets, 50; men's furnishings, 11; men's clothing, 11; merchant tailors, 9; milliners, 6; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 33; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 6.

NEWARK, OHIO

1920 Population, 27,000. City and Suburban Estimate, 32,000 (1924). Native Whites, 82%; Negroes, 2%; Foreign Born, 6%; English Reading, 95%.

Schools: High, 1; Parochial, 1; Number of Pupils, 5,000. Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 2. Banks: National, 3; State, 2; Savings Bank Deposits Total, \$8,000,000. Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000. Location: P. C. C. & St. L., B. & O., N. O. Y., Ohio Electric, Excellent bus service.

Principal Industries: Stoves, bottles, table glass, cathedral glass, golf clubs and balls, girdage, steel rails, oil tanks, bricks, cigars, shoes, furniture, winter vegetables, dairy products, druggists sundries, wire cloth, cement blocks, office safes, rubber tires, motor trucks, oil well tools, gloves, etc. Manufacturing Establishments: 40. Leading firms, The Wehrle Co. (stoves), The A. H. Helsey Co. (glassware), American Bottle Co., The Newark Furniture Co., The E. T. Ritz Co. (rope), The Wyeth Co., Advance Glass Co., The Burke Golf Co., Buckeye Rolling Mills, J. H. Swisher & Son (cigars), The Weiant Gardens, The Davis Co., dairy products, The Pharis Tire & Rubber Co., The Stryon Beggs Co.

Retail Shopping Section: The public square

is principal business section, 1,600 frontage excellent opportunity to locate such a plant together with the Arcade, 416 feet from 3rd to 4th street, West Main street about 900 feet, East Main street 200 feet, West Church 400 feet, North 3rd, 400 feet, South 3rd, 400 feet, South 2nd, 400 feet.

Trading Area: Newark is in the center of Licking County with population of about 60,000. Good hard roads in all directions, makes it easy to reach most remote parts of county from Newark in an hour. Licking County is the second largest in Ohio.

Wholesale Houses: Groceries, 2; Fruits, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 20; druggists, 13; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 6; furniture, 5; grocers, 90; hardware, 6; jewelry, 5; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; shoes, 10; sporting goods, 4; stationers, 3; women's apparel, 6.

NEW PHILADELPHIA, OHIO

1920 Population, 10,716. City and Suburban Estimate, 12,000. Native Whites, 9,892; Negroes, 18%; Foreign Born, 80%; Industrial Workers, 75%; English Reading, 98%.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,937. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 1; State, 3; Total Resources, \$7,100,000; Savings Bank Deposits Total, \$1,050,000. Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; High School; Total number of seats, 2,500.

Location: 90 miles south of Cleveland; B. & O., C. & W. Div., N. O. T. & L. Traction line. Principal Industries: Iron and steel, coal, clay works, brick and sewer pipe, enamel ware, vacuum cleaners, tin cans, mechanical rubber products, machine parts, castings, and factory trucks.

Manufacturing Establishments: 10. Leading firms, American Sheet & Tin Plate Co., Belmont Stamping and Enameling Co., Wise-McClung Co., Canton Brick Co., Phelps Can Co., Moore Shirt Factory, Hook Rubber Co., Ladel Mfg. Co., Sharp Mfg. & Supply Co., Cougleton Broom Factory. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: New Philadelphia is healthy, fine water, schools that rank high. Streets well paved. Surrounded east and southwest by coal mines and clay works, and to the west and southwest by rich farming and dairying section. Beautiful park and playground.

Residential Features: Most homes for one and two families, above the average. Very few tenements. Beautiful residential streets, average value of homes is \$10,000 on main residential streets.

Retail Shopping Section: Extends one block from public square in each direction. There are neighborhood groceries, markets, etc., in outlying districts.

Trading Area: Embraces the county, which has a population of 63,000. Excellent traction and bus service covers the county north and south.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous lines, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto, agencies, 5; automobile accessories, 20; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 19; delicatessens, 1; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 6; florists, 3; fruits, 2; furniture, 3; garages (public), 14; grocers, 49; hardware, 7; jewelry, 5; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 8; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 7.

NILES, OHIO

1920 Population, 13,000 (now 16,000). Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 75%; English Reading, 85%; Families, 3,025.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,250. Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3. Banks: State, 2; Total Resources, \$8,250,000; Savings Bank Deposits, Total, \$6,125,000. Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,279.

Location: 10 miles northwest of Youngstown at Junction of Mosquito Creek and Meander Creek with Mahoning River. In the widely known Youngstown industrial district. Less than 60 miles from three well known lake ports and 74 miles from Pittsburgh, On P. R. R., B. & O., and Erie. On P. R. & O. bus route with direct connections by bus to every section of the state. Manufacture of sheet steel is leading industry. 56 mills in 5 plants are located in the city.

Principal Industries: Metal lath, chemicals and electric lights are also manufactured here. No plant employing any number of women, but

Manufacturing Establishments: 31. Leading firms, Republic Iron & Steel Co., Falcon Steel Co., Thomas Sheet Steel Co., Waddell Steel Co., National Mazda Co., Grassell Chemical Co., Wilder Metal Co. Railroad shops located here. Total value of yearly output of factories estimated at \$36,190,000.

Special Information: Mostly one family houses. Private homes predominate, with fairly large number owned. Among foreign population home owners are many, especially among the Italians, who form a large part of the foreign group. Average cost of homes \$6,000.

Retail Shopping Section: Includes 4 blocks on Main street. No wholesale district. Equal number of blocks on State street and 1 block on Park avenue.

Trading Area: Draws trade from two small villages within a few miles of the city, but has no extensive rural trading area, owing to proximity of other cities in the Mahoning Valley region.

Wholesale Houses: Groceries, 1; Fruits, 1; Hardware, 1; Miscellaneous lines, Tires, 1; Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 1; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 26; dressmakers, 8; druggists, 6; dry goods, 7; department stores, 2; electric supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 2; grocers, 88; hardware, 4; jewelry, 3; meat markets, 16; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 8; sporting goods, 3; stationers, 6; women's apparel, 4.

NORWALK, OHIO

1920 Population, 8,000. City and Suburban Estimate, 35,000. Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 80%; English Reading, 99%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,800. Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4. Banks: National, 1; State, 1; Total Resources, \$4,000,000. Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: North central part of Ohio between Cleveland and Toledo. N. Y. C. and W. & L. E., Lake Shore Elec. Ry. Good roads in all directions.

Principal Industries: A. B. Chase, Lindeman & Emerson, Geo. S. Stewart Co., cedar chests and novelties.

Manufacturing Establishments: Leading firms: United Piano Corp., Geo. L. Stewart, McCrillis Handle Factory, Gallup-Ruffing Co., Norwalk Auto Parts Co.

Special Information: Situated in rich agricultural country.

Residential Features: Practically all one family houses, with more than half owned. A fine residential city, its easy accessibility to all points making it popular with commercial travelers as a home city.

Retail Shopping Section: Main St. 6 blocks, Benedict Ave. 2 blocks and a block or more on several intersecting streets.

Trading Area: All of Huron county and parts of Erie County.

Wholesale Houses: Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto, agencies, 5; automobile accessories, 19; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessens, 1; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 2; furriers, 3; garages (public), 13; grocers, 22; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 5; women's apparel, 5.

PAINESVILLE, OHIO

1920 Population, 11,493, (Painesville and Fairport combined, cities join). City and Suburban Estimate, 30,000. Native Whites, 87%; Negroes, 2%; Foreign Born, 11%; Industrial Workers, 30%; English Reading, 100%; Families, 2,959.

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 3,254. Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 1; State, 1; Savings & Loan, 2; Total Resources, \$26,000,000; Savings Bank Deposits Total, \$10,500,000. Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On south shore of Lake Erie at mouth of Grand River. Served by Balto. and Ohio, Nickel Plate, New York Central R. R., Steamships to Lake Erie ports. Excellent bus service east and west.

Principal Industries: Alkali works (3 largest),

vener machinery mfgs., basket factory, phenol mfrs., metal carpet trimmings, nurseries—(100). (Largest nursery, belt in world).

Manufacturing Establishments: 18; Leading firms: Diamond-Alkali Co., Coe Mfg. Co., Bakelite Corp., Light Alloy Co., Harrison Basket Co., Painesville Metal Binding Co. Total value of yearly output of factories estimated at \$16,000,000.

Special Information: Location of the city makes it the meeting place of the Ohio, Pennsylvania and West Virginia coal outlets for shipment to Northwest. Lake County is the foremost nursery belt in the world. We have over 100 nurseries large and small, doing a world wide business. We have the largest nursery of its kind in the world—Stora-Harrison Co.—and the largest nursery owned by an individual—W. B. Cole.

Residential Features: The homes and surroundings in Painesville are far above the average. Will Irwin, noted Saturday Evening Post writer pronounced Painesville Ohio, "the most beautiful little city of the middle west." He was right. 85% of the people are home owners.

Retail Shopping Section: Painesville's shopping district is compact. The business houses are well established, some having seen ownership pass to three generations. Transportation facilities are good; steam, trolley and buses. Co-operation is wonderful throughout the city. All roads are paved out of Painesville. It is located on the Chicago-Buffalo main highway.

Trading Area: Extends about 15 miles west, 20 miles south and 15 miles east. Intermittent business is secured from people living at greater distance because of the fine paved roads and bus service.

Wholesale Houses: Meats, 1; Fruits, 2; Miscellaneous Lines, Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto, agencies, 7; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessens, 2; dressmakers, 7; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 5; florists, 5; fruits, 4; furniture, 4; garages (public), 7; grocers, 45; hardware, 5; jewelry, 6; meat markets, 32; men's furnishings, 12; men's clothing, 10; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 10; shoes, 10; sporting goods, 5; stationers, 4; women's apparel, 10.

Notes: Facts and figures were secured through the aid of The Chamber of Commerce, Superintendent of Schools, Census Reports, and other reliable and unbiased sources.

PIQUA, OHIO

1920 Population, 15,044. City and Suburban Estimate, 30,000. Native Whites, 92.8%; Negroes, 3.3%; Foreign Born, 3.9%; English Reading, 97%; Families, 4,027.

Schools: Public Grade, 8; High, 1; Junior High, 2 under construction; Parochial, 2; Number of Pupils, 2,800. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Presbyterian, 2; Roman Catholic, 2; United Brethren, 1; Methodist Episcopal, 3; Evangelical, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$10,000,000; Total Deposits, \$6,000,000. Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,250.

Location: Pennsylvania R. R., B. & O. R. R., Western Ohio Electric Ry., Terminal, Dayton & Troy Electric Ry., Terminal and Dayton, Covington and Piqua Electric Ry., Terminal.

Principal Industries: Manufacturing of stoves, underwear, furniture, handles and oil mill machinery.

Manufacturing Establishments: 25. Total yearly payroll in factories approximately \$3,120,000.

Special Information: Piqua is in the center of an excellent farming community, with good paved roads leading into the city from four directions. It is located on the Dixie Highway, and on the Pike's Peak Ocean to Ocean Highway.

Residential Features: Piqua is known widely as a city of unusually beautiful homes, and the residential districts are especially well cared for and are most attractive. The majority of the citizens own their own homes. There are two new additions to the north and to the west, which are being built up rapidly.

Shopping Section: There are six squares of retail shopping district on Main St., three on Wayne, one each on Water, High, Market and Ash Sts.

Trading Area: Northern part of Miami County, southern part of Shelby County, and includes part of each county on the east and west. There are many smaller towns in the surrounding territory, from which Piqua draws considerable trade.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Confectioners, 2; Tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile agencies, 12; commercial auto, agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 12; delicatessens, 1; confectioners (including hotel stands), 6; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 3; furniture, 3; garages, 5; grocers, 40; hardware, 2; jewelry, 4; meat markets, 10; men's furnishings, 3; men's clothing, 8; merchant tailors, 4; milliners, 6; opticians and optometrists, 4; photographers, 4; musical instruments, 2; radio supplies, 6; restaurants, 6; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 6.

**OHIO (Cont'd)**

**PORTSMOUTH, OHIO**

1920 Population, 33,611.  
City and Suburban Estimate, 48,000.  
Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 75%.  
Schools: Public Grade, 13; High, 3; Parochial, 1.  
Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 9.  
Banks: National, 2; State, 3.  
Theatros: Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2.  
Location: On the Ohio River, served by N. & W., C. & O. and B. & O. and five motor bus services.  
Principal Industries: Three large shoe factories, iron and steel, furniture, printing and railroad shops.  
Manufacturing Establishments, 38. Selby Shoe Co., Whitaker-Glesner Steel Co., Excelsior Shoe Co., Irving-Drew Shoe Co., Portsmouth Shoe & Range Co., Ohio Stove Co., Boiler Works, Box Factory.  
Special Information: Annual industrial payroll in Portsmouth in 1920 was \$16,000,000. No unemployment. Big wholesale center for southern Ohio, northern Kentucky and West Virginia. One of the largest shoe manufacturing centers in the country.  
Residential Features: Principally one-family houses, construction work under way, with a number of new residential additions being plotted.  
Retail Shopping Section: Sturts at the river and runs north on Chillicothe St. for 9 blocks. Market and Second Sts. for 2 blocks each. Starts on Chillicothe on Galia and runs east 4 blocks. Four or five outlying business sections in the manufacturing and residential districts of the city.  
Trading Area: Extends for a radius of about 25 miles, made possible by excellent roads in all directions except south. Those to the south of the city promise to be in excellent shape in two years with bridge connections crossing the Ohio into Kentucky.  
Wholesale Houses: Groceries, 10; Meats, 1; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 6.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 20; automobile accessories, 25; automobile tire agencies, 33; bakers, 19; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 23; delicatessen, 4; druggists, 23; dry goods, 22; department stores, 5; electrical supplies, 10; furriers, 12; furniture, 12; garages (public), 3; grocers, 190; hardware, 6; jewelry, 6; meat markets, 30; men's furnishings, 8; men's clothing, 6; merchant tailors, 15; milliners, 14; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 25; shoes, 18; sporting goods, 3; stationers, 4; women's apparel, 12.

**SANDUSKY, OHIO**

1920 Population, 22,897, County 78,900.  
City and Suburban Estimate, 50,000.  
Native Whites, 85.8%; Negroes, 2.5%; Foreign Born, 11.7%; Industrial Workers, 5%; Families, 6,648.  
Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 4,735.  
Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 10.  
Banks: National, 2; State, 1; Total Resources, \$17,900,000.  
Theatros: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.  
Location: South shore of Lake Erie, served by N. Y. C., Big Four, B. & O., Nickel Plate and P. R. R. Lake Shore Electric and bus service to central and northern Ohio. Boat service to all lake ports.  
Principal Industries: Fishing, corrugated boxes, American crayons, stone quarries, steel.  
Manufacturing Establishments: 116; Leading firms: American Crayon Co., Hunsde & Danch Paper Co., Jareck Chemical Co., Booth Fisheries, Wagner Quarries Co., and Farrell Check Foundry Co., Gartland Carrol Foundry Co.  
Total value of yearly output of factories estimated at, \$19,248,571.  
Special Information: Location of the city makes it a splendid outlet for the coal fields of southern Ohio and Virginia mines. Is a natural gateway to the islands of the Great Lakes, has auto ferry connecting points on the mainland and islands thus cutting time and expense of shipping.  
Residential Features: Is justly called the City of Parks, mostly one and two family houses, private homes predominating.  
Retail Shopping Section: Extends from the bay south two blocks and from Hancock St. on the east to Decatur St. on the west, a distance of four blocks. There are four neighborhood sections, including the usual run of grocery, meat, etc.  
Trading Area: Includes the territory within a radius of 18 miles of Sandusky as well as all the islands.  
Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 1 exclusive, all carry line of trucks; automobile accessories, 1; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 15; druggists, 15; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 5; fruits, 5; furniture, 4; furriers, 5; garages (public), 11; grocers, 75; hardware, 5; jewelry, 5; meat markets, 18; men's furnishings, 8; men's clothing, 5; merchant tailors, 7; milliners, 13; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 8; radio supplies, 9; restaurants (including hotels), 22; shoes, 15; sporting goods, 2; stationers, 1; women's apparel, 10.

**SALEM, OHIO**

1920 Population, 10,305.  
City and Suburban Estimate, 12,000.  
Native Whites, 94%; Negroes, 2%; Foreign Born, 6%; Industrial Workers, 33%; English Reading, 98%; Families, 2,060.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,550.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.  
Banks: National, 2; State, 1; Total Resources, \$5,798,513.81; Savings Bank Deposits Total, \$2,489,503.47.  
Theatros: Legitimate, 1; Moving Pictures, 3; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.  
Location: On P. R. R., Ft. Wayne Div. half way between Cleveland and Pittsburgh; served also by Youngstown and Ohio River R. R. and Stark Electric Railway, connections with Erie Railroad. Excellent service to cities within 35 mile radius. Many bus lines in all directions on hourly schedule.  
Principal Industries: Auto bodies, pumps, farm implement, gas and coal stoves, sanitary ware, pottery, nails, auto tires, miners' tools, electric furnace.  
Manufacturing Establishments: 25; Leading firms: Mullins Body Corp., American Steel & Wire Co., Dearing Pump Co., S. C. Jessup Pattern Works, Geo. H. Bowman Glass Factory, National Sanitary Co., Salem China Co., Salem Rubber Co., Victor Stove Co., Silver Mfg. Co., Electric Furnace Co., Salem Tool Co., Buckeye Engine Co.  
Special Information: A city of steady growth, with diversified industries, preventing complete tie-up of industry in times of depression. Excellent market for thriving agricultural and dairy community, one of the most advanced and prosperous in Northeastern Ohio. Advanced social welfare conditions, fine schools. In good coal mine field.  
Residential Features: Private homes predominate, large percentage owned. Many beautiful shade trees and well kept lawns. Very small tenement district. Ideal residential town.  
Retail Shopping Section: Center of town, five blocks on Main, one block on Broadway.  
Trading Area: Extends about 10 miles east, west, north and south. Trolley and bus lines and improved highways connect city with many smaller towns within this radius.  
Wholesale Houses: Fruits, 2.

**STEUBENVILLE, OHIO**

1920 Population, 28,508 (1924, 32,000).  
City and Suburban Estimate, 50,000.  
Native Whites, 76.5%; Negroes, 3.9%; Foreign Born, 19.6%; Families, 6,516.  
Schools: Public Grade, 10; Parochial, 4; Number of Pupils, 5,400.  
Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 10.  
Banks: National, 2; State, 5; Total Resources, \$24,358,926.68; Savings Bank Deposits Total, \$9,506,257.20.  
Theatros: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 11. S. Auditorium. Total number of seats, 4,000.  
Location: P. C. C. & St. L., C. & P. P. R. R. Located on Ohio River, served all year by river steamboats, also Washaw Ry. 4 interurban lines serve the city from Ohio River cities. Excellent bus service to Ohio River cities.  
Principal Industries: Iron, steel and tin plate works. Other major industries, produce glass, pottery, paper, wall paper, gas radiators, fire clay products, slag brick and iron foundry products. Bituminous coal under and around city, mined extensively and oil and gas found in this vicinity. Valuable clay deposits.  
Manufacturing Establishments: 12; Leading firms: La Bella Iron Works, Weirton Steel Co., Follinsbee Bros. Co., Steubenville Pottery Co., Gill Bros. Glass Co., Chicago Wall Paper Mills, Harte Paper Co., Ohio Foundry Mfg. Co., Ohio Valley Clay Co.  
Total value of yearly output of factories estimated at, \$30,000,000.  
Special Information: Steubenville's strategic commercial position as the trade center of the populous and prosperous upper Ohio Valley has made possible the development of retail business concerns of unusual magnitude, which serve a retail trade territory comprising over 125,000 population. Wholesale and jobbing houses find this a most logical place from which they serve the tri-state territory of Eastern Ohio, Upper West Virginia and Western Pennsylvania. This remarkable commercial activity is reflected in the strong financial conditions of seven banks and four building and loan associations.

**SHELBY, OHIO**

1920 Population, 6,000.  
City and Suburban Estimate, 8,000.  
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 1,300.  
Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.  
Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 1; State, 1; Total Resources, \$3,000,000.  
Theatros: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.  
Location: Just half way between Cleveland and Columbus on the Big Four R. R. also served by the B. & O. and by trolley and bus lines.  
Principal Industries: Furniture, printing, small hardware, hinges, autoalls, steel tubing, bicycle frames, handbars, bale wires, paper boxes, candy, gum.  
Manufacturing Establishments: 12; Leading firms: Ohio Seamless Tube Co., Salesbook Co., Antocal Co., Shelby Furniture Co., Shelby Hinge Co., Metal Products Co., Shelby Caudy Co., Shelby Wire Co., Cycle Frame Co., Chicago Handle Bar Co., Shelby Mfg. & Supply Co., Shelby Paper Box Co.  
Special Information: Located in a very rich farming country and the farmers are also nearly 100 per cent native born.  
Residential Features: All one and two family houses. Most of the people own their own homes.

**SPRINGFIELD, OHIO**

1920 Population, 60,890.  
City and Suburban Estimate, 85,000.  
Native Whites, 74%; Negroes, 10%; Foreign Born, 16%; Industrial Workers, 30%; English Reading, 7%; Families, 17,268.  
Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 13,028.  
Churches: Baptist, 12; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 10; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 35; Lutheran, 13.  
Banks: National, 5; State, 1; Total Resources, \$22,668,000; Savings Bank Deposits Total, \$4,000,000.  
Theatros: Legitimate, 2; Moving Pictures, 7; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 7,000.  
Location: On National Road, in the heart of Mad River Valley. Served by the D. T. & I., Erie, Penna. N. Y. C. Terminal of the Indiana, Columbus and Eastern Traction Co., with excellent bus and electric service to all parts of the state and adjoining territory.  
Principal Industries: Electric fans, small motor, motor trucks, automobiles, agri. implements, auto accessories, steam boilers, water wheel, gas engines, magazines, aeroplane motors and radiators.  
Manufacturing Establishments: 214; Leading firms: Robbins & Myers, Kelly-Springfield Motor Truck Co., Westcott Motor Car Co., American Seeding Machine Co., Thomas Mfr. Co., Central Brass & Fixture Co., American Radiator Co., Hoppes Mfg. Co., James Leffel Co., Foss Gas

Retail Shopping Section: About five city blocks.  
Trading Area: Extends about seven miles north, east, south and west.  
Wholesale Houses: Miscellaneous Lines, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 15; hardware, 6; jewelry, 3; meat markets, 1; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 7.

**SIDNEY, OHIO**

1920 Population, 8,950.  
City and Suburban Estimate, 10,500.  
Native Whites, 95%; Negroes, 2%; Foreign Born, 1%; English Reading, 96%; Families, 2,100.  
Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 Christian, 1 Mission.  
Banks: National, 2; Total Resources, \$2,800,000; Savings Bank Deposits Total \$3,300,000 3 banks.  
Theatros: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 800-1400-500.  
Location: New York Central, Baltimore & Ohio, Western Ohio.  
Principal Industries: Hollow ware, iron, nickel and aluminum, 3 leather and woodworking factories, 3 scraper factories, 3 folder factories, 4 candy factories, baker machinery, washing machines and three iron foundries, auto bodies.  
Manufacturing Establishments: 35; Leading firms: Weber Mfg. Co., Monarch Machine Tool Co., The Sidney Machine Tool Co., Peerless Bread Machine Co., C. F. Hickok Co., American Steel Scraper Co., Sidney Steel Scraper Co.  
Special Information: Midway between Cincinnati and Toledo, served by B. & O. R. R., New York Central.  
Residential Features: Homes largely owned by occupants mostly one family affairs, some flats and double houses.  
Retail Shopping Section: Is largely in Central portion of city about public square and one square each way. Large number of suburban stores on outskirts—largely grocery and meat markets.  
Trading Area: 12 miles east, 15 west, 8 south and 13 north, largest part of this trade is in Sidney. Much trade is had from points further out.  
Wholesale Houses: Many retail stores do a wholesale business in connection.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 4; electrical supplies, 5; florists, 3; fruits, 4; furniture, 5; furriers, 4; garages (public), 6; grocers, 21; hardware, 4; jewelry, 2; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Engine Co., Superior Gas Engine Co., Miller Gas Engine Co., Crowell Publishing Co., Steel Products Engineering Co., International Harvester Co.  
Special Information: The home of Robbins & Myers, the second largest manufacturers of small motors in the country. Crowell Publishing Co., produces 128,000,000 magazines annually. The State homes, the Masonic, the I. O. O. F. and K. of P. located here, 33 greenhouses, the largest rose growers in the world.  
Residential Features: Mostly one and two family houses, no tenements, 47% owners. Beautiful resident section throughout the city. Two beautiful country clubs. Many beautiful new woods tracts now being opened.  
Retail Shopping Section: Extends from the esplanade west one block, east three blocks, north three blocks, south three blocks. On Main Street we have a shopping district of approximately fifteen blocks.  
Trading Area: Extends about 30 miles north, east and south, fourteen miles west.  
Wholesale Houses: Groceries, 3; Meats, 4; fruits, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 17; automobile tire agencies, 22; bakers, 23; cigar stores and stands (including hotels), 45; confectioners (including cigar stands), 60; delicatessen, 8; dressmakers, 58; druggists, 23; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 33; fruits, 7; furniture, 16; furriers, 3; garages (public), 31; grocers, 230; hardware, 12; jewelry, 18; meat markets, 108; men's furnishings, 10; men's clothing, 10; merchant tailors, 22; milliners, 18; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 57; shoes, 23; sporting goods, 2; stationers, 2; women's apparel, 14.

See announcement on page 172

**WHEELING, OHIO**

1920 Population, 28,508 (1924, 32,000).  
City and Suburban Estimate, 50,000.  
Native Whites, 76.5%; Negroes, 3.9%; Foreign Born, 19.6%; Families, 6,516.  
Schools: Public Grade, 10; Parochial, 4; Number of Pupils, 5,400.  
Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 10.  
Banks: National, 2; State, 5; Total Resources, \$24,358,926.68; Savings Bank Deposits Total, \$9,506,257.20.  
Theatros: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 11. S. Auditorium. Total number of seats, 4,000.  
Location: P. C. C. & St. L., C. & P. P. R. R. Located on Ohio River, served all year by river steamboats, also Washaw Ry. 4 interurban lines serve the city from Ohio River cities. Excellent bus service to Ohio River cities.  
Principal Industries: Iron, steel and tin plate works. Other major industries, produce glass, pottery, paper, wall paper, gas radiators, fire clay products, slag brick and iron foundry products. Bituminous coal under and around city, mined extensively and oil and gas found in this vicinity. Valuable clay deposits.  
Manufacturing Establishments: 12; Leading firms: La Bella Iron Works, Weirton Steel Co., Follinsbee Bros. Co., Steubenville Pottery Co., Gill Bros. Glass Co., Chicago Wall Paper Mills, Harte Paper Co., Ohio Foundry Mfg. Co., Ohio Valley Clay Co.  
Total value of yearly output of factories estimated at, \$30,000,000.  
Special Information: Steubenville's strategic commercial position as the trade center of the populous and prosperous upper Ohio Valley has made possible the development of retail business concerns of unusual magnitude, which serve a retail trade territory comprising over 125,000 population. Wholesale and jobbing houses find this a most logical place from which they serve the tri-state territory of Eastern Ohio, Upper West Virginia and Western Pennsylvania. This remarkable commercial activity is reflected in the strong financial conditions of seven banks and four building and loan associations.

**WHEELING, OHIO**

1920 Population, 60,890.  
City and Suburban Estimate, 85,000.  
Native Whites, 74%; Negroes, 10%; Foreign Born, 16%; Industrial Workers, 30%; English Reading, 7%; Families, 17,268.  
Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 13,028.  
Churches: Baptist, 12; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 10; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 35; Lutheran, 13.  
Banks: National, 5; State, 1; Total Resources, \$22,668,000; Savings Bank Deposits Total, \$4,000,000.  
Theatros: Legitimate, 2; Moving Pictures, 7; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 7,000.  
Location: On National Road, in the heart of Mad River Valley. Served by the D. T. & I., Erie, Penna. N. Y. C. Terminal of the Indiana, Columbus and Eastern Traction Co., with excellent bus and electric service to all parts of the state and adjoining territory.  
Principal Industries: Electric fans, small motor, motor trucks, automobiles, agri. implements, auto accessories, steam boilers, water wheel, gas engines, magazines, aeroplane motors and radiators.  
Manufacturing Establishments: 214; Leading firms: Robbins & Myers, Kelly-Springfield Motor Truck Co., Westcott Motor Car Co., American Seeding Machine Co., Thomas Mfr. Co., Central Brass & Fixture Co., American Radiator Co., Hoppes Mfg. Co., James Leffel Co., Foss Gas

**WHEELING, OHIO**

Engine Co., Superior Gas Engine Co., Miller Gas Engine Co., Crowell Publishing Co., Steel Products Engineering Co., International Harvester Co.  
Special Information: The home of Robbins & Myers, the second largest manufacturers of small motors in the country. Crowell Publishing Co., produces 128,000,000 magazines annually. The State homes, the Masonic, the I. O. O. F. and K. of P. located here, 33 greenhouses, the largest rose growers in the world.  
Residential Features: Mostly one and two family houses, no tenements, 47% owners. Beautiful resident section throughout the city. Two beautiful country clubs. Many beautiful new woods tracts now being opened.  
Retail Shopping Section: Extends from the esplanade west one block, east three blocks, north three blocks, south three blocks. On Main Street we have a shopping district of approximately fifteen blocks.  
Trading Area: Extends about 30 miles north, east and south, fourteen miles west.  
Wholesale Houses: Groceries, 3; Meats, 4; fruits, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 17; automobile tire agencies, 22; bakers, 23; cigar stores and stands (including hotels), 45; confectioners (including cigar stands), 60; delicatessen, 8; dressmakers, 58; druggists, 23; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 33; fruits, 7; furniture, 16; furriers, 3; garages (public), 31; grocers, 230; hardware, 12; jewelry, 18; meat markets, 108; men's furnishings, 10; men's clothing, 10; merchant tailors, 22; milliners, 18; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 57; shoes, 23; sporting goods, 2; stationers, 2; women's apparel, 14.

**WHEELING, OHIO**

See announcement on page 172

OHIO (Cont'd)

ST. MARY'S, OHIO

1920 Population, 5,900. City and Suburban Estimate, 14,000. Native Whites, 90%; Negroes, 1%; Industrial Workers, 25%; English Reading, 98%; Families, 1,925. Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,345. Churches: Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 1; State, 2; Total Resources, \$3,000,000. Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,050. Location: On Lake St. Mary's and St. Mary's River and Miami & Erie Canal. Served by N. Y. C., Nickel Plate and Western Ohio Railroads. Excellent freight service to the east and west. Direct service for foreign consignments. Principal Industries: Woodworking, wheels, rims and spokes, woolen blankets, gas engines, quickwork metal shears, castings, commercial power plant, paper making and cigar making. Manufacturing Establishments, 28. St. Mary's Wheel & Spoke Co., St. Mary's Woolen Mfg. Co., Quickwork Co., Auglaise Boxboard Co., Ohio Electric Service Corp. Special Information: St. Mary's is located in the heart of the finest agricultural section of northwestern Ohio. Possibilities for dairy products unlimited. We are now able to offer power in unlimited quantities at a figure as low as any city in the United States. Residential Features: Mostly one and two-family houses. Several buildings contain a number of modern flats, the last one completed contains 35 flats with business rooms on first ample room for expansion. floor. Percentage of home owners above the average. Fine private residential sections with. Retail Shopping Section: From Ash St. to Vine on Sprig St., approximately 15 blocks, and from Front St. to Pine on High St., approximately 5 blocks. Four outlying minor retail sections. Trading Area: 25 miles north and south and 10 miles east and west. Wholesale Houses: Meats, 1; Miscellaneous Lines, Cigars and candy, 1; electrical supplies, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 8; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 3; grocers, 21; hardware, 3; jewelry, 3; meat markets, 5; men's furnishing, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

TIFFIN, OHIO

1920 Population, 15,000. Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,600. Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7. Banks: National, 3; State, 1. Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Location: B. & O., Penna., Big Four. Principal Industries: Glass, pottery, grinding wheels, furniture, bolt and nut machines, well drilling machines, steel ceiling, conveying machinery. Manufacturing Establishments: 8; Leading firms: Webster Mfg. Co. Residential Features: Most houses owned by occupants. Retail Shopping Section: Extends from Court House four or five blocks in each direction. Small stores in outlying districts. Trading Area: All the county trade comes to Tiffin. Wholesale Houses: Groceries, 1; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 15; delicatessen, 1; dressmakers, 12; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 3; furniture, 3; furriers, 1; garages (public), 8; grocers, 32; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 3; sporting goods, 2; women's apparel, 5. Note: Facts and figures were secured through the aid of Chamber of Commerce, telephone and personal knowledge.

TOLEDO, OHIO

1920 Population, 243,164 (1924, est. 283,000). City and Suburban Estimate, 800,000. Native Whites, 76.7%; Negroes, 2.3%; Foreign Born, 21%; Industrial Workers, 27%; English Reading, 88%; Families, 57,951. Schools: Public Grade, 46; High, 4; Junior

High, 1; Parochial, 33; Number of Pupils, 50,471. Churches: Baptist, 17; Christian Science, 2; Congregational, 7; Episcopal, 7; Hebrew, 5; Methodist, 22; Presbyterian, 8; Roman Catholic, 28; Miscellaneous, 58; Lutheran, 27. Banks: National, 2; State, 11; Total Resources, \$154,899,074.33; Savings Bank Deposits Total, \$33,550,000. Theatres: Legitimate, 3; Moving Pictures, 43; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 32,000. Location: Located on the southwest shore of Lake Erie, 60 miles from Detroit and 96 miles from Cleveland. Fourteen railroads operate 22 lines in the city. N. Y. C. Main Line also P. R. R., B. & O., Big Four. Steamships to Lake Erie ports and bus service connecting several states. Principal Industries: Automobiles, glass making, production of scales, oil well supplies, ships, cement, machine tools, paint sprayers, atomizers, bottles, bottle machinery, cap children's vehicles, electrical appliances, electric light bulbs, elevators, floor arfacing machines, fountain pens, metal pencils, radio supplies, bicycles, fireless cookers, malleable iron saws, refined oil, spark plugs, plate glass, castings goods, valve bags, hats, umbrellas, stoves and ranges. Manufacturing Establishments: 671; Leading firms: Willys-Overland, Owens Bottle, Toledo Scale Co., Ford Plate Glass, Libbey Owens Glass Co., American Shipbuilding, Toledo Machine & Tool Co., Standard Oil Refinery, Paragon Oil Co., Conklin Pen Co., Champion Spark Plug, De Vilbiss Mfg. Co. Special Information: Toledo is one of the pivotal cities in the center of the nation's workshop. It is well equipped to furnish electric power being a part of the system which extends from Philadelphia to Chicago. Coal and iron meet in Toledo; center of glass industry. Third city in production of automobiles. 40,000 pleasure cars and 7,500 trucks. Residential Features: Largest percentage of home ownership for any city of its size. Private homes predominate. Beautiful residential section. Plenty room for expansion. Retail Shopping Section: Concentrated in ten down town blocks with a small community section on the East Side. There is a growing tendency to community sections. Trading Area: About 40 miles east, 50 miles south and 60 miles west. Toledo is easily reached by bus and electric and steam lines. Wholesale Houses: Groceries, 11; Meats, 27; fruits, 18; Hardware, 5; Dry Goods, 10; Miscellaneous Lines, Conf., 26; Produce, 32. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 55; commercial auto. agencies, 22; automobile accessories, 35; automobile tire agencies, 71; bakers, 74; cigar stores and stands (including hotels), 70; confectioners (including hotel stands), 249; delicatessen, 15; dressmakers, 112; druggists, 125; dry goods, 133; department stores, 7; electrical supplies, 40; florists, 37; fruits, 36; furniture, 44; furriers, 7; garages (public), 80; grocers, 1,011; hardware, 76; jewelry, 68; meat markets, 223; men's furnishings, 51; men's clothing, 72; merchant tailors, 210; milliners, 51; opticians, 28; photographers, 31; pianos (and miscellaneous musical instruments), 52; radio supplies, 19; restaurants (including hotels), 239; shoes, 63; sporting goods, 6; stationers, 6; women's apparel, 35.

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TORONTO, OHIO

1920 Population, 4,271—Present estimate at 6,300 due to new steel mill and power plant. City and Suburban Estimate, 9,000. Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 32%; English Reading, 96%; Families, 1,448. Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,466. Churches: Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2. Banks: National, 1; State, 2; Total Resources, \$2,282,106; Savings Bank Deposits Total, \$1,014,066. Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200. Location: On the Ohio River fifty miles below Pittsburgh towards Wheeling and served by the Penna. R. R. and Ohio River Steam boats. Also by the S. E. L. & B. V. T. Co. Principal Industries: Steel and iron clay products, coal mining, electric power and soft drinks, clay working machinery, mill and hair curlers and paper. Manufacturing Establishments: 22; Leading firms: Follansbee Bros., steel mill, Locust Grove Coal Co., Ohio River Edison Co., Kaul Clay Co., Toronto Fire Coal Co., Toronto Paper Mills Co., Guy Johnston Contracting Co., J. O. Goodin & Sons Co., The Casco Grizzell Co., Stratton Clay Products Co., Union Clay Mfg. Co., Mison's Brick Works, Peerless Clay Co., American Vitriol Products Co., Toronto Foundry and Machine Co., Bobby Currier Co. Total value of yearly output of factories estimated at, \$9,000,000. Special Information: Location of the city makes it an ideal shopping center for Empire Stratton, Port Homer, Knoxville, New Somerset and New Cumberland, W. Va. Automobiles registered in 1924 were 1,500. There is a 20 minute interurban electric service. Residential Features: Mostly one family homes with a few apartments; no congested workingmen's tenements. Two nicely laid out residential districts. The homes in these sections average in value \$15,000.

Retail Shopping Section: Extends from Main & Fourth Streets, the Interurban Station for two blocks north, two blocks south, one block east and two blocks west. Market and Clark Streets are for two blocks each also devoted to retail business. Making a total of 11 blocks. Trading Area: Extends six miles north, 12 miles west and 2 miles south, being served with interurban electric service each twenty minutes. Wholesale Houses: Miscellaneous Lines, Candy, 1; Cigars and Tobacco, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 3; druggists, 2; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 3; grocers, 18; hardware, 2; jewelry, 2; meat markets, 6; men's furnishing, 4; men's clothing, 3; merchant tailors, 2; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 3; farm machinery, 1.

TROY, OHIO

1920 Population, 7,256. City and Suburban Estimate, 8,000. Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 30%; English Reading, 98%; Families, 2,900. Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6. Banks: National, 1; Total Resources, \$3,000,000. Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000. Location: On B. & O. R. R., Cincinnati Detroit main line, eighteen miles north of Dayton. In the heart of Miami County. Also served by C. C. of St. Louis, L. R. R., Peoria and Eastern division and Dayton and Lima Traction line with connecting service to all points of the State. Bus service all directions. On Dixie Highway, a main market and travel highway of the State. Principal Industries: Meat grinders, food mixers, coffee grinders, automobile windshields, sushadea and couch hammocks, gummy products, wagons, commercial auto bodies, power scrapers, educational toys, storage battery chargers, motors, auto trailers, aeroplanes, water sprinklers. Manufacturing Establishments: 12; Leading firms: Hobart Mfg. Co., Troy Sushadea and Windshield Co., Troy Gummy Products Co., Kreska Novelty Co., Troy Metal Products Co., Miami Trailer and Scrapper Co., Skinner Irrigation Co. Total value of yearly output of factories estimated at, \$10,000,000. Special Information: Troy is the County Seat of Miami County, one of the most wealthy in the Miami Valley. First city in the United States in the manufacture of food mixers, coffee grinders and meat choppers. Trading center for surrounding countryside. Residential Features: Private homes, owned by residents, predominate. Only two apartments in city. Most residences, one family. Have splendid residential district. Retail Shopping Section: Four blocks each way from public square (North and South Market, East and West Main). Trading Area: Extends fifteen miles each way from Troy. Wholesale Houses: Meats, 2; Fruits, 1; Dry Goods, 1; Miscellaneous Lines, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 2; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 4; delicatessen, 1; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 6; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; garages (public), 10; grocers, 17; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 3.

UPPER SANDUSKY, OHIO

1920 Population, 3,790. City and Suburban Estimate, 5,000. Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 10%; English Reading, 98%; Families, 1,000. Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,240. Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4. Banks: National, 2; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total \$867,000. Theatres: Moving Pictures, 1. Location: Hocking Valley and P. R. R. Principal Industries: Steam pumps, caskets, burial vaults, auto gears, fancy brick, cigars. Manufacturing Establishments: Leading firms: National Steam Pump Co., Wyandotte Clay Products Co., Deisel-Wemmer branch factory.

Special Information: An ideal location for factories. On Sandusky River, which may be route of great Lake Erie-Ohio River Canal. Thirty feet above high water mark. Complete sanitary sewer system. Ohio Power Co. electricity. Paved road to principal cities of state. Residential Features: Beautiful homes, large well kept lawns. Broad paved streets. Town splendidly laid out and all streets lined with huge shade trees. Retail Shopping Section: Covers five blocks, no empty business rooms. Modern fronts being placed in several of older buildings. Trading Area: Extends 20 miles in each direction and covers a population of more than 20,000, as this is the county seat and has one of the finest court houses in Ohio. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 5; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 5; grocers, 11; hardware, 3; jewelry, 1; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 3; sporting goods, 5; stationers, 2; women's apparel, 2.

URBANA, OHIO

1920 Population, 7,739. City and Suburban Estimate, 30,000. Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 80%; English Reading, 99%; Families, 7,100. Schools: Public Grade, 19; High, 14; Parochial, 1; Number of Pupils, 8,000. Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 11; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6. Banks: National, 7; State, 4; Total Resources \$8,000,000; Savings Bank Deposits Total \$7,000,000. Theatres: Legitimate, 3; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 21. Location: Midwestern part of Ohio, on P. R. R., N. Y. C., Erie, and I. C. & E. Electric Ry. Bus service, east, west, north and south. Principal Industries: Manufacturing of furniture, catalog printing, bond paper and strawboard, car repairs and building, tools and dies, oil can packing of raisins, currents, macaroni, meat, egg cases, oil refining, brooms, fruit canning. Manufacturing Establishments: 16; Leading firms: Howard Paper Co., United Box Board Co., American Tool & Die, "Happytime" Nursery Furniture Co., W. H. Marvin Co., Johnson Oil Can Co., Urbana Egg Case Co., Forward Oil Development Co. Total value of yearly output of factories estimated at, \$5,000,000. Special Information: Located in Miami and Mad River Valleys, especially adapted to agriculture, and on four railroads. Residential Features: 86% of population own their own homes, practically one family houses. Retail Shopping Section: Monument Square (second largest paved area in Ohio) Miami, Scioto, So. Main and North Main, 2 to 5 blocks on each. Trading Area: 15 to 20 miles each way from city. Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 8; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 4; florists, 3; fruits, 5; furniture, 4; furriers, 2; garages (public), 7; grocers, 36; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 5.

VAN WERT, OHIO

1920 Population, 8,100. City and Suburban Estimate, 75,000 within 45 minutes of city. Native Whites, 99%; Negroes, .005%; Industrial Workers, 18%; English Reading, 95%; Families, 1,800. Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,825. Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12. Banks: National, 2; State, 1; Total Resources, \$4,283,911.73. Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,500. Location: In northwestern part of Ohio on main line of P. R. R., N. Y. C. and Fort Wayne, Van Wert and Lima Traction Co. Also on Lincoln and Wayne highways. Principal Industries: N. Y. C. shops, agricul-



**OHIO (Cont'd)**

tural products, stone, overalls, tobacco, wood shaping machinery, stucco, steel tool kits, foundry products.

**Manufacturing Establishments:** 20. Leading firms, The Van Wert Overall Mfg. Co., Kennedy Mfg. Co., The New Advance Machinery Co., The Robison Co., The Van Wert Foundry Co., The Deibel-Wemmer Co., branch plant. Total value of yearly output of factories estimated at \$1,900,000.

**Special Information:** Van Wert is in one of the world's richest agricultural districts. Corn, oats and livestock principal farm products. Large proportion of farms owned by occupants. There are large stone quarries in the county. One automobile to every four people in the county.

**Residential Features:** Fully 75 per cent own their own homes. Practically all, single dwellings on single lots. Fine new public library. V. M. C. A., Hospital, Y. W. C. A., Marsh School for children, etc. These public buildings with improvements total more than \$5,000,000. Van Wert well known for fine flowers and landscaping.

**Trading Area:** Van Wert is largest town in radius of 50 miles. Improved concrete, asphalt and macadam roads permit 75,000 people in this district to reach the town in 45 minutes.

**Wholesale Houses:** Groceries, 2; Fruits, 1; Miscellaneous lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 6; florists, 2; furniture, 1; garages (public), 10; grocers, 30; hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 4; men's clothing, 4; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 6; sporting goods, 4; stationers, 1; women's apparel, 6.

**WAPAKONETA, OHIO**

1920 Population, 5,295.  
City and Suburban Estimate, (trade area) 15,000.

**Native Whites, 100%; Industrial Workers, 15%; English Reading, 90%; Families, 1,355.**

**Schools:** Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,336.

**Churches:** Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 2; Evangelical, 1.

**Banks:** National, 3; Total Resources, \$5,000,000; Building & Loan Associations, 3; Total Deposits, \$2,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,800.

**Location:** Western Central, Ohio, 23 miles from Indiana, Ohio Line, served by the Baltimore and Ohio R. R. 83 miles south of Toledo, and 117 miles north of Cincinnati; also N. Y. C. west of Columbus. Western Ohio car shops are located here. Lima is 12 miles north of Wapakoneta.

**Principal Industries:** Wheels, chain machine knives, candy hollowware, cigars, dairy products, cigars, Wapakoneta Wheel Co., Standard Cigar Co., Deibel-Wemmer Cigar Co., Krein Chain Co., Wapakoneta Hollow Ware Co., Foundry, Wapakoneta Machine Co., Wm. Teege Co., Cigars, Sheets Manufacturing Co., furniture.

**Manufacturing Establishments:** 13. See above.

**Special Information:** Wapakoneta is located in the heart of agricultural county of Northwestern Ohio and depends largely upon agriculture. Pork production is principal industry. Good supply of water, natural gas and electric current. Postal service, educational facilities, lodges, clubs, newspapers, retail storeshouses are unexcelled.

**Residential Features:** Home owning community, occupied by retail tradesmen, business men, officials, workmen and retired farmers. Three-fourths of all homes are owned by occupants. Average cost probably \$2,500.

**Retail Shopping Section:** Extends from Blackleaf street to B. & O. R. R. on Angliaze street 5 blocks, side streets for one only off Angliaze, four neighborhood groceries.

**Trading Area:** Extends about seven miles in every direction, while much trade is attracted by reason of city being a county seat, coming from all corners of the county.

**Wholesale Houses:** Meats, 2; Fruits, 1; Miscellaneous lines, Tobacco, 1; Candy, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 6; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 11; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotel), 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

**WARREN, OHIO**

1920 Population, 27,050.  
City and Suburban Estimate, 35,000.

**Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; Industrial Workers, 44%; English Reading, 95%; Families, 8,000.**

**Schools:** Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 7,061.

**Churches:** Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.

**Banks:** National, 2; State, 3; Total Resources, \$18,001,252.96; Savings Bank Deposits Total, \$6,212,822.90.

**Theatres:** Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,000.

**Location:** B. & O., P. R. R., Erie, N. O. T. L. S. Bus Service. Warren is in almost exact center of the largest industrial buying area in the country. It is on four direct rail routes between Lake Erie and Pittsburgh, and approximately half way between Pittsburgh and Cleveland and that section is traversed by every large Eastern trunk line, all with direct rail connections to Warren.

**Principal Industries:** Iron and steel, automobiles, incandescent lamps, tanks, cars, cable, electric machinery, tools, auto bodies.

**Manufacturing Establishments:** 60. Leading firms, Trumbull Steel, Packard Electric, Horden Co., Warren Tool & Forge Co., American Tank Car, Spring Knight Auto., Youngstown Pressed Steel, Hitzel Steel Form, Phillips Body Co., Peerless Electric Frost Fence Co., Ohio Corrugating Co., General Fire Extinguisher.

**Special Information:** Warren is the second largest manufacturer of electrical lamps in the world. The manufacture of iron and steel products and of electrical lamps and equipment constitute the principal industries of Warren, although the city's products are well diversified.

**Residential Features:** Mostly one and two family houses, greater portion of which are owned. Very few apartments. City Planning and City Zoning Commissions are planning widening main thoroughfares of the city and planning a boulevard system to completely surround the city.

**Retail Shopping Section:** West Market street, 8 blocks; East Market street, 7 blocks; Park avenue, 10 blocks; Pine street, 5 blocks; Main street, 3 blocks; High street, 2 blocks.

**Trading Area:** Extends to about 12 miles north, south, east and west.

**Wholesale Houses:** Groceries, 1; Fruits, 2; Dry Goods, 1; Miscellaneous lines; Scott Candy, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 10; automobile accessories, 30; automobile tire agencies, 30; bakers, 7; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 33; delicatessen, 10; dressmakers, 20; druggists, 10; dry goods, 12; department stores, 5; electrical supplies, 6; florists, 4; fruits, 15; furniture, 8; furriers, 2; garages (public), 15; grocers, 50; hardware, 3; jewelry, 10; meat markets, 30; men's furnishings, 16; men's clothing, 16; merchant tailors, 8; milliners, 8; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 30; shoes, 10; sporting goods, 10; stationers, 3; women's apparel, 12.

**WASHINGTON COURT HOUSE, OHIO**

1920 Population, 7,962.  
City and Suburban Estimate, 30,000.

**Native Whites, 95%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 99.5%; Families, 1,990 approximate.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,400.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 1; State, 4; Total Resources, \$5,841,563.29; Savings Bank Deposits Total, \$561,329.50.

**Theatres:** Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,350 (estimated).

**Location:** Located on C. C. C. highway in Fayette County, 40 miles southwest of state capital, B. & O. S. W., Baltimore & Ohio, Westcott Div., Pennsylvania, Detroit, & Toledo and Ironton Railway, (Henry Ford's Ry.), two of these Rys., running north and south, other two east and west, and to all different points. Four inter-state highways (all improved) cross here.

**Principal Industries:** Shoes, metal products, packing, canning, flour mills, creameries, wood preserving, fertilizer, veneering, auto tubes, glove manufacturing company, candy, concrete posts.

**Manufacturing Establishments:** 25. Leading firms, P. Hagerty Shoe Co. (2 factories), Inskip Mfg. Co. (gloves), Sunlight Creameries, Washington Milling Co., Sears & Nichols Canning Co., The Fayette Canning Co., Washington Metal Products, Washington Candy Co.

**Special Information:** Main branch (Hall Campbell Branch) of largest wholesale grocery in the United States. Midland Grocery Co. is located here doing approximately \$15,000,000 business yearly. Sunlight Creameries (hr. of Cudahy Pkg. Co.), \$1,000,000 creamery and one of the largest in the state, located here. City is main market for the greatest hog producing center in the United States. Has one of the largest V. M. C. A.'s for city this size in

United States. County has more miles of improved highways than any rural county in the state of Ohio. City has more paved streets than any city of size in the United States.

**Residential Features:** Mostly one family homes. Limited section devoted to working-men's tenements. Private homes predominate and an unusually large percentage of residents are home owners.

**Retail Shopping Section:** Extends from Court House Square three blocks south and two blocks north on Main street; two blocks west and three blocks east on Court street; and intersecting streets.

**Trading Area:** Extends about eighteen miles, north, south, east and west. Intermittent business is secured from people living at a greater distance because of the exceedingly good department stores, the fine train and bus service, and splendid roads.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 10; grocers, 33; hardware, 3; jewelry, 5; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 6.

**Note:** Facts and figures were secured through the aid of local business men, reliable and unbiased sources. The Herald Publishing Co., Washington Court House, Ohio.

**WILMINGTON, OHIO**

1920 Population, 5,038.  
Native Whites, 90%; Negroes, 10%.

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 980.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; and Church of Christ, 1.

**Banks:** National, 3; Total \$3,000,000.

**Theatres:** Moving Pictures, 2; Auditoriums, etc., 2; Total number of seats, 3,500.

**Location:** Baltimore & Ohio, Pennsylvania, Center of Motor Bus lines in all directions.

**Principal Industries:** Auto accessories, sugar bits, furnaces and heating plants, bridges, structural steel, ice cream cone machinery, air compressors, umbrellas, steel castings, harvesting machinery, leaf, ice cream, snaps for harness.

**Manufacturing Establishments:** 11. Leading firms, Irwin Auger Bit Co., (largest leading tool plant in the world), Farquhar Furnace So., Auto Compressor Co., Moulton Wireless Umbrella Co., Toruk Co., Safety Snap Co., Wilmington Casting Co., Champion Bridge Co. Total value of yearly output of factories estimated at \$2,500,000.

**Special Information:** Center of very rich agricultural county, making large trade territory. No foreign element. Labor mostly skilled and well paid. Richest county in Ohio per capita. Educational center with Junior and Senior High Schools and Wilmington College, all year round institution with large Normal school in summer. One of finest Court Houses in United States, set in entire square. Live commercial club, owning its own beautiful home.

**Residential Features:** No "slums" or tenement district. Very large percentage of home owners. Large well-kept lawns and multitude of old trees distinguish this city from the average.

**Retail Shopping Section:** Extends three blocks each way from Court House Square.

**Trading Area:** Covers sixteen miles north, 12 miles east, 20 miles south and 20 miles west. Not only Clinton but large section of Highland and some of Brown County trade here regularly.

**Wholesale Houses:** Grocery, 1; Fruit, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 15; bakers, 3; cigar stores and stands, 6; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; public garages, 8; grocers, 18; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos, 3; radio supplies, 5; restaurants (including hotels), 6; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 3.

**WOOSTER, OHIO**

1920 Population, 8,204.  
City and Suburban Estimate, 10,000.

**Native Whites, 96%; Negroes, 1.5%; Foreign Born, 2%; Industrial Workers, 13%; English Reading, 99%; Families, 2,500.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,700 and 1,800.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 2; State, 1; Total Re-

sources, \$5,500,000; Savings Bank Deposits Total, \$100,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 2,400.

**Location:** P. R. R. main line and small branch of B. & O. Cleveland & Southwestern Traction Co., has a freight service to Wooster. Bus service embraces all principal cities in the vicinity, including Cleveland, Canton, Massillon, Millersburg and Medina.

**Principal Industries:** Agriculture. In the line of manufacturing, steel and rubber predominate. The oil industry is now leading all others in and around Wooster.

**Manufacturing Establishments:** 20. Leading firms, Woodard Machine Co., Ohio Overall Co., Wooster Preserving Co., Wooster Rubber Co., Holmes Construction Co., Perkins Structural Steel Co., Toy Craft Co., Wooster Brush Co., Buckeye Aluminum Co., Medal Paving Brick Co., Buckeye Boiler Works, Canton Rim Co., Akron Brass Mfg. Co., Superior Cloak Co., Success Dish Washing Machine Co., Wooster Feed Mfg. Co., Weldless Tube Mfg. Co.

**Special Information:** The Ohio Experimental Station is located just outside of Wooster. Two main highways, the Lincoln and U.C., go through Wooster and Wayne Co. At present Wooster is enjoying phenomenal growth due in the coming of many new industries, among which are oil. Wooster is in the center of one of the best oil fields in the state. The College of Wooster adds about 850 to the population during school year.

**Residential Features:** Mostly one and two family homes occupied generally by business men. The families are largely retired farmers and business men. Wooster attracts many people for the purpose of educating their children in the schools here. The value of the homes in the better part of town is about \$5,000.

**Retail Shopping Section:** Liberty street is the main shopping street, extending the entire length of the city and the main business part will cover 10 blocks. Du Market street are about 3 blocks of business houses.

**Trading Area:** Wooster attracts people within about a 20 mile radius. Many come further for the purchase of clothing and other goods. Wooster being considered an excellent place for such articles.

**Wholesale Houses:** Groceries, 3; meats, 1; fruits, 1; dry goods, 1; Miscellaneous lines, 1; L. C. Tylor.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 19; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 20; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 5; florists, 5; fruits, 4; furniture, 2; furriers, 1; garages (public), 17; grocers, 30; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 11; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 7.

**XENIA, OHIO**

1920 Population, 10,000.  
City and Suburban Estimate: No suburban sections.

**Native White, 80%; Negroes, 20%; English Reading, 99%; Families, 2,500.**

**Churches:** Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total \$50,000; Building & Loans, \$2,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,811.

**Location:** In Miami Valley 14 miles east of Dayton and 18 south of Springfield. On main line of P. R. R., branch of B. & O. Hourly traction service to Dayton and Springfield. Motor bus service to Washington C. H., Wilmington, Jamestown, Cedarville and other surrounding towns. Fine paved highways in all directions throughout the county.

**Principal Industries:** Binder twine, rope, machinery and shoes. Hooven and Allison second largest cordage mills in the world. Kelly Machine Shops ship to all part of the country. Xenia Shoe Co. employs 300. Home plant of Geo. Dobbs and Sons Marble Works. Quarries at Keene, N. H.

**Manufacturing Establishments:** 4. Leading firms, Hooven & Allison Cordage Co., Kelly Cordage Co., and Machine Shops. The Xenia Shoe Co., and Dobbs Marble Works.

**Special Information:** In the heart of one of the finest agricultural sections in U. S. County famous for its high grade live stock. Beautiful residence city with 14 miles of paved streets. High percentage home owners. County seat, 3,700 passenger and 700 auto trucks in County. Railroad Junction Penna. R. R. Center of Cincinnati Div. Ohio Soldiers and Sailors Orphan Home (600 children) located here. Will-force University (colored) 3 miles east of city.

**Residential Features:** Mostly one and two family homes. Private homes predominate. Colored population segregated in east end of city where they have their own schools, churches and many of their own stores. Practically no colored residents in any other part of city. City outstanding for its fine paving and well kept homes.

**Retail Shopping Section:** 6 blocks east and west from Galloway street, east to Collier and

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OHIO and OKLAHOMA Newspaper Markets in Standard Surveys

OHIO (Cont'd)

Xenia (cont'd)

6 blocks north and south from Church street to 3rd street.

Trading Area: About 15 miles in all directions. Actual shopping area about 25 miles, drawing shoppers from other areas.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 4; fruits, 3; furniture, 2; garages (public), 10; grocers, 28; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 2.

YOUNGSTOWN, OHIO

1920 Population, 155,000.

City and Suburban Estimate, 350,000.

Native Whites, 91,761; Negroes, 6,662; Foreign Born, 23,834; Industrial Workers, 55,000; Families, 28,600.

Schools: Public Grade, 42; High, 2; Junior High, 3; Parochial, 8; Number of Pupils, 23,337.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 7; Methodist, 17; Presbyterian, 13; Roman Catholic, 21; Miscellaneous, 20.

Banks: National, 6; State, 5; Total Resources, \$60,500,000; Savings Banks Deposits Total, \$74,500,000.

Theatres: Legitimate, 1; Moving Pictures, 19; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 21,000.

Location: On Mahoning River about 35 miles from its junction with Ohio River, half way between Cleveland and Pittsburgh. It has four great trunk lines, N. Y. C., Erie, B. & O. and Penna., together with P. L. E. and I. E. & B. Excellent bus service to surrounding cities.

Principal Industries: Steel, leather, brick, mattresses, gas mantles, limestone and cement, steel bearings, steel hooks, automobile tires and rubber goods, paints and varnishes, meat packing, flour, electric lamps, candy, leather cloth and upholstering, stone and cement.

Manufacturing Establishments: 269. Leading firms, Youngstown Sheet & Tube Co., Republic Iron & Steel Co., Carnegie Steel Co., General Fireproofing Co., Truscon Steel Co., Standard Textile Products Co., Banner Electric Co., Wm. B. Pull-cook Co., Ohio Automatic Sprinkler Co., Glick Gas Mantle Co., Republic Rubber Corp. Total value of yearly output of factories at \$300,000,000.

Special Information: Youngstown is in the very center of the greatest wealth producing section of the country. It is within one night's ride of more than two-thirds of the population and four-fifths of the country's purchasing capacity. Within that distance from Youngstown more money is annually paid out in wages than in any other equal area in the world.

Residential Features: Youngstown is second city in the United States in home ownership. Has an unusual historic setting. President Garfield as a barefoot boy drove a mule along the tow path through Youngstown. President McKinley was born 9 miles from Youngstown. Mill Creek Park is one of the largest and most beautiful natural parks in the country. Second city in U. S. to adopt motor driven fire apparatus.

Retail Shopping Section: Federal street main shopping section. Extending from Spring Common to Wall street. Also Market street, Boardman street, Phelps street, Hazel street, Champion street, Commerce street, Wick avenue.

Trading Area: 20 miles, with a trading population of over 350,000. Youngstown has several outlying retail sections.

Wholesale Houses: Groceries, 16; Meats, 7; Fruits, 5; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Confectioners, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; commercial auto agencies, 20; automobile accessories, 48; automobile tire agencies, 46; bakers, 43; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 149; delicatessen, 7; dressmakers, 45; druggists, 51; dry goods, 30; department stores, 7; electrical supplies, 21; florists, 17; fruits, 39; furniture, 33; furriers, 9; garages (public), 21; grocers, 700; hardware, 29; jewelry, 32; meat markets, 107; men's furnishings, 46; men's clothing, 35; merchant tailors, 87; milliners, 28; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 13; radio supplies, 9; restaurants (including hotels), 87; shoes, 44; sporting goods, 5; stationers, 7; women's apparel, 35.

See page 175

ZANESVILLE, OHIO

1920 Population, 29,500.

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; Industrial Workers, 73%; English Reading, 93%; Families, 8,140.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 6,060.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 12; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, 20.

Banks: National, 2; State, 6; Total Resources, \$20,000,000; Savings Bank Deposits Total, 29,682.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 16; Total number of seats 12,000.

Location: Head of navigation on Muskingum River, E. & O. Penna., Ohio & Little Kanawha Ry., O. R. & W., L. & W. Ry., W. & L. E. New York Central, National highway, two suburban lines and a center for bus traffic for all centers in southeastern Ohio.

Principal Industries: Clay products, including china, fancy pottery, mantle tile and flooring. Brick and sewer pipe, sand, iron and steel, railroad shops, cement products, machinery, glass, stoneware.

Manufacturing Establishments: 67. Leading firms, American Rolling Mills, Youngstown Sheet & Tube Co., Hazel Atlas Glass Co., American Encaustic Tile Co., Weller potteries, Pierce, Butler & Pierce, Mosaic Tile, Zanesville Malleable Iron Works.

Special Information: Wholesale and shopping center for southeastern Ohio. Excellent transportation facilities: in center of extensive coal, oil, gas, sand and clay deposits. On proposed waterway from Lake Erie to Ohio River. On National Highway and CCC highway and a hub of hard surfaced roads to nearby centers. Location of gigantic electric generating plant under construction; estimated cost \$30,000,000.

Residential Features: To a very large extent a city of one family homes. Average home for workingman \$4,000 and for middle class \$8,500. Planning Commission has been recently appointed to zone the city.

Retail Shopping Section: Main street, 1st to 9th, Market street, 3rd to 7th and intersecting streets between Main and Market.

Trading Area: Average 15 miles north and west and 40 miles southwest and 50 miles south and east. The territory covered by Zanesville jobbers is much more extensive and covers more than double the retail area.

Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 3; Hardware, 1; Dry Goods, 1; Miscellaneous lines, 41.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 21; automobile tire agencies, 23; bakers, 15; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 43; dressmakers, 31; druggists, 21; dry goods, 10; department stores, 5; electrical supplies, 5; florists, 9; fruits, 43; furniture, 11; garages (public), 15; grocers, 116; hardware, 10; jewelry, 8; meat markets, 21; men's furnishings, 15; men's clothing, 8; merchant tailors, 19; milliners, 13; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 27; shoes, 15; sporting goods, 4; stationers, 3; women's apparel, 9.

Standard Surveys of OKLAHOMA

ADA, OKLA.

1920 Population, 8,012.

City and Suburban Estimate, 12,500.

Native Whites, 102%; Negroes, 5%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 100%; Families, 3,100.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 2; Nazarene, 1; two other small bodies.

Banks: National, 1; State, 2; Total Resources, \$2,750,000.00; Savings Bank Deposits Total, \$50,000.00.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,000.

Location: On main line of Frisco railroad from St. Louis to Fort Worth, on Santa Fe and M. K. & T. Natural gas field at city limits. Good agricultural lands and fair roads in all directions.

Principal Industries: Cement and glass manufacture, farming and work in the oil fields. One hundred oil wells drilling within a radius of forty miles of the city. Largest cement and glass factories in the west.

Manufacturing Establishments: 27. Leading firms, Oklahoma Portland Cement Co., Ada Milling Co., Choctaw Cotton Oil Co., American Glass Co., Ada Alfalfa Milling Co.

Total value of yearly output of factories estimated at \$15,000,000.00.

Residential Features: Mostly one family homes, owned by the occupants. A few small sections of workers where the homes are owned by others are found. There is a small negro section containing a score or more families. The population is mostly home-loving native Americans who make good money and spend freely.

Retail Shopping Section: Extends three blocks north and south and from the Frisco tracks on the west to the M. K. & T. tracks on the east. The business houses, are mostly two and three story structures with modern features. The store windows are said to be as good as can be found in the state, and the retail stores carry large stocks and push their business. People come on trains and in automobiles for forty and fifty miles to trade.

Trading Area: Extends forty miles in each direction, connected with fair automobile roads and good train service.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 1; Hardware, 6; Dry Goods, 10; Miscellaneous Lines, Ready-to-wear, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile accessories, 10; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 4; dressmakers, 9; druggists, 10; dry goods, 25; department stores, 4; electrical supplies, 3; florists, 1; fruits, 9; furniture, 10; furriers, 3; garages (public), 19; grocers, 32; hardware, 9; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 11; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 18; shoes, 14; sporting goods, 8; stationers, 9; women's apparel, 14.

See announcement on page 183

ALVA, OKLA.

1920 Population, 5,500.

City and Suburban Estimate, inclusive.

Native Whites, 98%; Foreign Born, 2%; English Reading, 100%; Families, 1,150.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 500; College, 900.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, U. B., 1; Nazarene, 1; Millennium Dawn, 1.

Banks: National, 2; State, 2; Total Resources, \$250,000 to \$400,000; Savings Bank Deposits Total, \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School, College Auditorium; Total number of seats, 1,850.

Location: On Santa Fe and Rock Island Railroad.

Principal Industries: Wheat and cattle raising. Printing (Daily Review Courier).

Manufacturing Establishments: Location of the city, the largest in the northwest Oklahoma with a dairying territory of 40 miles each direction.

Residential Features: Practically all one family houses large and spacious with rooms for students all nicely furnished. A splendid school town with every denomination of churches. Citizens take pride in the keeping of their residences and property looking fine.

Retail Shopping Section: Extends from the public square (which forms the heart of the city and business interests) in every direction from one to two blocks.

Trading Area: 40 miles on the north; 25 miles to the east, 50 miles to the south and 65 miles to the west. With the splendid roads people often trade here from a greater distance than mentioned.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto agencies, 5; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; florists, 1; fruits, 8; furniture, 2; garages (public), 4; grocers, 14; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 4; women's apparel, 3.

See announcement on this page and page 183

ARDMORE, OKLA.

1920 Population, 20,000.

Native Whites, 79.5%; Negroes, 20%; Foreign Born, 5%; English Reading, 100%; Families, 5,500.

Schools: Public Grade, 5; High, 2; Junior High, 1; Number of Pupils, 3,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; State, 1; Total Resources, \$7,883,000.00; Savings Bank Deposits Total, \$233,750.00.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On the Gulf Colorado & Santa Fe Chicago Rock Island & Pacific, St. Louis & San Francisco and Oklahoma, New Mexico & Pacific.

Principal Industries: Oil and gas.

Manufacturing Establishments: 88. Leading firms, Brooks-Burner Stove Co., Colvers Ice Cream Co. Five oil refineries. Largest cigar factory in Oklahoma. Ardmore Milling Co. Automobile Tire Plant, etc.

Special Information: Ardmore is the capital of the southern Oklahoma oil district. In 1923, Carter County alone, of which Ardmore is the county seat, produced a total of 18,030,634 barrels of crude oil. In cost value, a conservative estimate of the worth of the production can be figured at around \$30,000,000.

Residential Features: Mostly one and two family houses. Have annual fine homes. A number of homes that cost from \$25,000 to \$150,000. Over a thousand homes in the city built at a cost above \$10,000.

Retail Shopping Section: Extends from East Main street to West Main street, covering 17 blocks. From North Washington to South Washington covering 7 blocks. From North Caddo to South Caddo about 6 blocks. From East Broadway to West Broadway covering about 10 blocks.

Trading Area: Extends 50 miles on the West, 40 miles on the Northwest, 35 miles on the North, 80 miles to the East, 40 miles on the Southeast, 25 miles on the South.

Wholesale Houses: Groceries, 8; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, 3; snab and goor.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 11; automobile accessories, 41; automobile tire agencies, 46; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 40; druggists, 13; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 8; garages (public), 37; grocers, 85; hardware, 4; jewelry, 4; meat markets, 28; men's furnishings, 10; men's clothing, 5; merchant tailors, 2; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 15; shoes, 26; sporting goods, 6; stationers, 4; women's apparel, 14.

BARTLESVILLE, OKLA.

1920 Population, 14,417.

City and Suburban Estimate, 25,000.

Native Whites, 65%; Negroes, 5%; Foreign Born, 30%; Industrial Workers, 35%; English Reading, 90%; Families, 2,700.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of God, Christian and five others.

Banks: National, 4; Total Resources, \$8,326,753; Savings Bank Deposits Total, \$700,258.8 Building Loan Association.

Theatres: Legitimate, 1; Moving Pictures, 4; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, Civic Center Auditorium seats 2,000. High Schools about 4,600.

Location: Located in the north eastern portion of Oklahoma. Served by the Santa Fe and M. K. & T. railroads. Freight transfer points from east are Kansas City and St. Louis, from south Oklahoma City and Tulsa.

Principal Industries: Oil producing, refining and development, zinc smelting, stock raising. Manufacturing Establishments: 11. Leading firms, Devey Portland Cement Co., Black, Sivells and Bryson, Bartlesville Zinc Co., National Zinc Co., Union Machine Co.

Special Information: Bartlesville is the heart of the oil fields of Oklahoma and the closest city to the wonder Burbank field of Osage county. The zinc smelters when in full operation are the largest independent oil companies in the field. The Empire Companies and the Phillips Petroleum Co.

Residential Features: Nearly every home is

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C. D. WILLARD, Editor-Manager Alva, Oklahoma

**OKLAHOMA (Cont'd)**

owned by the tenants. The homes average from \$5,000 to \$7,500, for all but the industrial section of the city where they will run from \$5,000 down to \$500. The industrial portion of the city lies to the west and it is to this limited portion that the latter figure apply.

**Retail Shopping Section:** Extends three blocks north and south, Second, Third and Fourth streets and four blocks east and west, Keeler, Johnstone, Dewey, Osage with the business section extending east on Third street to Cherokee and Delaware. Have more than 50 neighborhood grocery stores.

**Trading Area:** Extends about 25 miles in all directions with some business from southwest and northwest as far as 50 miles. Concrete roads 3 miles north and 20 miles south with about 20 miles more under construction to the north.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2; Miscellaneous Lines, 2 Candy.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 30; commercial auto. agencies, 13; automobile accessories, 60; automobile tire agencies, 30; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 4; florists, 2; furniture, 7; garages (public), 8; grocers, 76; hardware, 3; jewelry, 4; meat markets, 3; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 15.

See announcement on this page

**BLACKWELL, OKLA.**

1920 Population, 7,258; 1924 Population, 12,240.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 98%; Families, 4,160.

Schools: Public Grade, 6; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 1; Total Resources, \$4,149,650.28.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Total number of seats, 2,600.

Location: A. F. & S. Fe., two lines. Frisco line.

**Principal Industries:** Largest zinc smelter in the world. Hazel Atlas Glass plant, four mills, brick plants, packing plant, four oil refineries, ice plant, oil field packer and material plant, harness factory, gas plants, gas-line plants.

**Manufacturing Establishments:** 42. Leading firms, American Smelter Co., Blackwell Milling Co., Turvey Packing Co., Hazel Atlas Glass Co., Producers Refinery (Prairie Oil and Gas Co.).

**Special Information:** Center of Kay County, largest oil producing county in the state of Oklahoma, and value of farm products largest in the state of Oklahoma. Largest gas field in the world. Open flow of present gas well 400,000,000 feet per day, and large undeveloped gas and oil territory.

**Residential Features:** Mostly five and six room modern residences of average value of \$8,500.

**Retail Shopping Section:** Heart of district corner of Main and Blackwell avenues, with five blocks on Main and four blocks on Blackwell avenues. Two blocks on A street; two blocks on First street; 2 1/2 blocks on Bridge avenue; two blocks on Oklahoma avenue and some other scattered business sections.

**Trading Area:** Extends twenty-five miles north, thirty miles east, twenty-four miles south and forty to fifty miles southwest, west and northwest.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; garages (public), 14; grocers, 26; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 1.

**BRISTOW, OKLA.**

1920 Population, 12,000.

City and Suburban Estimate, 15,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 3,450.

Schools: Public Grade, 3; Junior High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$2,615,934.87.

Theatres: Moving Pictures, 3; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: In northeastern Oklahoma midway between the two principal cities of the state. Served by the Frisco and Oklahoma Southwestern R. R.

**Principal Industries:** Oil and agriculture.

**Manufacturing Establishments:** 10. Leading firms, Transcontinental Refining Co., Skelly Ref. Co., Roland Ref. Co.

Total value of yearly output of factories estimated at \$100,000,000.00.

**Special Information:** Bristow is centrally located in the Mid-Continent oil field. Is also the center of wide trade territory.

**Residential Features:** This city is noted for its fine homes. It is the home of some of the wealthy men in the state. Negroes have own well planned section of city.

**Retail Shopping Section:** Extends from Second street and Main to Twelfth and Main. The shopping section extends one and two blocks on the side streets.

**Trading Area:** The trading area is unusually large for a city of this size. This feature is encouraged by local trade trips. Would say it extends approximately ten miles in all directions.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; auto-

mobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 7; delicatessen, 2; druggists, 10; dry goods, 17; department stores, 1; electrical supplies, 3; florists, 2; fruits, 2; furniture, 5; furriers, 1; garages (public), 10; grocers, 20; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

**CHICKASHA, OKLA.**

1920 Population, 10,139.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 40%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Rock Island, Frisco and Santa Fe Railroads, three lines in seven directions.

**Principal Industries:** Largest cottonseed oil mill in the world, Rock Island shops, cotton compress, 3 cotton gins.

**Manufacturing Establishments:** Chickasha Cotton Seed Oil Co., Prairie Cotton Seed Oil Co.

**Special Information:** Largest natural gas field in the world is located here, production over two billion feet. Second largest broom

corn market in the United States. Largest cotton market in Oklahoma. Ideal shipping facilities. Home of Oklahoma College for Women.

**Residential Features:** Built on modern plan of wide streets, characteristic of the west. Bungalow type feature. Money derived from oil fields and gas have made many beautiful homes; 21 miles paved streets.

**Retail Shopping Section:** Chickasha Ave., Kansas Ave., Choctaw Ave. Chickasha Ave. is the main business street.

**Trading Area:** Considered 75 miles radius.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2; Miscellaneous Lines, Notions, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 3; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 10; grocers, 36; hardware, 4; jewelry, 2; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 4.

**DRUMRIGHT, OKLA.**

1920 Population, 7,000.

City and Suburban Estimate: 15,000 (This estimate for an oil field immediately surrounding which may be considered an industrial suburban district.)

Native Whites, 88%; Negroes, 5%; Foreign Born, 7%; Industrial Workers, 75%; English Reading, 95%; Families, 1,500.

Continued on page 184

## An Advertiser's Concrete Highway

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# OKLAHOMA

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**BRISTOW, OKLA.**

1920 Population, 12,000.

City and Suburban Estimate, 15,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 3,450.

Schools: Public Grade, 3; Junior High, 1; Number of Pupils, 1,500.

## OKLAHOMA (Cont'd)

## Dumont (cont')

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,937.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, 1; Disciples, 1.

Banks: National, 1; State, 1; Total Resources, \$1,389,619.80.

Theatres: Moving Pictures, 2; Aldrom, 1.

Location: Is the trading center for the Cushing oil field, situated in middle of field served indifferently by Santa Fe railroad. Gravel roads in all directions. N. S. E. W. concrete building to Tulsa proposed and now being constructed to Oklahoma City. Railroad travel is slow with four trains a day on spur track connecting with the main line at Cushing. Oil companies depend on trucks largely.

Principal Industries: Pumping wells, re-fueling, gasoline field plants making gasoline from natural gas, operating pumps, stations on main trunk lines. Oil storage and distribution from other fields, farming.

Manufacturing Establishments: Gypsy Oil Co., Magnolia Petroleum Co., Oklahoma Pipe Line Co., Prairie Oil & Gas Co., Roxana Oil Co., Shaffer Oil Co., Tidal Oil Co., Tidal Refining Co., Pure Oil Company, Texas Company, Eureka Tool Co. (Understand these companies, all branches of national producers are here in the business of making gasoline and oils, mostly, however, they stick to production. All make gasoline on the field. The Tidal operates a big refinery. The Eureka is the only plant in town that would answer the general description of a factory. Average daily production of crude oil 30,000 barrels.

Special Information: Detailed information on output of field supporting this city can be obtained from the big companies mentioned above. The field and city are really one unit. There is no new drilling, the field having settled down to steady production. Population is settled. Production about steady. Farming conditions now supply only 15 per cent of city trade rapidly becoming stronger as owners turn attention to soil and forget the oil below them.

Residential Features: The town is new and a large percentage of the people living here are looking to the time when they can build better homes. Ten years ago when the Cushing pool blew in this was a wild eyed gusher town. Today some of the temporary shacks remain but slowly and steadily good private homes are being built. Population now is staple, being lease, refinery, gasoline plant, and pump station workers with the business folk they support.

Retail Shopping Section: On Broadway, extending north and south for about six blocks, shopping section is compact, almost congested. Most of the better stores are on the west of the railroad. Usual business houses besides several oil wells supply houses which do a good share of business.

Trading Area: The Cushing, Oilton and Shamrock fields, runs five miles north and really includes the town of Oilton, ten miles south in the rich oil field with numerous plants, five miles east to the limit of all fields. The farm trading territory is much wider, but not nearly so compact and valuable as oil worker trade. This is roughly a ten mile radius except on west where it is about 7 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 9; delicatessen, 3; druggists, 7; dry goods, 10; department stores, 1; electrical supplies, 2; furriers, 1; furniture, 3; garages (public), 5; grocers, 14; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 3.

## DUNCAN, OKLA.

1920 Population, 9,773.

City and Suburban Estimate, 40,000.

Native Whites, 99%; Negroes, 1/2%; Foreign Born, 1/2%; English Reading, 100%; Families, 2,836.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,931.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 4; Total Resources, \$5,956,206; Savings Bank Deposits Total, \$100,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: C. R. I. & P. Ry., Meridian Highway, and Lee Highway, Ozark Trails Highway. Bus line connecting Oklahoma City, Okla., and Ft. Worth, Texas.

Principal Industries: Oil and gas fields; agriculture.

Manufacturing Establishments: Broom factory, mattress factory, Electro polish factory.

Special Information: Banner turkey and produce market in State.

Residential Features: Oil field houses in restricted districts. Nice, comfortable homes in main residential section.

Retail Shopping Section: Extends from County Court House east on Main, 10 blocks; south on 10th, four blocks; north on 10th, three

blocks; east on Walnut and Willow, 8 blocks north and south on 8th, 8th, 7th, 6th, 5th, four blocks each way.

Trading Area: Trade territory extends 15 miles west, 25 miles north and south, 45 miles east. Hard surface roads now under construction in all directions, and when completed will bring trade from wider areas. Bus lines also aid business.

Wholesale Houses: Groceries, 6; Meats, 2; Fruits, 1; Miscellaneous Lines: Oil field supplies, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 10; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 11; department stores, 4; electrical supplies, 4; furriers, 2; furniture, 5; garages (public), 20; grocers, 38; hardware, 5; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 20; shoes, 9; sporting goods, 5; stationers, 6; women's apparel, 9.

## DURANT, OKLA.

1920 Population, 7,360.

City and Suburban Estimate, 11,000.

Native Whites, 98 1/2%; Foreign Born, 1 1/2%; Industrial Workers, 5%; English Reading, 100%; Families, 1,873.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 3,560. Home State Teachers' College and Oklahoma Presbyterian College.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 4; Total Resources, \$3,800,000; Savings Bank Deposits Total, \$10,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 8,000.

Location: Southern part of Oklahoma, served by M. K. & T., K. O. & G., St. L. & St. F. Railroads, with bus lines, five in number, running out of here.

Principal Industries: Agriculture, cotton, corn, oats, peanuts, potatoes and fruits.

Manufacturing Establishments: 2. Leading firms: Red River Extract Co., Durant Cotton Oil Co., 3 mills and elevators.

Special Information: Bryan County is the banner agriculture county of Oklahoma. Durant boasts of her schools, having 3,560 pupils in her public schools; 3,000 pupils in the South-eastern State Teachers' College, a state institute; and some 600 in Oklahoma Presbyterian College for girls, located here.

Residential Features: Mostly modest one family residences, averaging a cost of about \$3,000. Very few apartments.

Retail Shopping Section: Extends from M. K. & T. Ry. west to Fifth avenue and from St. L. & St. F. Ry. north to Beech street; 6 blocks east and west and 4 blocks north and south. There are many small grocery stores, meat shops, and small suburban stores scattered over residence section.

Trading Area: Extends to Red River on the South about 20 miles; to Boswell 31 miles on the East; to Atoka on the north 30 miles and to Madillon on the west 26 miles. Considerable business is secured from a greater distance for reason of good railroad and bus service and up-to-date stocks and advertising of our merchants.

Wholesale Houses: Groceries, 2; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 23; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 2; druggists, 6; dry goods, 13; department stores, 2; electrical supplies, 2; furriers, 2; furniture, 2; garages (public), 5; grocers, 35; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

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## EL RENO, OKLA.

1920 Population, 7,737 Government Census, (Environments not included 4,000).

City and Suburban Estimate, (1923) 12,000.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 99%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 6,000.

Location: On main line of Rock Island from Memphis, Tenn., to California and main line of Rock Island from Dallas, Texas to Chicago, Kansas City, etc. Terminal of Ft. Smith and Western and Oklahoma Railway Co. Also terminal of half dozen truck lines, several lines supplying entire west side of state.

Principal Industries: Headquarters 2nd District of Rock Island Lines which includes the

Kansas City terminals and all territory south and west. Division headquarters, offices, roundhouse and shops, for the Pan Handle Division east and west and Oklahoma Division, north and south. Large mills, creamery, washing machine and incubator factory, ice manufacturing, foundries and many like industries.

Manufacturing Establishments: Leading firms, Morris Manufacturing Co., El Reno Foundry and Machine Company.

Special Information: Ft. Reno Remount station four miles from city employs up to four hundred civilian employees in addition to enlisted employees. Concho Indian schools six miles. Large railroad center and in center of richest agricultural and dairy communities in state.

Residential Features: Beautiful residential district with most homes owned and paid for. No poor section of the city and even colored section well kept and majority home owners.

Retail Shopping Section: Extends 3 blocks from Wade street to Hayea street on both Rock Island and Bickford avenues, and two blocks on Choctaw including cross streets. Also five blocks on Wade street.

Trading Area: 15 miles east, 25 miles south and north and 50 miles west.

Wholesale Houses: Groceries, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 12; delicatessen, 4; druggists, 4; dry goods, 7; department stores, 2; electrical supplies, 3; furriers, 2; furniture, 3; furniture, 1; furriers, 1; garages (public), 6; grocers, 20; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 7; men's clothing, 12; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 12.

## ENID, OKLA.

1920 Population, 22,000.

City and Suburban Estimate, 23,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, one-quarter per cent; Industrial Workers, 20%; English Reading, 100%; Families, 4,684.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 1,544.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 5; State, 1; Total Resources \$8,945,186.86; Savings Bank Deposits Total \$785,218.85.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,200.

Location: Metropolis of Northwestern Oklahoma. Served by Rock Island R. R., Enid & Anadarko R. R., St. Louis & San Francisco R. R., Santa Fe R. R. Twenty-seven freight and passenger buses operating out of the city.

Principal Industries: Oil refineries (4), wholesale grocery and manufacturing of grocery lines, such as spices, staple articles, brick, machinery supplies, printing, railroad shops and ear building plant, milling, iron company.

Agriculture and Live Stock: This is the center of the agricultural and live stock industries of Oklahoma. This section is the greatest pure bred stock section in the southwest. Largest wheat and small grain, and fruit section of the state.

Manufacturing Establishments: 9. Leading firms, Champin Refining Co., Enid Vitriol Brick and Tile Mfg. Co., Alton Manufacturing & Mercantile Co.

Special Information: Wholesale, jobbing and retail center for Northwestern Oklahoma. Center of oil development and refining industry. Ten railroad outlets, largest number of any city in Oklahoma. Several eastern and northern factories, such as National Biscuit Co., and Case T. H. Co., have state distributing plants here, serving southern Kansas and all of Oklahoma.

Residential Features: Mostly one family houses. Boasts widest and longest and finest residential street in state. No tenement district. No Devil's-Half-Acre. Average home cost \$7,500. Clean streets, beautiful lawns and public parks, well kept. Prettier park in the state is located in very center of town, around which the main business district is situated.

Retail Shopping Section: Extends around public square, which is 2 blocks and 3 streets long and one block and two streets wide, for two and three blocks on side streets.

Trading Area: Extends 25 miles east, thirty-five miles south, sixty miles north, and 100 miles west to the "Panhandle." Good roads traversable at all seasons of the year insure daily trade from distances mentioned. Over 3,900 automobiles in this county alone; over 11,000 in the area outlined.

Wholesale Houses: Groceries, 4; Fruits, 4; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 36.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 5; electrical supplies, 3; furriers, 4; furriers, 7; furniture, 6; furriers, 4; garages (public), 7; grocers, 53; hardware, 5; jewelry, 5; meat markets, 7; men's furnishings, 7; men's clothing, 8; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous

musical instruments), 3; radio supplies, 8; restaurants (including hotels), 16; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

## FREDERICK, OKLA.

1920 Population, 3,822.

City and Suburban Estimate, 5,000. (Est. population of trade territory 25,000).

Native Whites, 95%; Negroes, 3% Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Church of Christ, 1.

Banks: National, 2; State, 1; Total Resources, \$1,167,266.46; Savings Bank Deposits Total, \$1,736,138.

Theatres: Moving Pictures, 3; Total number of seats, 1,500.

Location: Frisco and Missouri, Kansas & Texas Rys. Lee Highway and Star Highway. County seat of Tillman County, in extreme southwest corner of Oklahoma, 13 miles north of Red River.

Principal Industries: These have to do almost exclusively with the agricultural pursuits of the farmers in the city's trade territory. There are eight cotton gins, a cotton oil mill, a flouring mill, a creamery and ice cream factory, and industries of a kindred nature.

Manufacturing Establishments: Include the above and many smaller industries. City's inexhaustible supply of pure water makes it the center of ice manufacturing industry for wide area. In 1923 Tillman County ginned over 42,000 bales of cotton, the greatest production of any county in Oklahoma. Production and shipment of alfalfa seed is a considerable industry. The Frederick Seed Farms raise pedigreed cotton seed and ship all over the south. City has only daily newspaper in western tier of district.

Residential Features: There is a large percentage of home ownership, with bungalow type of construction; houses and yards well kept, and civic pride dominant. Many beautiful homes.

Retail Shopping Section: Grand avenue.

Trading Area: East 20 miles, southeast 30 miles, south and west 15 miles, north 15 miles.

Wholesale Houses: Groceries, 2; Miscellaneous Lines, Cotton Seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 4; electrical supplies, 2; furriers, 1; furniture, 4; garages (public), 6; grocers, 15; hardware, 4; jewelry, 2; men's clothing, 9; men's furnishings, 11; men's clothing, 9; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 11; sporting goods, 3; stationers, 4; gift shops, 2; variety store, 1; lumber yards, 3; paint dealers, 6; women's apparel, 8; cement dealers, 3.

## GUTHRIE, OKLA.

Native Whites, 80%; Negroes, 20%; English Reading, 77%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Deposits, approximately \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 4,000.

Location: Santa Fe, F. S. & M., D. E. & G., El Reno & W.

Principal Industries: Cotton mill, oil mill, iron foundry, mattress factory, basket factory, printing, railroad shops.

Manufacturing Establishments: Pioneer Cotton Mill.

Special Information: Largest Masonic Temple in the world; 15,000 membership; cost \$3,000,000. Five deep mineral wells with an inexhaustible supply of water.

Retail Shopping Section: Three blocks east and west on Oklahoma and Harrison avenues. Also three blocks on West Noble. Small groceries in outlying districts to number of ten or twelve.

Trading Area: Thirty miles in each direction.

Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 1; Dry Goods, 4; Miscellaneous Lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 15; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 4; furriers, 1; furniture, 3; furriers, 3; garages (public), 4; furriers, 3; grocers, 20; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 3; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 2; sporting goods, 2; stationers, 5; women's apparel, 2.

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**OKLAHOMA (Cont'd)**

**HENRYETTA, OKLA.**

1920 Population, 11,000.  
City and Suburban Estimate, 20,000.  
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 98%; Families, 5,000.  
Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,369.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: State, 2; Total Resources, \$1,700,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,200.  
Location: On main lines St. Louis & San Francisco and Kansas, Oklahoma and Gulf Rys. Thirteenth in point of tannage on entire line of Frisco, and principal shipping point of K. O. & G. Junction point of federal aided highways Nos. 7 and 12 for Oklahoma City, Tulsa and Muskogee. Hourly taxi service in four directions, serving large territory.  
Principal Industries: Largest coal field in southwest, 54 mines; zinc smelters, oil well tools, brick and tile plants.  
Social: Country club having 100 acres with 20-hole golf course; 12-acre lake for boating and fishing.  
Special Information: City is located in center of the great oil field of Oklahoma. Offers fuel gas in quantities of 700,000,000 cubic feet daily at \$c. per 1,000 feet. Greatest coal field in southwest, Great beds of the shale; 12 hour run to Kansas City, St. Louis and Dallas. Two hours to Tulsa and Oklahoma City.  
Residential Features: Private homes predominate even among the working class. Two special apartment houses. Common labor tenements around mines and smelters. Three beautiful residential districts overlook the city. Homes ranging from \$3,500 to \$12,500. City may be described as a great earthen sancer, the surrounding hills being the rim. A peculiarly picturesque location.  
Retail Shopping Section: Extends 16 blocks on Main St.; 5 blocks on Tudecote; 4 on Broadway; "Neighborhood" territory of Knsa, Spelter City, Dear, Schalter, Coalton, Pleasant Valley, Crystal City—all coal and oil suburbs with customary shops, but do the bulk of their trading in Henryetta. A large farm and poultry raising center, cotton the especial crop, while 11 special poultry farms form the additional industry. A special milk goat breeding farm ships milk stock throughout the country.  
Trading Area: Extends about 7 miles north, half way to Okmulgee, 20 miles south west and north.  
Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 11; automobile accessories, 10; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; dressmakers, 3; drugists, 3; dry goods, 17; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 13; grocers, 32; hardware, 5; jewelry, 2; meat markets, 7; men's furnishing, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 4.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300; Iudian School, 1; Agricultural School, 1.  
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2. Also Army Y. M. C. A. and Salvation Army.  
Banks: National, 3.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,100.  
Location: On the Frisco and Rock Island railroads 92 miles southwest of Oklahoma City and 200 miles north of Dallas. Has excellent railroad service, which facilitates the shipment of merchandise to all parts of southwestern Oklahoma and makes this the leading wholesale distribution point in this section of the state.  
Principal Industries: Fort Sill, 3,500 soldiers, monthly payroll \$300,000. Medicine Park and Wichita Mountains, summer resorts. Oil refineries, oil field machine shops, electric power distribution center, structural steel works, cotton gins, cotton oil mill, flour mill, elevators, railroad shops.  
Manufacturing Establishments: 19. Leading firms, Larrance Tank Corporation, Park broom factory, Mount Scott and Fuller creameries, Lawton Refining Co., Southwestern Light and Power Co., Lawton Mattress factory, Lawton Tent and Awning Co., Walker Flour Mill, Independent Cotton Seed Oil mill, Lawton Poultry and Egg Co., Lawton Ice Cream Co.  
Total value of yearly output of factories estimated at \$6,000,000.  
Special Information: Lawton business men and wholesale houses receive every year in the neighborhood of \$4,000,000 from Fort Sill. Tourists this year have spent \$2,000,000 in the Wichita Mountains most of which comes into Lawton. Lawton is a wheat and cotton marketing center.  
Residential Features: Mostly for light house-keeping apartments. Large number of railroad, industrial and civil service workers' homes on South side. Gore addition and Fort Sill boulevard form exclusive residence sections. Homes in latter average \$7,500 each.  
Retail Shopping Section: Business section extends west from Rock Island Railroad five blocks on C and D avenues, with automobile agencies on E avenue. Unusually large number of filling stations and cafes due to large tourist trade through here to resorts in the Wichita Mountains and also because of Fort Sill, personnel of which consists largely of unmarried men. Lawton is an army town and its business district is of about the size usually found in cities of 20,000.  
Trading Area: Trading area extends from city in a radius of 25 miles. Ready-to-wear and clothing drawing trade as far as forty and fifty miles, due to high class of shops, which cater to army officers' wives. Interurban to Fort Sill which is also connected with city by concrete highway four miles long draws big volume of business from post.  
Wholesale Houses: Groceries, 4; Fruits, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 11; automobile accessories, 1; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dressmakers, 5; drugists, 9; dry goods, 6; department stores, 2; electrical supplies, 13; florists, 3; furniture, 4; garages (public), 13; grocers, 65; hardware, 4; jewelry, 5; meat markets, 5; men's furnishings, 1; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

handles, bread, flour, feed, etc. Curing sweet potatoes, roasting coffee, bottling works, peanut butter manufacturing, printing, glazing cotton, cotton and compress and other smaller enterprises.  
Manufacturing Establishments: 19. Leading firms, McAlester Cotton Oil Co., McAlester Macaroni Factory, Hardman-King Co., Southern Ice & Utilities, Hale-Halsell Co., (potato curing, coffee roasting, peanut butter manufacturing jobs), Griffin Grocery Co. (coffee roasters, peanut butter manufacturers), Colvert Ice Cream Co., Coca Cola Bottling Works, Choctaw Pressed Brick, News-Capital printing, Fangle Auto Spring Co., Shipley Baking Co., etc.  
Total value of yearly output of factories estimated at \$1,756,656.00.  
Special Information: Location of city makes it the distributing center of S. E. Okla. Center of Oklahoma Coal fields. Two trunk lines with branches and an electric railway give McAlester excellent distribution. McAlester has largest water supply of any city in state. Consists of three artificial lakes, collecting water over area of 40 miles. Rainfall is evenly distributed throughout year. Surface, hilly with sheltered valleys traversed by streams well stocked with game fish. Valleys fine agricultural land. Truck farming, small fruits and dairying profitable.  
Residential Features: Mostly new well kept one family bungalows and homes. A few two family houses and two or three apartments. City is well paved and the best lighted town in Oklahoma. Small shopping area, but stores are all modern, clean and well kept, and show windows always attractive. None better. No shacks for homes. Residences costing from \$3,000 to \$8,000 predominate. A few \$10,000 and up.  
Retail Shopping Section: The Katy railroad runs from north to south through the center of city. Shopping district is all east of Katy. Principal business section from Katy east to Third street on Choctaw and Grand avenues (5 blocks). Main, Second and Third streets parallel Katy and are business streets for about six blocks each. One mile north on Main street in what was old McAlester are several blocks of stores, a bank and other enterprises. The usual neighborhood grocery and market is found throughout the resident portion of the town.  
Trading Area: About thirty-five miles east, north, south and west. Paved highways will soon be completed connecting all parts of the county and adjoining territory. At present and until the completion of paved highways the major portion of our business comes from the four or five towns to the southeast of us having a population of 2,000 to 3,000 each, reached by electric line giving hourly service, one trunk line, one branch line and good highways, \$1,500,000 is being expended on concrete highways in addition to state improvements from oil and gas taxes.  
Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 3; Hardware, 1; Bakeries, 1; Miscellaneous Lines, Candy, 1; Flour and Feed, 3; Oil, 7.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 10; dressmakers, 15; drugists, 10; dry goods, 11; department stores, 5; electrical supplies, 5; florists, 1; fruits, 12; furniture, 3; garages (public), 15; grocers, 43; hardware, 4; jewelry, 4; meat markets, 43; men's furnishings, 14; men's clothing, 14; merchant tailors, 10; milliners, 8; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 10; shoes, 17; sporting goods, 3; stationers, 12; women's apparel, 10.  
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general business. A fine tourist camp is located in the suburbs on Lake Miami with fine bathing, boating and fishing. One of the most noted herds of Aberdeen Angus cattle in the world has its home here as well as many other herds of pure bred cattle and hogs.  
Residential Features: Miami is noted for its excellent housing accommodations. There are very few two or three room houses or old shabby buildings. Majority of houses range from five rooms up and many of them cost \$10,000 and up. About 30 rooming houses and apartment houses. Natural gas is the predominant fuel and the water and light systems (municipally owned) furnish excellent service at low prices. Asphalt streets and concrete sidewalks do away with all the dust and dirt. Two 5-starred hotels (150 rooms each), rank with the best to be found anywhere. There are several smaller hotels.  
Retail Shopping Section: Main shopping section 6 blocks on Main street and 5 blocks on Central avenue with some 25 or more small stores scattered in the residence district.  
Trading Area: A radius of 20 miles around the city with a heavy trade from the lead and zinc fields along the N. E. O. R. R. north of the city.  
Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 1; Coal, 2; Oil and Gasoline, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 4; drugists, 4; jewelry goods, 5; department stores, 5; electrical supplies, 4; florists, 1; furniture, 7; garages (public), 8; grocers, 38; hardware, 3; jewelry, 5; meat markets, 12; men's furnishing, 3; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 6; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 2; stationers, 2; women's apparel, 2; plumbing, 2.

**MUSKOGEE, OKLA.**

1920 Population, 40,000.  
Native Whites, 82.5%; Negroes, 17.5%; English Reading, 100%; Families, 8,600.  
Schools: Public Grade, 12-9 White, 3 Colored; High, 1 White, 1 Colored; Junior High, 1; Parochial, 3; Number of Pupils, 8,000.  
Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 5-5 Colored; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 8 White, 9 Colored.  
Banks: National, 3.  
Theatres: Legitimate, 1; Moving Pictures, 5.  
Location: M-K-T Ry, Frisco, Ry., Midland Valley Ry., K. O. & G. Ry., Interurban to Ft. Gibson (10 miles) for Mo. Pacific connection. Bus service to towns east, south and west.  
Principal Industries: Oil, gas and agricultural center. 3 refineries, 70 factories, 35 wholesale and jobbing houses, 3 railroad shops, 11 printing offices, 3 green houses and Osage Cotton Oil Company's branch.  
Manufacturing Establishments, 70. Leading firms, Muskogee Wholesale Grocery Co., Okay Truck Co., Roberts Mattress Co., W. R. Latz Mfg. & Supply Co., Oklahoma Engine Machine & Boiler Co., Muskogee Iron Works, Southern Creamery, E. W. Kios Tent & Awning Co., Francis Vitric Brick Co., Giffor Marble & Granite Works, Star Tin & Glazing Co. (Ventilators).  
Total value of yearly output of factories estimated at \$12,000,000.  
Special Information: \$2,500,000.00. Electric Plant, 30,000 H. P. G. P. of 22,500 K. W. Located here: State School for the Blind; Bacone Indian University; Oil fields south, west, and north. The first week in each October the Oklahoma free state fair is held at the fair grounds in Muskogee; headquarters of Five Civilized Tribes, housed in \$750,000 Federal Building; Shrine Temple.  
Residential Features: Most one and two family homes and bungalows predominate. 50% of citizens own homes, few apartment houses, no tenements, 200 acres of improved parks.  
Retail Shopping Section: Extends west from M-K-T Railroad tracks for seven blocks on Broadway and Okmulgee (parallel streets) and on all cross streets, also one block east of railroad tracks on Broadway and Okmulgee avenue, with the usual number of residential markets, groceries and drug stores.  
Trading Area: Extends for a radius of 100 miles from railroad and bus facilities and hard surfaced roads.  
Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 8; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, 15.  
Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 14; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 15; dressmakers, 22; drugists, 23; dry goods, 16; department stores, 6; electrical supplies, 6; florists, 7; fruits, 3; furniture, 16; furriers, 1; garages (public), 20; grocers, 113; hardware, 10; jewelry, 7; meat markets, 24; men's furnishing, 2; men's clothing, 13; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 5.

**HUGO, OKLA.**

1920 Population, 6,368.  
City and Suburban Estimate, 10,000.  
Native Whites, 80%; Negroes, 10%; Foreign Born, 1%; Industrial Workers, 22%; English Reading, 93%; Families, 1,460.  
Schools: 6; Number of Pupils, 1,850.  
Churches: 7.  
Banks: 4; Total Resources, \$4,679,000.  
Theatres: 2; Total number of seats, 2,900.  
Residential Features: One family houses.  
Retail Shopping Section: 6 blocks.  
Trading Area: 12 mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 2; dressmakers, 4; drugists, 7; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; furniture, 3; garages (public), 8; grocers, 10; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

**McALESTER, OKLA.**

1920 Population, 12,065, based upon comparative school enrollment of 1920 and 1924. The estimated population today would be 16,980.  
City and Suburban Estimate, 18,000. All reached by our street car system.  
Native Whites, 81%; Negroes, 16%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 90%; Families, 300.  
Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.  
Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 7; also 10 negro churches.  
Banks: National, 3; State, 2; Total Resources \$6,333,242.00 (March 31, 1924); Savings Bank Deposits Total, \$1,038,821.89.  
Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats 10,000.  
Location: The principal point of distribution for southeastern Oklahoma. On two trunklines, The M. K. & T. Railway from St. Louis, Kansas City and all northern points; also Texas, Louisiana, New Mexico and western points. The Katy has a branch line that extends east from McAlester through the coal field. The Chicago Rock Island & Pacific gives us coast to coast service from east to west. A branch line extends to the southwest to the oil field of southern Oklahoma. The second largest electrical plant in the state, is located at McAlester and to mining centers 15 miles southeast of McAlester.  
Principal Industries: Coal mining and jobbing, grocery jobbing, hardware jobbing, candy jobbing, manufacturing macaroni, ice cream, cotton oil and meal, brick, tanks, filters, twine, shirts, auto tugs, auto springs, wood

**MIAMI, OKLA.**

1920 Population, 6,807.  
City and Suburban Estimate: 1924. City 8,000; Suburban 2,500.  
Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 100%; Families, 1,500.  
Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,520; Junior College, 1; Business College, 1.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Christian, 2; Holiness, 1; Latter Day Saints, 1.  
Banks: National, 2; State, 1; Total Resources, \$5,000,000; Savings Banks Deposits Total, \$300,000.  
Theatres: Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,500.  
Location: Northern corner of Oklahoma, on Frisco, Kansas, Oklahoma & Gulf and North-eastern electric lines, furnishing direct connection with K. C. St. Louis, Tulsa, Muskogee, Oklahoma City, and southern points. Also connects with Katy at Columbus, Kansas.  
Principal Industries: Ice creamery products, sanitary toilets.  
Manufacturing Establishments: Cigar factories, 2.  
Special Information: Miami at the south of the largest lead and zinc field in the world and its business and wealth is largely drawn from this source. Many of the largest operators have their offices in the city and operators and workmen live here. Hard surfaced roads, asphalt, and concrete traverse the country east to west and north to south furnishing easy access to the city from both mining and farming sections. The city is also the county seat of Ottawa county which means much to the

**LAWTON, OKLA.**

1920 Population, 8,962.  
City and Suburban Estimate, Approximately 14,000 including Fort Sill.  
Native Whites, 89%; Negroes, 10%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 95%; Families, 2,000.



# OKLAHOMA and OREGON Newspaper Markets in Standard Surveys

## OKLAHOMA (Cont'd)

sign Born, 3%; Industrial Workers, 20%; English Reading, 98%; Families, 25,000.

Schools: Public Grade, 23; High, 1; Junior High, 5; Parochial, 2; Number of Pupils, 17,675.

Churches: Baptist, 18; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 14; Presbyterian, 6; Roman Catholic, 3; Miscellaneous, 32.

Banks: National, 6; State, 2; Total Resources, \$70,247,547.93; Savings Bank Deposits Total, \$14,769,470.

Theatres: Legitimate, 1; Moving Pictures, 12; Vandeville, 2, Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 15,000.

Location: In northwestern Oklahoma, 256 miles south of Kansas City, 424 miles south west of St. Louis, and 284 miles north of Dallas. Served by the St. Louis & San Francisco (Frisco System), M. K. & T., Midland Valley, Atchison, Topeka and Santa Fe. Excellent bus and electric railway service to all points in trade territory.

Principal Industries: Petroleum production and refining, oil well supplies and machinery, cotton sheeting, glass, furniture, stoves. Large coal, lead and zinc mines in trade territory.

Manufacturing Establishments: 210. Leading firms, Cosden Co., Texas Co., Sand Spring Cotton Mill, Kerr Glass Co., Oklahoma Iron Works, Braden Co., Queen Bee Stove Co. Practically all the large oil companies have warehouses and shops.

Special Information: Tulsa is the oil capital of the world, the financial center of the Middle Continent field, the industrial center of Oklahoma, the hub of the greatest system of paved highways in the southwest, the center of a rich agricultural and dairying district, an important jobbing center. The largest income producing point on the Frisco System, lending both St. Louis and Kansas City. Cosden Co. operates the largest independent refinery in the world.

Residential Features: Mostly single family homes. No congested areas. Colored section entirely segregated. No tenement districts. Tulsa is noted for its many magnificent homes and beautiful residence sections made possible by the great wealth of the prominent men in the oil industry.

Retail Shopping Section: Extends 12 blocks south to Frisco B. R. (which is the dividing line between the north and south parts of the city) along Main street, and for about 8 blocks along Boston, Bondler; 6 blocks along Cincinnati and Sheyene—these streets all paralleling Main street. Also on cross streets between limits set above. There are outlying retail sections in West Tulsa and Sand Springs, and several smaller "neighborhood sections" with the usual grocery, meat, drug and small shops.

Trading Area: Extends for approximately 100 miles in every direction and Tulsa is the retail center for this entire area.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 10; Hardware, 1; Miscellaneous Lines, Oil well supplies, confectionery, paper, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 14; bakers, 16; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 28; delicatessen, 5; dressmakers, 6; druggists, 72; dry goods, 7; department stores, 4; electrical supplies, 20; florists, 7; fruits, 15; furniture, 38; furriers, 1; garages (public), 50; grocers, 262; hardware, 10; jewelry, 11; meat markets, 150; men's furnishings, 30; men's clothing, 37; merchant tailors, 21; milliners, 9; opticians, 7; photographers, 18; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 68; shoes, 16; sporting goods, 5; stationers, 3; women's apparel, 12.

## Standard Surveys of OREGON

### ALBANY, ORE.

1920 Population, 4,840.  
City and Suburban Estimate, 10,000.  
Native Whites, 92%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 98%; Families, 1,391.

Schools: 4; Number of Pupils, 1,200.  
Churches: 15.  
Banks: 4; Total Resources, \$4,950,000.  
Theatres: 2; Total number of seats, 1,100.

Location: 83 miles south of Portland on Willamette River, on Southern Pacific R. R., Corvallis & Enater R. R. and Oregon Electric R. R.

Principal Industries: Stock raising, wool growing, fruit canning, brick yards, iron works, flour mill and wood working factories.

Residential Features: Mostly one and two family houses on well paved streets.

Retail Shopping Section: Ten blocks.  
Trading Area: 18 mile radius.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Drugs, 1; Tobacco, 1; Confectioners, 1; Flour, 4; Butter, 2; Lumber, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 11; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 6; furriers, 4; garages (public), 14; grocers, 15; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 11; shoes, 7; sporting goods, 4; stationers, 2; women's apparel, 6.

### ASHLAND, ORE.

1920 Population, 4,283.  
City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 32%; English Reading, 98%; Families, 1,263.

Schools: 3; Number of Pupils, 1,050.  
Churches: 8.  
Banks: 3; Total Resources, \$2,760,000.  
Theatres: 2; Total number of seats, 1,750.

Location: 22 miles from California border on main line Southern Pacific R. R.

Principal Industries: Cannery, creamery, agate products, iron works, cigar factories and lumber products.

Residential Features: Modern one family houses.

Retail Shopping Section: Seven blocks on Main, Alzua, Oak, Pioneer and First to Fourth streets.

Trading Area: 20 mile radius.  
Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 6; florists, 2; fruits, 4; furniture, 6; garages (public), 18; grocers, 10; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 7; sporting goods, 1; stationers, 2; women's apparel, 5.

### ASTORIA, ORE.

1920 Population, 14,027.  
City and Suburban Estimate, 30,000.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 2,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.  
Banks: National, 2; State, 3.  
Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On south shore of Columbia River. Served by S. P. and S. R., Barkins Transportation Co., and numerous coastwise and foreign steamship lines. Excellent bus service to Portland and way points.

Principal Industries: Salmon packing, lumber mills, flour milling, furniture manufacturing and machinery shops.

Manufacturing Establishments: 25. Leading firms, Astoria Flour Mills, Astoria Box Co., Union Fisherman Co., Op. Packing Co., Columbia River Packer's Assn., Sarnbor Cutting Co., Altona Packing Co., Anderson Fish Co., Young's Bay Lumber Co., Freeland Table Co., Columbia Iron & Steel Works.

Total value of yearly output of factories estimated at \$10,000,000.  
Special Information: Located at the mouth of the Columbia River. Natural ocean outlet for 35,000 square miles of territory. One of the largest fresh water seaports in the world.

Residential Features: Mostly one and two-family houses. Private homes predominate. Fine residential section. Homes in latter section average in value \$8,000.

Retail Shopping Section: There are three outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about thirty miles east, south and west and twenty miles north. Good bus, train and boat service to these points.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 3; Miscellaneous Lines—Ice Cream, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 2; automobile tire agencies, 2; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including ho-

tel stands), 12; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 5; garages (public), 8; grocers, 15; hardware, 7; jewelry, 6; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 15; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 5.

### BAKER, ORE.

1920 Population, 9,800.  
City and Suburban Estimate, 18,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; English Reading, 90%; Families, 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; Total Resources, \$10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: O. W. R. & M. (part of Union Pacific), Sumpter Valley R. R.

Principal Industries: Farming and lumbering, livestock, mining.

Manufacturing Establishments: 10. Leading firms, Baker White Pine Lumber Co., 4 large lumber mills.

Special Information: \$15,000,000 producing annually.

Residential Features: 75 per cent own homes.

Retail Shopping Section: Main St., Center St., Washington Ave., Court St.

Trading Area: 10,000 square miles.

Wholesale Houses: Groceries, 1; Meats, 5; Fruit, 1; Hardware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 6; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 5; department stores, 4; electrical supplies, 2; florists, 2; furniture, 4; grocers, 18; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 2; exclusive sporting goods, 2; stationers, 1; women's apparel, 1.

### CORVALLIS, ORE.

1920 Population, 5,752.  
City and Suburban Estimate, 6,300.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 98%; Families, 1,510.

Schools: 4; Number of Pupils, 900.

Churches: 12.  
Banks: 3; Total Resources, \$4,270,000.

Theatres: 2; Total number of seats, 1,100.

Location: 87 miles south of Portland on lines of Southern Pacific R. R., P. E. & E. R. R. and Oregon Electric Railways.

Principal Industries: Lumber and by-products of mills, also fruit canning.

Residential Features: Mostly one family cottages and bungalows.

Retail Shopping Section: About 6 blocks on Second, Third, Madison, Jefferson and Monroe streets.

Trading Area: West about 16 miles, north and south 10 miles, east about 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 10; fruits, 4; furniture, 2; garages (public), 8; grocers, 17; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 5.

### EUGENE, ORE.

1920 Population, 10,500.  
City and Suburban Estimate, 42,000.

Native Whites, 94%; Foreign Born, 6%; Industrial Workers, 12.2%; English Reading, 98.5%; Families, 3,388.

Schools: Public Grade, 6; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 3,750.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 1; Total Resources, \$7,922,499.27; Savings Bank Deposits Total, \$2,167,325.92.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats—Theatres, 2,000; Auditorium, 4,500.

Location: On main line of Southern Pacific; Southern terminus on Pacific coast of Oregon Electric, owned jointly by the Northern Pacific and Great Northern. Branch lines from here reach entire southwestern and southeastern Oregon. On paved Pacific highway, paved from Canada to Mexico. On main trans-state east and west highway. Excellent bus and truck service on all these highways.

Principal Industries: Lumbering, fruit and vegetable canning and preserving woolen mills, furniture and woodworking plants and railroad shops.

Manufacturing Establishments: 60. Leading firms, Booth-Kelly Lumber Co., Eugene Fruit Growers' Association, Eugene Woolen Mills, Far West Mfg. Co., Eugene Excelsior Co.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Population, 1920, 10,500; 1923, 16,000. Building permits, first six months of 1924, \$1,550,000. This total exceeded in entire Pacific Northwest only by Portland, Seattle, Tacoma and Spokane. One twentieth of the nation's remaining supply of timber lies within a radius of 75 miles of Eugene. Lane county heaviest timbered county in the United States, containing 65 billion feet. Railroads and highways make this natural distributing point for southern Oregon; 175 traveling men work out of Eugene.

Residential Features: Chiefly one and two-family homes. Limited number of high class apartment houses. Bungalow courts increasing in number. Handsome residence section in hills surrounding city. No tenement section or "shack" section. Average value of homes throughout the city around \$3,000. Better type homes average \$15,000 to \$20,000.

Retail Shopping Section: Willamette street from Fifth to Eleventh; about four blocks each on Seventh, Eighth and Ninth avenues, crossing Willamette; Civic Center around park, bounded by Eighth and Ninth avenues, and East and West Park streets. Small outlying retail district near University of Oregon. Springfield, population 2,500, located just across Willamette River, constitutes second outlying retail district.

Trading Area: Extends 75 miles west to Pacific Ocean, 75 miles east to summit of Cascade Range, 25 miles north and 30 miles south. Trading area large because of lack of large towns. Well served with paved and macadam roads, and automobile ownership averages one car to each five persons.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 4; Dry Goods, 2; Miscellaneous Lines—Drugs, 1; Musical Instruments, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 9; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 16; delicatessen, 16; dressmakers, 12; druggists, 8; dry goods, 13; department stores, 8; electrical supplies, 5; florists, 6; fruits, 4; furniture, 8; furriers, 2; garages (public), 15; grocers, 40; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 11; men's clothing, 12; merchant tailors, 7; milliners, 8; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 15; shoes, 6; sporting goods, 4; stationers, 4.

### GRANTS PASS, ORE.

1920 Population, 3,151.  
City and Suburban Estimate, 1924, 7,000.

Native Whites, 100%; English Reading, 99%.  
Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Total Resources, \$2,284,282.82; Savings Bank Deposits Total, \$718,116.99.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,350.

Location: Southern Pacific Ry. 300 miles from Portland and 450 miles from San Francisco. Bus service on paved highway from Los Angeles to Portland, Oregon. Junction of the Pacific and Redwood Highways. Redwood Highway to Crescent City, Calif., water shipping point, 99 miles. Also terminals of Calif. & Oregon Coast Ry., extending 15 miles toward the coast and depending upon lumber shipments principally. On Rogue River, world famous fishing stream.

Principal Industries: Lumbering, dairying, fruit, the home of the Tokay grape. Irrigated farm district adjoining city.

Manufacturing Establishments: One. Leading firms, Pine Company. There are 17 saw mills in county and two creameries.

Special Information: Trading center for vast area extending nearly to Pacific Coast. On paved highway, and is junction for western terminals of Redwood Highway.

Residential Features: 90% of residents are home owners.

Retail Shopping Section: Main business section on Pacific Highway between courthouse and river. Business houses cover nine blocks on Sixth street, five blocks on G street, and two blocks on H street.

Trading Area: Extends 30 miles north, 15 miles east, 60 miles south and west.

OREGON (Con't)

Grants Pass (con't)

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 18; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 20, incl. grocers; dressmakers, 15; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; furniture, 5; garages (public), 7; grocers, 13; hardware, 3; jewelry, 3; meat markets, 4; men's furnishing, 7; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 4.

KLAMATH FALLS, ORE.

1920 Population, 4,800. (806 growth since January, 1924, according to Power Co. C. of C. Survey, 1923, found 6,900; present not less than 7,200.) This recognized as fastest growing town in Oregon.

City and Suburban Estimate, 20,000. Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 90%; Families, 1,500 (estimate—census report not completed).

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,148 (Grade, 285; High School, 175; Parochial, —).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1; Lutheran, 1.

Banks: National, 2; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$800,000. Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: Southern Pacific R. R., O. C. & E., S. P. with transcontinental connections, O. C. & E. with local connections only. Principal Industries: Box lumber, agriculture, livestock.

Manufacturing Establishments: 37. Leading firms, Pelican Bay Lumber Co., Euwava, Big Lakes Box Companies, Lamm & Algoma, Lumber Co., Marlin Bros. Flour Mills, Swan Lake Moulding Co., Klamath Iron & Steel Works.

Total value of yearly output of factories estimated at \$10,000,000 lumber, \$1,000,000 miscellaneous.

Special Information: Heart of world's largest stand, yellow and white pine. Wonderful playgrounds. Gateway to Crater Lake. Sixty miles distant, seat of United States Government's "Klamath" reclamation project, costing millions, and putting 140,000 acres under water. Region trades largely with San Francisco and is close to northern California border. S. P. building cut off toward Portland. This city to be on main line S. P. Portland to S. F. within two years.

Residential Features: Cottages for workers, not tenements. Half dozen apartment houses. Homes ranging at values from \$1,000 to \$30,000. Elevation, 4,300. Finest mountain water. Moderate summers and winters.

Retail Shopping Section: Main street, 10 blocks; Klamath avenue, 7 blocks; Third street to Eleventh street, inclusive, averaging block and half to two blocks.

Trading Area: 40 to 50 miles from north and east, 30 miles from west, and 40 miles from south. County is half as large as Maryland. This city is only consequential trading center in entire district.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1.

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 5; automobile accessories, 15; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 5; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 5; furniture, 6; furriers, 2; garages (public), 10; grocers, 15; hardware, 4; jewelry, 3; meat markets, 5; men's furnishing, 6; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 7; stationers, 5; women's apparel, 3.

LA GRANDE, ORE.

1920 Population, 6,913.

City and Suburban Estimate, 9,000 (1924).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 98%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2. Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: In northeast Oregon in the Blue Mountains. Served by U. P., R. R. and Old Oregon Trail.

Principal Industries: Agriculture, lumbering, lumber byproducts, railroad shops and iron foundry.

Manufacturing Establishments, 10. Grande Ronde Lumber Co., Bowman-Hicks Lumber Co., White Pine Lumber Co., Union Box Co., La Grande Foundry, La Grande Construction & Supply Co.

Special Information: La Grande serves as an outlet to the entire Walla Walla County through the Joseph Branch of the Union Pacific and the La Grande-Walla Walla Lake highway.

Residential Features: Mainly one and two-family houses. Few apartment houses in proportion to population. Private homes predominate. The chief residential streets are mostly all paved with 30 or 40 hrd surface pavement.

Retail Shopping Section: Extends from Third St. to Adams Ave., east to Hemlock St., a distance of 7 blocks. Washington Ave. and Jefferson St. parallel Adams Ave. and have business blocks of 2 and 5 blocks each, respectively. Depot, Elm, Fir, Greenwood, horizontal to Adams Ave., have from 2 to 4 blocks of retail shops.

Trading Area: Extends throughout Union and Walla Walla counties, due to large bus service which is accorded to La Grande.

Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 2; Miscellaneous Lines, Confectionery, 2.

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 6; druggists, 7; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 1; fruits, 3; furniture, 4; furriers, 1; garages (public), 10; grocers, 15; hardware, 4; jewelry, 4; meat markets, 6; men's furnishing, 7; men's clothing, 9; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 15; sporting goods, 4; stationers, 2; women's apparel, 6.

MEDFORD, ORE.

1920 Population, 8,200.

City and Suburban Estimate, 15,000.

Native Whites, most; Negroes, few; Foreign Born, few; English Reading, mostly; Families, 2,450.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,550 (city schools).

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4; Christian, 1.

Banks: National, 2; State, 2; Total Resources, \$4,500,000; Savings Bank Deposits Total, \$1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Southern Pacific main line. Electric line to Jacksonville. Logging road to timber. The auto truck lines carry freight, etc., in all directions. The entire Pacific highway is hard surfaced through the county—55 miles. Other macadamized roads all over the county. Interurban auto cars run every hour in all directions.

Principal Industries: Lumber mills, box factories, cement plant, cement and brick works, canneries, ice plants, creameries, etc. The fruit industry of this valley is a big one, and there are ten fruit packing and free cooling stations in Medford, adjacent territory. Greatest pear raising district in United States.

Manufacturing Establishments: Leading firms, Avena Lumber Co., Tomlin Box Co., Rogue River Valley Cannery, Knight's Catsup Factory, Tolbert Cannery, Portland Cement Works, Medford Brick & Cream Works, Medford Printing Co., Sinter's Creamery, Jackson County Creamery, Medford Ice Co., Medford Concrete Construction Co.

Special Information: Center of Rogue River Valley and gateway to Crater Lake, one of several world wonders. Paved highway in every direction, being largest city within 100 miles north in Oregon and 100 miles south in California, and having large store. Metropolitan in every way. People make this shopping and social headquarters for the whole territory. Is big tourist center with wonderful camp grounds and splendid hotels. Per capita of autos far above average. Has wonderful mountain streams, fine fishing, hunting. Irrigation makes it splendid dairy and fruit country.

Residential Features: City of splendid homes, beautiful, shady, paved streets, wonderful flowered lawns, pure mountain water. Snow-capped mountains on ranges seven months of year, but scarcely any snow fall in city. Wonderful mountain streams with fruit, fishing, camping, etc.

Retail Shopping Section: Covers several streets. Large stores, big stocks, up-to-date merchants, elegantly lighted business streets, 25 miles paving in city, good roads, mostly paved—makes this big trading area. Also number of suburban or residential stores.

Trading Area: People come from 100 miles in either direction, owing to wonderful paved roads and no other large cities, but principal trading area from which most of trade comes is 30 to 50 miles either direction. Paved roads has put some of the smaller town stores out of the going.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 14; druggists, 4; dry goods, 7; department stores, 4; electrical supplies, 2; florists, 2;

fruits, 4; furniture, 3; furriers, 1; garages (public), 17; grocers, 21; hardware, 4; jewelry, 5; meat markets, 10; men's furnishing, 8; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

OREGON CITY, ORE.

1920 Population, 5,696 (does not include suburbs of about 11,000 total).

City and Suburban Estimate, about 12,500.

Native Whites, 98%; Negroes, none; Foreign Born, 2%; Industrial Workers, 60%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$4,831,969.71; Savings Bank Deposits Total \$2,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,600.

Location: In Clackamas County, on Willamette River, 15 miles south of Portland; on main Southern Pacific line; Portland Electric Power street cars service and bus line to Portland. Willamette Valley Southern Ry. taps rich timber and agricultural district of Clackamas County; has headquarters here. Mills use river navigation for transporting supplies and finished products.

Principal Industries: Paper manufacturing, woolen goods manufacturing, agriculture, furniture manufacturing.

Manufacturing Establishments: 4. Leading firms, Crown Willamette Paper Co., Hlawley Pulp & Paper Co., Oregon City Mfg. Co. (woolen mills), Byrne Furniture Factory.

Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Has historical interest; second oldest city in State. Is the gateway to the upper Willamette Valley. On the highway line of travel, getting practically all the tourist travel in to the Pacific Northwest.

Residential Features: Mostly one and two-family houses; few apartments. Large percentage of people are home-owners. Many people living in surrounding towns of West Linn, Gladstone, Canemah, Bolton and Willamette work in Oregon City and trade here. Town is on a hillside, and a bluff separates the residential and business districts. Free municipal elevator. Concrete bridge connects West Linn and Oregon City.

Retail Shopping Section: Chiefly for 14 blocks on Main street, a few business houses on hill, on Seventh street.

Trading Area: Twenty-five miles in all directions except towards Portland.

Wholesale Houses: O. C. Mfg. Co., wholesale woolen goods.

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 14; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 1; furniture, 4; garages (public), 6; grocers, 20; hardware, 6; jewelry, 3; meat markets, 6; men's furnishing, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10; shoes, 1; sporting goods, 4; stationers, 4; women's apparel, 3.

PENDLETON, ORE.

1920 Population Census, 7,387.

City and Suburban Estimate, 25,000.

Native Whites, 95%; English Reading, 95%; Families, 1,700 in city.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,496 in city.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian, 1; Peace Lutheran, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$8,199,140.93.

Theatres: Legitimate and Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, theatres, 1,750; High School Auditorium, 750.

Location: On main line of Union Pacific System (O. W. R. & N. Co.), 219 miles east of Portland, and is the southern terminus of its main line to Spokane; also operates branch lines which connect all of principal towns in county and a branch line of the Northern Pacific connects Pendleton with main line at Pasco, Wash. Pendleton is a natural highway center, being on the Old Oregon Trail, which to the west becomes the Columbia River Highway. Also on the Oregon-Washington Highway, which is a paved road, and the traffic over it is extremely heavy. With these splendid transportation facilities, Pendleton is ideally situated to become the distributing center for Eastern Oregon.

Principal Industries: Four flouring mills having a combined capacity of 2,650 barrels a day. Woolen mills, manufacturing Indian robes, bath robes, steamer robes, blankets, shawls, etc. Packing plant, creamery and ice cream manufacturing plant, planing mills, foundry and machine shops, saddle and harness manufacturing plant, roofing materials.

Manufacturing Establishments, 15. Leading

firms, Pendleton Woolen Mills, Collins Flouring Mills, Waiters Flouring Mills, Pendleton Flour and Grain Co., Pendleton Packing and Provision Co., Hamley & Co., Smythe-Bartel Co., B. L. Burroughs Planing Mills, Golden West Creamery, Pendleton Iron Works.

Special Information: Pendleton's volume of business is much greater than usual for a town of its size because it is the trading center of an unusually large agricultural and stock raising empire. The wealth of its trading zone has been estimated at over \$100,000,000. The population of Umatilla County alone is near 30,000 and Pendleton is in the geographical center of the county. Pendleton is the home of the Round Up, the "Epic Drama of the West," and Happy Canyon, "The Round Up's Little Brother." These are classed as the greatest outdoor shows in the world and are held annually in September. Pendleton is the county seat of Umatilla County, which is the greatest and richest agricultural county in the state of Oregon, and produces annually one per cent of the wheat of the United States.

Residential Features: Pendleton is a city of good homes, and more than 10 miles of its streets are paved and the sidewalks and gutters are of concrete construction. The streets are shaded with trees, and fringes of well-kept parkings on either side are backed up with substantial houses. The city is more than fifty years old and has a wonderfully pleasing climate throughout the year. It is noted for its pure drinking water, which is secured from springs and is piped a distance of twenty miles from the mountains.

Retail Shopping Section: Pendleton has a very large section of business houses in proportion to its population, and this condition almost invariably attracts the attention of strangers. The reason for this is that the city has a large area from which it draws trade. The retail shopping section extends four blocks on Main St., four blocks on Court St., four blocks on Alta St. and four blocks on Webb St.

Trading Area: Extends over a radius of 40 miles north, east, west and south of Pendleton. Practically all of this section is covered with paved roads.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, Gents' Furnishings, 1; Confectionery and Cigars, 2.

Number of Retail Outlets for Nationally Ad-vertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; furniture, 5; furriers, 4; garages (public), 11; grocers, 18; hardware, 2; jewelry, 5; meat markets, 10; men's furnishings and men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 14; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 6.

PORTLAND, ORE.

1920 Population, 258,288.

City and Suburban Estimate, 426,538.

Native Whites, 79.7%; Negroes, 0.6%; Foreign Born, 18.2%; Industrial Workers, 10%; English Reading, 98.3%; Families, 67,045.

Schools: Public Grade, 75; High, 8; Parochial, 28; Number of Pupils, 45,040.

Churches: Baptist, 23; Christian Science, 6; Congregational, 14; Episcopal, 17; Hebrew, 5; Methodist, 31; Presbyterian, 25; Roman Catholic, 26; Miscellaneous, 25.

Banks: National, 7; State, 18; Total Resources, \$171,878,708.29; Savings Bank Deposits Total, \$51,016,418.59.

Theatres: Legitimate, 2; Moving Pictures, 25; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 5.

Location: In northwestern Oregon, at confluence of Willamette and Columbia Rivers, 112 miles by water from Pacific Ocean, and at head of ocean navigation on Columbia River. Served by 51 coastwise and oceanic steamer lines. Also by Southern Pacific; O. W. R. & N.; Spokane, Portland & Seattle; Gt. Northern and Northern Pacific, and Oregon Electric Ry. Also excellent bus service to Astoria, Seaside, San Francisco and Spokane.

Principal Industries: Lumber manufacturing, furniture manufacturing, canning, de-hydration, salmon packing, sawmill machinery and equipment, shoes, vegetable oils, cans, railroad shops, flour and cereal mills, car shops, woolen goods, yarn knitting mills, shipping grain and wool handling, tires.

Manufacturing Establishments: 600. Leading firms, Eastern & Western Lumber Co., Inman Poulser Lumber Co., American Can Co., Pacific Car & Foundry Co., Doernbecher Furniture Mfg. Co., Grand Rapids Show Case Co., Portland Vegetable Oil Mills, Willamette Iron & Steel Works, Smith & Watson Iron Works.

Total value of yearly output of factories estimated at \$200,000,000.

Special Information: Portland is world's greatest lumber manufacturing center. One-fifth the world's supply of standing timber is in Oregon. Portland mills in 1923 cut 820 billion board feet, which total lumber output in Oregon in 1923 was four billion board feet. Portland is at outlet of the Willamette Valley, an extremely rich farming and dairying section and scattered throughout the State are many fertile fields, while the eastern half of the State is a famous wheat growing region. Portland is the second grain exporting port and second wool market of the United States.

Residential Features: Chiefly detached houses. No slum of tenement district. Proportion of apartment houses very small. Fully fifteen separate high class residential districts in the city.



# Space Buyers' Guide to Markets of OREGON and PENNSYLVANIA

## OREGON (Con't)

**Retail Shopping Section:** Extends from Third street to Fourteenth street, and from Taylor street to Ankeny street (nine blocks), and about fifteen outlying retail districts. Trading area irregular in shape owing to paved motor roads extending 125 miles south, 100 miles west, 30 miles north and 100 miles east. The principal suburban shopping area, however, is within a radius of 40 miles.

**Trading Area:** Trading area irregular in shape owing to paved motor roads extending 125 miles south, 100 miles west, 30 miles north and 100 miles east.

**Wholesale Houses:** Groceries, 8; Meats, 6; Fruits, 16; Hardware, 7; Dry Goods, 4; Miscellaneous Lines—Notions, 2; Shirts and Overalls, 3; Crockery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 44; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 65; bakers, 9; cigar stores and stands (including hotels), 375; confectioners (including hotel stands), 700; delicatessen, 135; dressmakers, 27; druggists, 150; dry goods, 112; department stores, 4; electrical supplies, 78; florists, 58; fruits, 50; furniture, 100; furriers, 5; garages (public), 121; grocers, 1,050; hardware, 78; jewelry, 77; meat markets, 269; men's furnishing and men's clothing, 123; merchant tailors, 127; milliners, 35; opticians, 29; pianos (and miscellaneous musical instruments), 38; radio supplies, 15; sporting goods, 5; stationers, 7; women's apparel, 6.

## ROSEBURG, ORE.

1920 Population, 5,000.

City and Suburban Estimat, 7,500.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,750.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$3,500,000; Savings Bank Deposits Total, \$451,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

**Location:** Roseburg is situated about center of Douglas County, on bank of South Umpqua River. Served by S. P. R. Pacific Highway passes through city. Several auto bus lines, both freight and passenger, operate out of this city to coast points and also towns north as far as Portland, south to San Francisco.

**Principal Industries:** Fruit raising, prunes, pears, peaches, apples, cherries and berries. Cattle, sheep, hogs, goats, poultry, hay and grain, and lumber on large scale. This is general county survey. City has S. P. Co., railroad shops and division headquarters.

**Manufacturing Establishments:** 6. Umpqua Canning Co., H. S. Gile Packing Co., California Packing Co., Drager Packing Co., Umpqua Broccoli Exchange, Roseburg Ice Co.

**Special Information:** The geographical location of Roseburg makes it the hub for a vast section of country as large as half of New England.

**Residential Features:** Roseburg is a city of homes, most of the people owning own houses. There is but one regular apartment in the town. These homes are well kept with nice lawns and shade trees.

**Retail Shopping Section:** Extends from the S. P. Co. station in the western part of the city along Cass street to Jackson, and thence north for eight blocks to North Roseburg.

**Trading Area:** Extends for more than 75 miles north and south of this city. Roseburg also draws from the stockmen from the east for more than 25 miles and for 20 miles on the west. Paved highways bring residents of small towns from 35 to 40 miles each way.

**Wholesale Houses:** Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 14; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; furniture, 5; garages (public), 7; grocers, 11; hardware, 4; jewelry, 3; meat markets, 6; men's furnishing, 6; men's clothing, 6; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 8.

## SALEM, ORE.

1920 Population, 17,679. (Government survey for January 1, 1924, 22,099.)

City and Suburban Estimat: January 1, 1924, 25,000.

Native Whites, 93%; Negroes, 1/2%; Foreign Born, 7%; Industrial Workers, 25%; English Reading, 90%; Families, 5,196 (Jan. 1, 1921).

Schools: Public Grade, 5; High, 1; Junior High, 4; Parochial, 1; Number of Pupils, 4,157. Willamette University, 625 Students.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 2; Total Resources, \$10,487,539 (Oct. 10, 1924). All above have savings departments.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), Armory seat 1,800. Total number of seats, 4,150.

**Location:** Southern Pacific Ry., Oregon Electric Ry. On Willamette River (navigable). On Pacific Highway. Stage lines all directions. Within Salem's immediate trading area, extending out 20 miles, there are 213 miles paved roads and 900 miles macadam and gravel roads.

**Principal Industries:** Paper manufacture, logging company and box factories, woolen mill, meat packing plant, 8 plants for fruit and berry canning.

**Manufacturing Establishments:** 28. Leading firms, Oregon Pulp & Paper Co., Chas. K. Spaulding Logging Co., Thos. Kay Woolen Mills, Valey Packing Co. Packing fruits, as follows: Producers Packing & Canning Co., Kings Food Products Co., Hunt Bros. Packing Co., Northwest Packing Co., Starr Fruit Products Co., Oregon Packing Co., Pacific Fruit, Canning and Packing Co.

Total value of yearly output of factories estimated at \$5,000,000.

**Special Information:** Salem is the capital of Oregon. State institutions are all here excepting two smaller ones. Payroll of these institutions, \$1,500,000. Business district has 99 foot wide streets. No poor or cheap district in the city. Home of Willamette University. Absolutely no foreign element. Home owners 62 per cent. Oregon Staa fair held in Salem, bringing 100,000. Salem Indian school, largest in U. S., with 900 students, six miles north. Salem is the fruit and berry canning center of the northwest. It is the center of the prune, hop, loganberry, fax and cherry district of northwest.

**Residential Features:** Salem, Oregon, has no especially rich district. Average home cost \$5,000. No foreign, no negro, no Greek or no Hebrew district in city. Church influence strong. 50% of people are church members. 35% over the age of 21 years attend church regularly. One automobile to every five persons. No labor troubles. Big plants are open shop. Salem is county seat of Marion County. This county has more paved roads than any county in the state. The county ranks first in Oregon in the production of prunes, loganberries, potatoes, oats, clover, celery, onions, strawberries, filberts, blackberries and raspberries. The High School is of so high a standard that 312 pupils are enrolled coming from other districts.

**Retail Shopping Section:** Commercial St., 6 blocks; Stale St., 6 blocks; Court St., 5 blocks; Liberty St., 4 blocks; Ferry St., 4 blocks; High St., 3 blocks; Chemeketa St., 3 blocks; Church St., 2 blocks. Seven outlying retail districts, three or four of which have half a dozen stores or more. Others are the 4 or 5 store centers. Then we have 38 groceries, of which 20 are in the outlying districts.

**Trading Area:** Extends 28 miles north, 18 miles south, 35 miles east and 25 miles west, all due to paved roads. There is also stage service into all this district.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, Confectionery 1, Gloves 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; automobile accessories, 14; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 7; delicatessen, 5; dressmakers, 4; druggists, 12; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 2; fruits, 3; furniture, 5; furriers, 1; garages (public), 13; grocers, 33; hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

## THE DALLES, ORE.

1920 Population, 5,807.

City and Suburban Estimat, 45,000.

Native Whites, 84%; Foreign Born, 16%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$3,792,505.50. Savings Bank Deposits Total, \$1,006,104.90.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), H. S., Elks, Parochial. Total number of seats, 5,300.

**Location:** On main line O. W. R. & N. (Union Pacific), Seattle, Portland and Spokane. Great Southern, Columbia River, open river to the sea. Bus and truck service in all directions. 211 miles of railroad in county. On the Columbia River highway and Old Oregon Trail. Northern terminus of the Dalles-Pacific Highway.

**Principal Industries:** Fruit, grain, wool, lumber, livestock, salmon shipping.

**Manufacturing Establishments:** 8. Leading firms, Libby, McNeill & Libby, Kings Food Products, Seufert Salmon Cannery, Wasco Warehouse Milling Co., railroad shops.

**Special Information:** Annual payroll of eight principal industries, \$1,500,000. 1924 value of garden crop, adjacent to city, \$98,000. Wool crop about 800,000 lbs.

**Residential Features:** Practically all are one-family houses. No tenements or poor residential districts in city.

**Retail Shopping Section:** Main business section, nine blocks on Second St. and three blocks on Union, Court, Washington, Federal and Loughlin Sts.

**Trading Area:** Extends 25 miles west, 30 miles north into Washington, 40 miles east and 80 to 90 miles south. The Dalles is the gateway to Eastern Oregon and is an important trading center.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 16; delicatessen, 2; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 4; fruits, 10; furniture, 5; garages (public), 7; grocers, 12; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

## Standard Surveys of PENNSYLVANIA

### ALLENTOWN, PA.

1920 Population, 78,800 (1924, est. 90,000).

City and Suburban Estimat, 125,000.

Native Whites, 59,329; Negroes, 190; Foreign Born, 8,988; Industrial Workers, 13,895; English Reading, 92%; Families, 18,000.

Schools: Public Grade, 22; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 12,815.

Churches: Baptist, 2; Episcopal, 3; Hebrew, 3; Methodist, 1; Presbyterian, 2; Roman Catho-

lic, 9; Miscellaneous, Lutheran 22, Reformed 18, Evangelical 10.

Banks: National, 3; Trust Companies, 7; Total Resources, \$44,000,000; Savings Bank Deposits Total, \$30,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 17,711.

**Location:** C. R. R., L. V. Penna., Lehigh Valley Transit Co., L. & N. E. P. & R., The Lehigh Coal & Navigation Co. owns, operates and leases the Lehigh Canal, 140 miles, carrying coal and other freight from the anthracite region (Coalport) down through Manch Chank, Allentown and Easton to Bristol, Phila. and Delaware River points.

**Special Information:** Metropolis of the Lehigh Valley, beautifully laid out and one of the cleanest cities in the country. Comparatively prosperous. Little poverty. Seat of Allentown annual fair. Thrifty population. Penna. German community. Big shipping center. City of churches; good schools; 2 colleges; 1 preparatory school. Center of silk industry. Boulevard lighting system in business section; 3 big parks.

Continued on page 190

## Read the Survey of WAYNESBORO PENNSYLVANIA

In The Rich Cumberland Valley

Trade territory of 20,000—Rich Manufacturing, Agricultural, Dairying and Fruit Growing Section, Manufactured Output \$12,000,000—Banking Resources \$10,300,000, Savings Deposits \$5,500,000.

### THE RECORD HERALD

Is the only medium that reaches this entire territory, Town and Country. Circulation net paid.

## Chronicle and News

ALLENTOWN, PENNSYLVANIA

### A Worth While Circulation in Allentown and the Lehigh Valley

There is a friendly evening newspaper in Allentown, The Chronicle and News, which, six days a week, carries a large advertising volume even though it has not the largest total circulation in its field.

This is undoubtedly because the Chronicle and News possesses "that something" which makes it pull like a house afire—which makes it produce unusual advertising results.

The Chronicle and News will take exceptional care of you in the matter of position and price.

### BENJAMIN & KENTNOR CO.

NATIONAL ADVERTISING REPRESENTATIVES

2 WEST 45th STREET NEW YORK

900 MALLERS BLDG. CHICAGO

401 VAN NUYS BLDG. LOS ANGELES

**PENNSYLVANIA (Con't)**

**Allentown (con't)**

good playgrounds and recreation centers; three hospitals.

**Residential Features:** Extraordinarily clean and inviting, many mansions. Residential section practically a plateau. Straight alternate 40 and 60 ft. streets. City is increasing westward. Big building boom, with available sites.

**Retail Shopping Section:** Hamilton St. 11; Linden 5, Sixth 5, Seventh, 7; Eighth 2, Ninth 1, Tenth 1.

**Trading Area:** Radius of 25 miles.

**Wholesale Houses:** Groceries, 5; Meats, 6; Fruits, 3; Hardware, 5; Dry Goods, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Bakers, 8; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 79; delicatessen, 6; dressmakers, 30; druggists, 34; dry goods, 10; department stores, 5; florists, 4; fruits, 30; furniture, 23; furriers, 12; garage (public), 11; grocers, 237; hardware, 6; jewelry, 25; meat markets, 60; men's furnishings and clothing, 35; merchant tailors, 10; milliners, 23; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 19; radio supplies, 20; restaurants (including hotels), 26; shoes, 23; sporting goods, 4; stationers, 5; women's apparel, 6.

See announcements on page 189

**ALTOONA, PA.**

1920 Population, 60,331.  
City and Suburban Estimate, 75,000.

**Native Whites,** 89%; **Negroes,** 3%; **Foreign Born,** 8%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 13,740 (1920).

**Schools:** Public Grade, 16; High, 1; Junior High, 1; Parochial, 7. **Number of Pupils,** 12,700.

**Churches:** Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 12; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 41.

**Banks:** National, 2; State, 5; Total Resources, \$15,700,000 (1920). **Savings Bank Deposits Total,** \$12,569 (1920).

**Theatres:** Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

**Location:** Altoona is a division point on P. R.R. From here radiate branches north, south, east and west.

**Principal Industries:** Railroad shops. Brick, silk, overalls, iron rolling mills, motor trucks.

**Manufacturing Establishments,** 11. **Leading firms:** P. R.R. shops, Schwarzenbach-Huber Co., Altoona Iron Co., Altoona Brick Co., Altoona Textile Co., Altoona Overall Co., Dixon Motor Truck Co.

**Total value of yearly output of factories estimated at** \$75,160,000.

**Special Information:** Altoona is the great railroad industrial city of Penna., situated on the four-track line of the P. R.R. The main repair shops of the P. R.R. located here, and, in many departments, are the largest in the world. Altoona is only four miles from the famous horseshoe curve, and in the heart of Pennsylvania's bituminous coal section.

**Residential Features:** High percentage of homes owned. Many handsome residences.

**Retail Shopping Section:** Seven blocks on 11th Ave.; the main business section. Also 8 blocks on 12th Ave., 4 blocks on Chestnut Ave. and 4 blocks on Green Ave.

**Trading Area:** 35 miles.

**Wholesale Houses:** Groceries, 6; Meats, 5; Fruits, 4; Hardware, 3; Dry Goods, 2; Miscellaneous Line: Confectioners, 8.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 35; commercial auto. agencies, 14; automobile accessories, 26; automobile tire agencies, 13; bakers, 19; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 102; delicatessen, 5; dressmakers, 15; druggists, 28; dry goods, 9; department stores, 6; electrical supplies, 12; florists, 12; fruits, 89; furniture, 10; furriers, 3; garages (public), 27; grocers, 254; hardware, 17; jewelry, 18; meat markets, 40; men's furnishings, 18; men's clothing, 12; merchant tailors, 21; milliners, 18; opticians, 11; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 10; restaurants (including hotels), 49; shoes, 27; sporting goods, 3; stationers, 10; women's apparel, 16.

See columns 3 and 4, page 191

**ASHLAND, PA.**

1920 Population, 6,666.

**Native Whites,** 95%; **Foreign Born,** 2%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** 1,500.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 2. **Number of Pupils,** 700.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2 Lutheran, 1 Reformed.

**Banks:** National, 2; Total Resources, \$5,290,977.21. **Savings Bank Deposits Total,** \$3,012,701.97.

**Theatres:** Legitimate 1; Miscellaneous (Auditoriums, etc.), 1; H. S. & Parochial auditorium. **Total number of seats,** 1,800.

**Location:** P. & R. Railroad and branch of Lehigh Valley R.R.

**Principal Industries:** Anthracite collieries, steam

pump works, lumber and planing mills, shirt factory, bottling works, printing.

**Manufacturing Establishments:** Gayse Steam Pump Co., S. Valentine Co (Shirts), William Pepper & Co. (Bottlers).

**Special Information:** Ashland is considered one of the cleanest towns in the anthracite region. Population is almost entirely American.

**Residential Features:** Mostly one and two-family houses. Private homes predominate.

**Retail Shopping Section:** Extends almost the entire length of 20 blocks on the main thoroughfare.

**Trading Area:** Extends about five miles east, north, south and west.

**Wholesale Houses:** Groceries, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, none; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 12; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 1; fruits, 6; furniture, 4; furriers, 2; garages (public), 6; grocers, 22; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 7; shoes, 6; sporting goods, 5; stationers, 3; women's apparel, 4.

**BANGOR, PA.**

1920 Population, 5,340.

**City and Suburban Estimate,** 16,000. **Native Whites,** 17,050. **Negroes,** 50; **Foreign Born,** 18%; **Industrial Workers,** 60%; **English Reading,** 85%.

**Schools:** Public Grade, 12; High, 1; Junior High, 1. **Number of Pupils,** 1,456.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Welsh Congr., Welsh Methodist, Salem & United Evang.

**Banks:** National, 2; State, 1; Total Resources, \$375,000. **Savings Bank Deposits Total,** \$3,000,000.

**Theatres:** Legitimate, 4; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. **Total number of seats,** 2,200.

**Location:** S. L. & W. and L. & N. E. R.R.

**Principal Industries:** Silk Gloves and Slate mines.

**BEAVER FALLS, PA.**

1920 Population, 12,802.  
City and Suburban Estimate, 55,000 suburban; rural, 4,000.

**Native Whites,** 71%; **Negroes,** 4%; **Foreign Born,** 25%; **Industrial Workers,** 29%; **English Reading,** 90%; **Families,** 3,200.

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. **Number of Pupils,** 3,232.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 21.

**Banks:** National, 2; State, 3; Total Resources, \$3,178,568; **Savings Bank Deposits Total** \$6,947,407.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. **Total number of seats,** 3,881.

**Location:** 32 miles from Pittsburgh on Beaver River, 3 miles from junction with Ohio River. P. & L. E. and P. R.R.

**Principal Industries:** Iron and steel products, cork products, enamel signs, pottery and glass, amusement park equipment, glazed tile, shovels, axes, scales, stoves, lumber, chemicals, canvas articles, ditching and drilling machines.

**Manufacturing Establishments,** 90. **Leading firms:** Union Drawn Steel Co., Standard Gange Steel Co., Ingram Richardson Mfg. Co., Mack Axe Co., Traver Engineering Co., Penn Bridge Co., Beaver Falls Tile Co., Moltrup Steel Products Co., Howard Stove Co., Mayer China, Keystone Driller, Armstrong Cork, Standard Scale & Supply Corp., Babcock & Wilcox Tube Co., Ames Shovel & Tool.

**Total value of yearly output of factories estimated at** \$19,238,000.

**Special Information:** Beaver Falls is the most important borough industrially in Beaver County which is ranked as third industrial County in State. New Brighton, 3rd among boroughs in county, is directly across the Beaver River. For these reasons Beaver Falls has become the most important shopping center in the County.

**Residential Features:** Composed mostly of one family houses. Suburban residential districts are being developed in Patterson Heights and College Hill.

**Retail Shopping Section:** Confined principally to 7th Ave. between 9th and 12th Sts. Small neighborhood sections, with usual groceries, etc.

**Trading Area:** Up and down the Beaver River, the districts along the River being served by the Beaver Valley Traction Co. and Harmony Electric Co. Two important bus lines to the west, reaching Darlington and East Palestine. Good roads in all directions making it the logical shopping center of entire Beaver Valley.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 1; Miscellaneous Lines: Cigars, 3; Confectioners, 3; Produce, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 10; automobile accessories, 11; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 1; druggists, 10; dry goods, 10; department stores, 10; electrical supplies, 3; florists, 5; fruits, 3; furniture, 6; furriers, 4; garages (public), 11; grocers, 85; hardware, 5; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; mer-

**In Allentown, Penna.,**

There's No Other Medium  
to Compare with

**The Morning Call**

Consistent circulation gains  
attest its popularity among  
its readers.

Constantly increasing adver-  
tising patronage proves its  
value to both local and  
National advertisers.

**ALLENTOWN CALL PUBLISHING CO.**

**Publishers**  
**ALLENTOWN, PENNA.**

**STORY, BROOKS & FINLEY**

**Representatives**  
New York San Francisco Philadelphia Los Angeles Chicago

**PENNSYLVANIA (Con't)**

chant tailors, 7; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 10.

**BERWICK, PA.**

1920 Population, 12,181.  
City and Suburban Estimate, 20,000.  
Native Whites, 86.8%; Negroes, 0.1%; Foreign Born, 13.1%; Industrial Workers, 28%; English Reading, 92%; Families, 2,762.  
Schools: 6; Number of Pupils, 2,950.  
Churches: 14.  
Banks: 3; Total Resources, \$5,840,000.  
Theatres: 3; Total number of seats, 2,400.  
Residential Features: Mostly one and two family houses.  
Retail Shopping Section: Ten blocks.  
Trading Area: 10 mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 8; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 8; furniture, 3; garages (public), 16; grocers, 30; hardware, 4; jewelry, 4; meat markets, 15; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 6.

**BETHLEHEM, PA.**

1920 Population, 50,358.  
City and Suburban Estimate, 65,000.  
Native Whites, 77.5%; Negroes, 0.7%; Foreign Born, 21.7%; Industrial Workers, 32%; English Reading, 90%; Families, 11,263.  
Schools: Public Grade, 22; High, 2; Parochial, 4; Number of Pupils, 13,493; Lehigh University, 1,200.  
Churches: Baptist, 3; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 9; Lutheran, 10; Reformed, 10; Miscellaneous, 12.  
Banks: National, 3; State, 3; Total Resources, \$28,325,600.  
Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1. Total number of seats, 4,800.  
Location: 89 miles west of New York, 57 miles north of Philadelphia on Lehigh river; on Lehigh Valley, P. & E. C. R. R. of N. J., P. E. & N. E. Rd., L. & N. E. and Lehigh C. N. Canal, Lehigh Valley Transit Co., Wm. Penn and other state highways.

Principal Industries: Steel, steel products, furniture, silk, cigars, spark plugs, flour, graphite, hosiery, chemicals, and air reduction plants.  
Leading Firms: Bethlehem Steel Plant.  
Special Information: Annual industrial payroll, \$35,000,000. Eleven silk mills with an annual production of \$50,000,000.  
Residential Features: Largely two-story single family houses—a few modern apartments and quite a few tenements. Many beautiful homes.  
Retail Shopping Section: Broad street, one mile; also numerous intersecting streets. Main street, one-half mile; Third street, one-half mile; Fourth street, one-half mile.

Trading Area: The trading territory is noted chiefly for the high wage class of people living in it, rather than from its size in square miles, which extends in a radius of about 8 miles.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 3; Drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 16; automobile accessories, 16; automobile tire agencies, 16; bakers, 25; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 31; delicatessen, 3; dressmakers, 29; druggists, 22; dry goods, 33; department stores, 11; electrical supplies, 8; florists, 8; fruits, 37; furniture, 32; furriers, 1; garages (public), 33; grocers, 279; hardware, 13; jewelry, 17; meat markets, 76; men's furnishings, 15; men's clothing, 37; merchant tailors, 25; milliners, 14; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 49; shoes, 19; sporting goods, 3; stationers, 4; women's apparel, 5.

See announcement in column 2

**BLOOMSBURG, PA.**

1920 Population, 8,000.  
City and Suburban Estimate, 70,000.  
Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 30%; English Reading, 95%; Families, 22,000.  
Schools: Public Grade, 2; High, 1; Junior High, 1; State Normal, 1. Number of Pupils, 3,000.  
Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian 1, Pentecostal 1, Reformed 1; Lutheran 1.  
Banks: National, 4; Total Resources, \$6,000,000. Savings Bank Deposits Total, \$3,000,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Pennsylvania, Reading & Lackawanna Railroads, Central Pennsylvania along North Branch of Susquehanna River, 80 miles north of Harrisburg and 40 miles west of Wilkes-Barre.

Principal Industries: Freight and Passenger cars, locomotives, machine shops, planing mills, carpets, fountain pens, silks, woolen yarns and clothes, furniture, etc.

Manufacturing Establishments: American Car & Foundry Co., Magee Carpet Co., Bloomsburg Locomotive Works, Harman & Hassent, Richards Mfg. Co., Creasy & Wells Inc., A. B. Hartman & Son, Bloomsburg Silk Mill, Bloomsburg Woolen Mills, Monroe Furniture Mfg. Co., Paul B. Wirt Fountain Pen.

Special Information: Bloomsburg is located in the heart of rich agricultural section between the North and West Branches of the Susquehanna River, far enough removed from the anthracite coal districts to make it one of the most inviting sections in inland Pennsylvania.

Residential Features: Mostly one and two-family houses. Private homes predominate. Bloomsburg takes unusual pride in her homes and is one of the most desirable residential sections in Central Pennsylvania. Assessed valuation of real estate is \$4,000,000.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley lines) for 16 blocks on Market and Main Streets.

Trading Area: Extends about 30 miles south and north and about 20 miles east and west.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines: Moyer Bros., Drugs; Columbia County Commercial Co., Confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 8; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 20; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 6; fruits, 4; furniture, 3; furriers, 1; garages (public), 16; grocers, 32; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 5.

**BRADDOCK, PA.**

1920 Population, 20,879.  
City and Suburban Estimate, 50,000.  
Native Whites, 65.7%; Negroes, 3.5%; Foreign Born, 30.8%; Industrial Workers, 28%; English Reading, 82%; Families, 4,239.  
Continued on page 192

**In Bethlehem  
Penna.**

The Bethlehem  
Globe reaches two-  
thirds of the reading  
public.

Representatives

**HOWLAND  
AND  
HOWLAND**

New York City  
303 Fifth Ave.

Chicago

360 No. Michigan Ave.

**A Great  
Newspaper**

in a

**Great  
Industrial City**

**S**UCH a combination of greatness should compel national advertisers to "think". Too many are placing advertising without knowing their territory.

Altoona is a city composed of American born citizens who read their newspaper.

**The Altoona Mirror**

with a circulation of over 27,000 is the people's choice. Readers have confidence in it, local merchants have confidence also.

1924 will be the largest year in its history. Every month so far exceeds 1923. Name another city with a population of 65,000 where in two days a 48 and a 44 page paper have been published without feature pages, just ordinary business.

National Advertisers

Altoona is a busy city. Its citizens will buy your merchandise if you will let them know of it through the columns of

**The  
ALTOONA MIRROR**

Business Direct

## PENNSYLVANIA (Con't)

## Braddock (con't)

Schools: 10; Number of Pupils, 6,020.  
Churches: 33.  
Banks: 5; Total Resources, \$21,900,000.  
Theatres: 6; Total number of seats, 3,200.  
Residential Features: One and two family houses.  
Retail Shopping Section: 15 blocks.  
Trading Area: Six mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 14; bakers, 20; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 65; delicatessen, 2; dressmakers, 29; druggists, 27; dry goods, 18; department stores, 4; electrical supplies, 8; florists, 4; fruits, 8; furniture, 12; furriers, 1; garages (public), 19; grocers, 217; hardware, 15; jewelry, 18; meat markets, 57; men's furnishings, 16; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 35; shoes, 20; sporting goods, 4; stationers, 3; women's apparel, 3.

## BRADFORD, PA.

1920 Population, 15,525.  
City and Suburban Estimate, 25,000.  
Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; English Reading, 84%; Families, 4,919.  
Schools: Public Grade, 5; High, 1; Junior High, 1 (building); Parochial, 1. Number of Pupils, 3,652.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.  
Banks: National, 2; State, 1; Total Resources, \$14,138,894. Savings Bank Deposits Total, \$373,412.  
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,400.  
Location: In northwestern part of Penna., 78 miles south of Buffalo. P. R. R., B. R. & P. and Erie. Clean Bradford and Salamanca electric lines.  
Principal Industries: Crude oil. Oil and allied products lead other in McKean County with a value of \$16,377,700. Clay, glass and stone products second with a value of \$5,981,500.  
Manufacturing Establishments, 82. Leading firms: Bovaird & Seyfang Co., engines and boilers; Bovaird & Co., Oil Well Supply Co. and Bradford Supply Co., oil well supplies; Dresser Mfg. Co., pipe couplings; Emery Mfg. Co., Kendall Refining Co., Bradford Refining Co., refining oil; Holley Motor Works, pumping heads; Aluminum Brick Co., Bradford Brick & Tile Co., and Penna Brick Co.  
Total value of yearly output of factories estimated at \$9,769,900.  
Special Information: Location of city makes it the center of the oil industry where the greater portion of the oil producers buy their supplies and household goods.  
Residential Features: Mostly one and two-family houses, private homes predominate. A city of paved streets, good mountain air and an ideal place to spend the summer. Eleven miles from Allegheny State Park.  
Retail Shopping Section: Both sides of Main St. from St. James Hotel, 5 blocks; Congress St., 1 block; Mechanic St., 3 blocks; Pine St., 1 block; Chambers, Chestnut, Davis, Webster and Kennedy Sts., 1 block, and East Main St., 3 blocks.  
Trading Area: 15 miles west, 20 miles north and east and 75 miles south.  
Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 5; Miscellaneous Lines, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 17; automobile tire agencies, 19; bakers, 14; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 33; druggists, 10; dry goods, 15; department stores, 1; electrical supplies, 20; florists, 2; fruits, 15; furniture, 9; furriers, 1; garage (public), 15; grocers, 70; hardware, 5; jewelry, 8; meat markets, 23; men's furnishings, 10; men's clothing, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 19; shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

## BROWNSVILLE, PA.

1920 Population, 9,077.  
City and Suburban Estimate, 40,000 (within 2 mile circle of post office).  
Native Whites, 60%; Negroes, 2%; Foreign Born, 38%; Industrial Workers, 50%; English Reading, 100%; Families, 2,600.  
Schools: Public Grade, 39; High, 2; Parochial, 2. Number of Pupils, 2,400.  
Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 3.  
Banks: National, 3; State, 1; Total Resources, \$15,000,000. Savings Bank Deposits Total, \$8,000,000.  
Theatres: Legitimate, 1; Moving Pictures, 2;

Vaudeville, 1; Burlesque, 1. Total number of seats, 3,500.

Location: Western part of Fayette County on Monongahela River. (Shipping by river saves 70 cents a ton in freight rates.) Also Monongahela R.R. and P. & L. E. and Penna. B.R. branches extending in 6 different directions. Excellent bus service in 6 directions.

Principal Industries: Coal mining and coke works, railroad shops, farming, \$24,000,000 annual railroad payroll.

Manufacturing Establishments: H. C. Frick Coke Co., Pittsburgh Coal Co., W. J. Rainey & Co., and hundreds of others.

Special Information: Brownsville being centrally located in the rich coal and coke field of southwestern Pennsylvania, favorably located on Monongahela River and a railroad center, makes it a trading center for over 100,000 people in close proximity and with good train service. Excellent stores and big banks give it a volume of business equal to a city of 40,000. This survey includes South and West Brownsville, three separate boroughs, but all one town.

Residential Features: Mostly two-family company houses, with some modern houses for officers around the coal and coke section. Brownsville (proper) residences are all modern, and, being a river town, all surrounding hills are resident sections.

Retail Shopping Section: Market Street.

Trading Area: Brownsville is the shopping center for South and West Brownsville and closely settled suburban districts. Nearest competitor 12 miles east, 24 miles west, 13 miles north and 30 miles south. Good train and bus service. About \$2,000,000 wages paid a month to labor in trade adjacent to Brownsville.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 4; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 12; automobile accessories, 29; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 63; delicatessen, 21; dressmakers, 8; druggists, 8; dry goods, 12; department stores, 5; electrical supplies, 14; florists, 2; fruits, 46; furniture, 9; garages (public), 17; grocers, 63; hardware, 8; jewelry, 6; meat markets, 32; men's furnishings, 21; men's clothing, 21; merchant tailors, 17; milliners, 12; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 31; shoes, 29; sporting goods, 8; stationers, 12; women's apparel, 12.

## BUTLER, PA.

1920 Population, 30,000.  
Native Whites, 88.8%; Negroes, 1.3%; Foreign Born, 9.9%; Industrial Workers, 4,250; Families, 6,083.  
Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 5,007.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 6.  
Banks: National, 5; State, 2; Total Resources, \$23,152,674. Savings Bank Deposits Total, \$14,939,044.  
Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,100.  
Location: B. & O., B. & L. E., B. R. & P. and P. R. R. Electrical lines to Pittsburgh and New Castle. Butler enjoys exceptional freight rate because of proximity to Pittsburgh.  
Principal Industries: Railroad cars, auto tires, plate glass, steel wheels, rubber, goods, steam and gas engines, dishwashing machines, plumbing supplies, tire chains, candy, tanks and boilers, mirrors, metal pipe.  
Manufacturing Establishments, 58. Leading firms: Standard Steel Car Co., Spaldie Shirt Co., Standard Plate Glass Co., American Mirror Works.  
Total value of yearly output of factories estimated at \$5,447,000.  
Special Information: Exceptional industrial facilities and advantages. Large wholesale and retail trade dominating large part of central western Pennsylvania. Good shipping facilities.  
Residential Features: Mainly residences, very few apartments or flats. Not many distinctions as to classes or sections.  
Trading Area: 25 miles north and east, 18 miles west, 10 miles south.  
Wholesale Houses: Groceries, 1; Meats, 5; Fruits, 1; Hardware, 6; Miscellaneous Lines, 2.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 1; automobile accessories, 25; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 23; druggists, 12; dry goods, 5; department stores, 7; electrical supplies, 4; florists, 6; fruits, 10; furniture, 3; furriers, 1; grocers, 82; hardware, 7; jewelry, 8; meat markets, 17; men's furnishings, 15; men's clothing, 10; merchant tailors, 17; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 12; shoes, 12; sporting goods, 1; stationers, 1; women's apparel, 10.

## CANONSBURG, PA.

1920 Population, 10,632.  
City and Suburban Estimate, 20,000.  
Native Whites, 70.2%; Negroes, 4%; Foreign Born, 25.8%; Industrial Workers, 20%; English Reading, 86%; Families, 2,226.

Schools: 8; Number of Pupils, 3,200.  
Churches: 12.

Banks: 3; Total Resources, \$6,000,000.  
Theatres: 2; Total number of seats, 1,888.

Residential Features: One and two family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 5; florists, 2; fruits, 4; furniture, 3; garages (public), 5; grocers, 15; hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 3.

## CARBONDALE, PA.

1920 Population, 18,000.  
City and Suburban Estimate, 35,000.  
Native Whites, 69%; Negroes, 1%; Foreign Born, 30%; Industrial Workers, 40%; English Reading, 79%; Families, 3,600.  
Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 4,000.  
Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.  
Banks: National, 1; State, 3; Total Resources, \$15,000,000. Savings Bank Deposits Total, \$2,000,000.  
Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.  
Location: D. & H., N. Y. O. & W., Erie. Center of anthracite coal fields.  
Principal Industries: Coal, silk, ice machines, cut glass, knitting mills, etc. Railroad shops, welding works.  
Manufacturing Establishments, 12. Leading firms: Carbondale Machine Co., Hendricks Mfg. Co., American Welding Co., Cross Engineering Co., Carbondale Knitting Mills, Kiots Silk Mills, Empire Silk Mills, Carbondale Welding Co.  
Total value of yearly output of factories estimated at \$10,000,000.  
Special Information: Because of the great demand for hard coal, we know no dull times. We have a Chamber of Commerce, Kiwanis Club and a Commercial Club that are very active.  
Residential Features: Mainly 1 and 2-family houses, private homes predominating. Many beautiful homes.  
Retail Shopping Section: Eighth Avenue to Lincoln Avenue, about one mile, and from River to Church Streets.  
Trading Area: Extends from Arcbald to Forest City, 18 miles. Good trolley service.  
Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 7; florists, 4; fruits, 17; furniture, 5; furriers, 2; garages (public), 6; grocers, 50; hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 8; shoes, 5; sporting goods, 5; stationers, 4; women's apparel, 8.

## CARLISLE, PA.

1920 Population, 10,916 (1924, 12,000).  
City and Suburban Estimate, 30,000.  
Native Whites, 90.6%; Negroes, 9.4%; Foreign Born, 1.8%; Industrial Workers, 22%; English Reading, 100%; Families, 2,980.  
Schools: Public Grade, 10; High, 1. Number of Pupils, 2,200.  
Churches: Baptist, 2 (col); Christian Science, 1; Episcopal, 1; Methodist, 1 w., 2 col.; Presbyterian, 3 w., 1 col.; Roman Catholic, 1; Miscellaneous, 9.  
Banks: State, 3; Total Resources, \$6,847,420. Savings Bank Deposits Total, \$5,285,265.  
Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800.  
Location: In southeastern part of Pa., on P. R. R. and P. & E., 19 miles southwest of Harrisburg. The county seat of Cumberland County in the famous Cumberland Valley. Trolley and bus service to outlying suburbs, and good railroad and shipping facilities. Situated on improved highways and connects not many miles away with the Lincoln, William Penn and other improved highways.  
Principal Industries: Textiles, rugs, automobile carpet, railroad frogs and switches, silk, horse carpets, shoes, furniture, manganese steel, paper boxes, inner tubes, ribbon.  
Manufacturing Establishments, 38. Leading firms: C. H. Masland & Sons, Inc., Frog, Switch & Mfg. Co., Goodyear Shoe Co., Carlisle Shoe Co., E. C. Beetem & Sen, Inc., R. N. Beetem & Co., Inc., Carlisle Paper Box Co., Todd Carpet Co., Federal Equipment Co., Car-

lisle Tire & Rubber Co., Carlisle Foundry and Machine Co.

Total value of yearly output of factories estimated at \$9,922,000.

Special Information: Carlisle is third in Pa. in production of rugs and carpets, being surpassed only by Philadelphia and Bloomsburg. Fourth in Pa. in the production of shoes. One of the best agricultural communities in state. Great educational center, being the seat of Dickinson College, second oldest college in Pa. and eleventh in United States. One of the best public school systems in the country. The U. S. Army Medical Field Service School is also located here.

Residential Features: Private homes, most 1 and 2 family houses predominating. Five apartment houses among the best in the Cumberland Valley. One of the finest residential sections in the Cumberland Valley is the Mooreland section of Carlisle. About 30 buildings with stores on the first floor and apartments above.

Retail Shopping Section: From Public Square north, south, east and west for two blocks. North and south on Pitt Street, from High St. one block. West one block on Lauther Street from Hanover Street. Several neighborhood sections.

Trading Area: 14 miles North, 9 East, 15 South and 20 West. Business is also secured from a greater distance because of the well known "Carlisle Sale Days," which are monthly bargain festivals.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 4; department stores, 8; electric supplies, 5; florists, 4; fruits, 8; furniture, 5; furriers, 3; garages (public), 14; grocers, 42; hardware, 4; jewelry, 5; meat markets, 18; men's furnishings, 10; men's clothing, 6; merchant tailors, 4; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 18; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 7.

## CHAMBERSBURG, PA.

1920 Population, 13,171.  
City and Suburban Estimate, 24,000.  
Native Whites, 94.2%; Negroes, 4.8%; Foreign Born, 1%; Industrial Workers, 32%; English Reading, 98%; Families, 3,331.  
Schools: 6; Number of Pupils, 1,700.  
Churches: 15.  
Banks: 4; Total Resources, \$10,700,000.  
Theatres: 2; Total number of seats, 2,100.  
Residential Features: One and two family houses.  
Retail Shopping Section: 12 blocks.  
Trading Area: 20 mile radius.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 23; druggists, 14; dry goods, 5; department stores, 3; electrical supplies, 6; florists, 2; fruits, 4; furniture, 3; garages (public), 12; grocers, 58; hardware, 3; jewelry, 5; meat markets, 11; men's furnishings, 6; men's clothing, 5; merchant tailors, 5; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 7; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 4.

## CHESTER, PA.

1920 Population, 58,000.  
City and Suburban Estimate, 173,084.  
Native Whites, 68.1.2%; Negroes, 12%; Foreign Born, 19.4%; Industrial Workers, 25%; English Reading, 93%; Families, 12,250.  
Schools: Public Grade, 22; High, 1; Junior High, 2; Parochial, 6; Number of Pupils, 10,158.  
Churches: Baptist, 9 (4 col.); Christian Science, 1; Congregational, 1; Episcopal, 3 (1 col.); Hebrew, 2; Methodist, 12 (7 col.); Presbyterian, 5; Roman Catholic, 6.  
Banks: National, 4; State, 3; Total Resources, \$31,644,104. Savings Bank Deposits Total, \$23,714,433.  
Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 12. Total number of seats, 11,500.  
Location: West bank of Delaware River, 15 miles southwest of Philadelphia. P. R. R., B. & O., P. & R. S.S. line for passenger and freight between Chester and Philadelphia and Wilmington, Delaware.  
Principal Industries: Shipbuilding, steel castings, paper, locomotives, textiles, steel tubes, dyewood.  
Manufacturing Establishments, 173. Leading firms: Sun Shipbuilding Co., American Locomotive Works, American Steel Foundries Co., Baldwin Locomotive Works, Penn Seaboard Steel Castings Co., Scott Paper Co., Aberfoyle Mfg. Co., The Viscose Co., General Chemical Co., American Dyewood Co., South Chester Tube Co.  
Total value of yearly output of factories estimated at \$52,932,700.  
Special Information: Center of steel casting business, with 8 large plants in the trade. Over

**PENNSYLVANIA (Con't)**

25 cotton and woolen textile mills. Good harbor.

**Residential Features:** Mainly semi-detached houses. Many single houses in residential section in northern part of city. Number of dwellings in city: 10,894. Homes owned: 4,338.

**Retail Shopping Section:** Third Street from 2900 west to Market Square. (The western end of 3rd Street is similar to the outlying retail sections of most cities.) That is it is made up of the usual grocery, meat, etc. Third Street from Edgmont Avenue to Market Square and Edgmont Avenue to 9th Street (7 blocks) constitute main business section. Streets parallel to this section also retail streets. Several other retail sections.

**Trading Area:** 5 miles southwest; 10 miles west; 10 miles northwest and 10 miles northeast. Excellent trolley and bus service to surrounding country district and towns make it easy to reach this city from every point in Delaware County.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 15 (commission); Miscellaneous Lines: Cigars and Tobacco, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 35; automobile tire agencies, 35; bakers, 20; cigar stores and stands (including hotels), 79; confectioners (including hotel stands), 166; delicatessen, 5; dressmakers, 11; druggists, 28; dry goods, 36; department stores, 10; electrical supplies, 8; florists, 14; fruits, 15; furniture, 22; garages (public), 24; grocers, 263; hardware, 25; jewelry, 12; meat markets, 72; men's furnishings, 17; men's clothing, 20; merchant tailors, 52; milliners, 10; optician, 15; photographers, 9; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 77; shoes, 29; sporting goods, 8; stationers, 5; women's apparel, 27.

**CLEARFIELD, PA.**

1920 Population, 8,529.  
City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 13%; English Reading, 83%; Families, 2,297.

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,400.

**Churches:** Baptist, 1; Episcopal, 1; Hebrew 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 3; Total Resources, \$13,284,960. Savings Bank Deposits Total, \$4,019,441.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,400.

**Location:** West branch of Susquehanna River. In the heart of Clearfield bituminous coal region. P. R. R., B. & O., N. Y. C., which includes the fast N. Y. Chicago fast freight service of U. S. & M. S. Excellent bus service from Duncas and Tyrone. On newly completed Lakes-to-Sea Highway from Erie, Pa. to Tyrone, connecting with Wm. Penn Highway, making the most direct route across the state from lakes to the sea.

**Principal Industries:** Brick, coal mining, knitting machines, refrigerators, silk velvet, selective ice cream sales cabinets, nickel steel, sewer pipe.

**Manufacturing Establishments:** 16. Leading firms: Gearhart Knitting Machines, nationally advertised hand knitting machines. Banta Refrigerator Works, Harrison-Walker Refrigerators Co., Clearfield Textile Co., Gearhart Sales Cabinet Co., American Nickel Co., Pease, Peacock & Kerr (Reinbrandt Pease interests) miners of bituminous coal, Robinson Clay Products Co., sewer tile.

**Special Information:** Clearfield stands first in state for number of autos owned per capita. Largest Legion Post in United States per capita. Seventh in United States for bank resources per capita. East becoming jobbing center for 100 miles. Center of activities for hunters during big game season in the state.

**Residential Features:** After ten year period of building stagnation, there has been a steady growth during the past year. Home Builders Corp. is building homes on plot bought and financed by them to relieve housing situation. Finest homes along Susquehanna River. Construction principally of brick; average value, \$8,500. Older residences run from \$5,000 to \$125,000.

**Retail Shopping Section:** Market Street 3 blocks; north and south of 2nd Street 2 blocks; north and south of 3rd Street 4 blocks.

**Trading Area:** Train and bus service and concrete roads give Clearfield shopping area of 35 miles in all directions.

**Wholesale Houses:** Groceries, 2; Fruits, 1; Hardware, 2; Dry Goods, 1; Miscellaneous Lines: Notions 1; Paper 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 5; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 1; florists, 2; fruits, 4; furniture, 4; garages (public), 11; grocers, 43; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 11; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 6.

**COATESVILLE, PA.**

1920 Population, 14,585.  
City and Suburban Estimate, 25,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 95%.

**Schools:** Public Grade, 4; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 3,300.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

**Banks:** National, 2; State, 1; Total Resources, \$7,147,067.42.

**Theatres:** Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

**Location:** Main Line of Pennsylvania R. R. and M. & C. Division of Phila. & Reading R. R. Trolley lines east and west; excellent bus lines in every direction. Lincoln Highway passes over city's main thoroughfare from east to west.

**Principal Industries:** Iron and steel plates, boilers, castings, washers, elevators, hydraulic machinery, water wheels, fertilizers, paper, slag products, nitrogen, meat packing, silk, men's clothing, shirt-waists, dump bodies for trucks.

**Manufacturing Establishments:** 50. Leading firms, Lukens Steel Co., Bethlehem Steel Co., Craig Ridgway & Sons, Coatesville Boiler Works, S. J. Aronson, Inc., Jas. G. Drummond & Co.

**Special Information:** Coatesville is an industrial city located in Chester County, one of the richest agricultural and dairying districts in the United States. It is the metropolis of the county and surrounded by territory rich in Revolutionary history.

**Residential Features:** Prevailing type of dwelling is the double house of brick construction. Several sections have few rows of houses occupied by mill hands. Percentage of individual property holders is high.

**Retail Shopping Section:** Principally Lincoln Highway between First and Fourth avenues, and extending a block on each of the avenues. Other merchandising centers are located at Lincoln Highway, Seventh to Eighth avenue; South First avenue and Seventh avenue, Chestnut to Merchant.

**Trading Area:** Taken in practically all the county except Northeast and Southeast sections. Amusement center for county and largest stores in county backed by excellent transportation facilities attract buyers from all sections of county.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, Confectionery, 1; Tobacco and Cigars, 2; Flour and Feed, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 10; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 12; department stores, 2; electrical supplies, 9; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 80; hardware, 4; jewelry, 5; meat markets, 14; men's furnishings, 12; men's clothing, 11; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 16; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 7.

See announcement on this page

**COLUMBIA, PA.**

1920 Population, 10,836.  
City and Suburban Estimate, 10,000.

Native Whites, 78%; Negroes, 3%; Foreign Born, 3.1%; Industrial Workers, 40%; English Reading, 95.

**Schools:** Public Grade, 37; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,500.

**Churches:** Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

**Banks:** National, 2; State, 1; Total Resources, \$5,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

**Location:** Penna. and Phila. & Reading. Free interchange and shipments to points in all directions.

**Principal Industries:** Silk, iron, stores, garments, cut glass, machinery supplies, railroad shops, garments.

**Value output in 1922, \$6,203,000.**

**Manufacturing Establishments:** 70. Schwartzbach-Huber Co., silk; Keeley Stove Co., Reading Iron Co., Susquehanna Cut Glass Co. Location makes it the meeting place of two railroads, with outlets in all directions.

**Residential Features:** Mostly one and two-family houses, private homes predominating. Some apartments in late years in business and residential section. Homes in residential section sell from \$3,500 to \$10,000.

**Retail Shopping Section:** Extends about 5 blocks on one (Locust) street.

**Trading Area:** Extends 10 miles north, 5 east, 10 south. River on the west. Trolley service east and north.

**Wholesale Houses:** Groceries, 1; Miscellaneous Lines, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel

stands), 5; delicatessen, 1; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 4; florists, 3; fruits, 4; furniture, 3; garages (public), 10; grocers, 35; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 4.

**CONNELLSVILLE, PA.**

1920 Population, 13,804.  
City and Suburban Estimate, 90,000 in radius of 10 miles.

Native Whites, 30%; Negroes, 20%; Foreign Born, 50%; Industrial Workers, 90%; English Reading, 80%; Families, 18,000 in 10 miles.

**Schools:** Public Grade, 7; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 4,500.

**Churches:** Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 14.

**Banks:** National, 5; State, 2; Total Resources, \$13,000,000. Savings Bank Deposits Total, \$10,000,000.

**Theatres:** Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

**Location:** Western Pa. on the Youghiougheny River. B. & O., P. R. R., P. & L. E. and W. M. West Penn Traction Co. Two bus lines.

**Principal Industries:** Coal mining and coke-manufacturing is the largest industry. Large B. O. and W. M. shops, and West Penn. repair shops located here. Noted for manufacturing of mining machinery; make the macaroni and spaghetti. Silk and steel mills.

**Manufacturing Establishments:** 64. Leading firms: Connelville Machine & Mine Supply Co., Hoyts-Porter Co., Capstan Glass Co., American Sheet & Tin Plate Co., Lockhart Iron & Steel Mills., Connelville Iron Works, Connelville Macaroni Co., Connelville Silk Mill, U. S. Cast Iron Pipe & Foundry Co., U. S. Casket Co.

**Special Information:** Located in the center of the greatest coal and coke region in the world. Large population in very small area. All earn good wages and are prosperous. Approximately \$30,000,000 annually.

**Residential Features:** Almost all own homes; apartment houses exception rather than the rule. Average, \$8,000.

**Retail Shopping Section:** Centered on two intersecting streets, with a number of business houses located on side streets a block or two away.

**Trading Area:** 10 miles North; 30 Miles East; 15 miles West; 10 miles South.

**Wholesale Houses:** Groceries, 2; Fruits, 2.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies,

21; commercial auto. agencies, 19; automobile necessities, 13; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 46; delicatessen, 1; dressmakers, 8; druggists, 11; dry goods, 4; department stores, 11; electrical supplies, 6; florists, 5; fruits, 46; furniture, 8; furriers, 1; garage (public), 19; grocers, 133; hardware, 13; jewelry, 8; meat markets, 31; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 7; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 16; sporting goods, 3; stationers, 4; women's apparel, 20.

**CORRY, PA.**

1920 Population, 8,207.  
City and Suburban Estimate, 16,700.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 90%; Families, 1,470.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,650.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

**Banks:** National, 2; Total Resources, \$3,700,000.

**Theatres:** Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,800.

**Location:** Erie R. R., P. R. R.; 90 miles Buffalo, 160 Pittsburgh. Thirty-seven passenger trains daily.

**Principal Industries:** Oak and Krome leather tanning, geared locomotives, oil field drilling and pumping engines (Ajax), large wood-working industries, wood specialties and furniture, lumber, auto parts, automatic machine screw products, steel, brass and other springs; 70 diversified industries; brick and tile.

**Manufacturing Establishments:** 5. Leading firms, U. S. Radiator Co., J. W. & A. W. Howard Co., Climax Co., Ajax Iron Works, Raymond Mfg. Co. Total value of yearly output of factories estimated at: 1922, \$5,001,300; 1923, \$6,970,400. Wages, \$2,000,000.

**Special Information:** Radiator Co. added \$200,000 to local plant this summer. New \$200,000 Jr. High School in construction. New \$250,000 hotel under construction.

**Residential Features:** Fine home sites, healthful climate, good elevation, splendid water supply from drilled wells, adequate schools, natural gas, no colored population.

**Retail Shopping Section:** N. Center, 3 blocks; S. Center, 2; W. Main, 2; E. Main, 2; First Ave., 2; W. South St., 2; E. South, 1; E. Washington, 1.

**Trading Area:** 16 miles W., 20 N. E., 12 S. This includes Union City, Lovells, Elgin, Glyceron.  
Continued on page 194

**THE COATESVILLE RECORD**

Published in Coatesville, Penna.

*Chester County's Shopping Center*

Coatesville is an industrial city, situated in the county which ranks fourth in the state agriculturally.

The Coatesville Record goes into nearly 7,000 homes in the county every day.

Constantly increasing use of the Record by National Advertisers is proof that it covers its field.

**And Folks Say:**

*"It's a real good newspaper"*

**PENNSYLVANIA (Con't)**

**Corry (con't)**

mer, Panama, Sherman, Columbus, Spring Creek, Garland, Spartansburg, Centerville and intermediate R. F. D.

Wholesale Houses: Groceries, 3; Fruits, 2; Hardware, 1; Miscellaneous Line, Bakers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 14; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; garages (public), 7; grocers, 32; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 3.

**DOYLESTOWN, PA.**

1920 Population, 3,837.

City and Suburban Estimate, 10,000.

Native Whites, 91%; Negroes, 4%; Foreign Born, 5%; Industrial Workers, 31%; English Reading, 97%; Families, 1,010.

Schools: 2; Number of Pupils, 975.

Churches: 6.

Banks: 4; Total Resources, \$4,720,000.

Theatres: 1; Total number of seats, 600.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 8; department stores, 1; electrical supplies, 6; florists, 2; fruits, 3; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 2.

**DUBOIS, PA.**

1920 Population, 13,681.

City and Suburban Estimate, 25,000. Native Whites, 86.1%; Negroes, 0.2%; Foreign Born, 13.7%; Industrial Workers, 27%; English Reading, 92%; Families, 3,052.

Schools: 9; Number of Pupils, 1,850.

Churches: 15.

Banks: 3; Total Resources, \$9,900,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 14; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 18; dressmakers, 43; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; garages (public), 12; grocers, 71; hardware, 3; jewelry, 3; meat markets, 19; men's furnishings, 5; men's clothing, 6; merchant tailors, 1; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

**EAST STROUDSBURG, PA.**

1920 Population, 4,855.

City and Suburban Estimate, 15,000. Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 90%; Families, 1,181.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,090.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$15,079,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1 comb.; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,400.

Location: Near eastern line of Penna., 4 miles from Delaware River. D. & W., P. R.R., W. B. & E. and Delaware Valley.

Principal Industries: Silk, boilers, woolen mills, hot water systems and a diversified line of small factories taking up metal novelties, wooden toys, shoe machinery, car shops, glass cutting, bottle making.

Manufacturing Establishments, 45.

Residential Features: Practically all one and two-family houses.

Retail Shopping Section: Crystal and Washington streets, 3 blocks.

Trading Area: 40 miles north, 30 miles west, 10 miles east, 15 miles south.

Wholesale Houses: Groceries, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 8; grocers, 18; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 5.

**EASTON, PA.**

1920 Population, 59,430 (inc. Phillipsburg, N. J.)

City and Suburban Estimate, 175,000.

Native Whites, 87.2%; Negroes, .9%; Foreign Born, 11.9%; Industrial Workers, 75%; English Reading, 98.5%; Families, 13,775.

Schools: Public Grade, 22; High, 2; Parochial, 3; Number of Pupils, 10,375.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 10; Roman Catholic, 7; Miscellaneous, 23.

Banks: National, 5; State, 4; Total Resources, \$37,061,705; Savings Bank Deposits Total, \$29,942,984.

Theatres: Legitimate, 4; Moving Pictures, 9; Vaudeville, 2.

Location: At the forks of the Delaware, in the center of a business community of over 95,000; 100 minutes from New York and 120 from Philadelphia; 8 railroads, 8 interurban roads, serving 250,000 population. Lies in the midst of great cement, slate, steel and iron industries of eastern Pennsylvania and western New Jersey.

Principal Industries: Iron and steel, cement, railroad shops, silks and paint.

Manufacturing Establishments, 47. Leading firms, Ingersoll-Rand Co., Wm. Wharton, Jr., Co., C. K. Williams & Co., Pennsylvania Pump & Compressor Co., Treadwell Engineering Co., Victor-Balta & Textile Belting, Dixie Drink-Ing Co., Alpha Portland Cement Co.

Residential Features: Mostly two and a half story houses; many apartments in center of city. Best residential section in northeast part of city (College Hill) and in the western part (Wilson Borough).

Retail Shopping Section: From Center Sq. on E. Northampton St. to Delaware Bridge and on W. Northampton St. to 6th St. and from the Square south to L. V. Station on S. 3rd St. and to foot of Chestnut Ave. on N. 3rd St.

Trading Area: 21 miles N. to Stroudsburg, 16 to Hackettstown and White House Station, 8 to Milford N. J. and W. to Bethlehem, Pa. Business secured from greater distances because of fine railway, trolley and bus service, permanent highways recently built, tapping every section.

Wholesale Houses: Groceries, 3; Meats, 1; Hardware, 12; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 4; automobile accessories, 21; automobile tire agencies, 9; bakers, 30; cigar stores and stands (including hotels), 58; confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 122; druggists, 22; dry goods, 24; department stores, 7; electrical supplies, 22; florists, 7; fruits, 15; furniture, 29; furriers, 9; garages (public), 48; grocers, 150; Hardware, 14; jewelry, 23; meat markets, 15; men's furnishings, 6; men's clothing, 8; merchant tailors, 49; milliners, 37; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 9; radio supplies, 6; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 9; women's apparel, 12.

See announcement on this page

**ELLWOOD CITY, PA.**

1920 Population, 8,049.

City and Suburban Estimate, 16,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 6,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Number of Pupils, about 3,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, \$4,682,506.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 10,000.

Location: On main line Baltimore & Ohio Railroad; Pittsburg & Lake Erie (New York Central) railway, midway between Pittsburgh and Youngstown. Direct connection, passenger and freight, with Pennsylvania lines and Buffalo, Rochester, Erie, Cleveland, Pittsburgh and other points. Interurbans to all points.

Principal Industries: Iron, steel, stone, coal, etc.

Manufacturing Establishments: Leading firms, National Tube Co.; Steel Car Forge Co.; Standard Engineering Co.; Matthews Gravity

Conveyor Co.; Stevens Metal Products Co.; American Steel Co.; Ellwood City Forge Co.; Ellwood Stone Co.; Ellwood Brass & Bronze Co.; Ellwood Foundry & Machine Co.; Specialty Foundry Co.; Beaver Enamelling Co., etc.

Special Information: Splendid transportation facilities with varied manufacturing enterprises. Cheap fuel, power and living expenses, good schools and churches.

Residential Features: Mostly one and two family homes. Private homes predominate. One of the finest private residential sections; over six miles of paved streets; the best water supply in the state, always adequate, and typhoid fever unknown from local infection.

Retail Shopping Section: Extends five blocks on Lawrence avenue; two on Sixth; four on Fifth; two on Seventh; three on North, and stores in other sections. Nearly all lines of business represented and the stores would be a credit to any city of 25,000 to 50,000.

Trading Area: A radius of ten to twenty miles in each direction. There is excellent trolley and bus service north, south, east and west.

Wholesale Houses: Groceries, 2; Fruits, 2; Hardware, 1; Miscellaneous lines, Flour and Feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 14; automobile tire agencies, 17; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 4; garages (public), 14; grocers, 25; hardware, 5; jewelry, 3; meat markets, 24; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 7; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 8.

**ERIE, PA.**

1920 Population, 102,092.

City and Suburban Estimate, 119,552.

Schools: Public Grade, 26; High, 3; Junior High, 2; Parochial, 12; Number of Pupils, 16,000.

Churches: Baptist, 8; Christian Science, 3; Episcopal, 5; Hebrew, 4; Methodist, 10; Presbyterian, 10; Roman Catholic, 22; Miscellaneous, 34.

Banks: National, 3; State, 9; Total Resources, \$6,781,000.

Theatres: Legitimate, 2; Moving Pictures, 20; Vaudeville, 1; Burlesque, 1; Miscellaneous

(Auditoriums, etc.), 4. Total number of seats, 20,000.

Location: On south shore of Lake Erie on Presque Isle Bay, N. Y. C., N. Y. C. & St. L., P. & L. E., E. & P. Steamers to lake ports, and excellent trolley service to surrounding cities.

Principal Industries: Paper, boilers, engines, wringers, locomotives, machine and hand tools, stoves, steam shovels, household utensils of all descriptions.

Manufacturing Establishments, 537. Leading firms, General Electric Co., Hammermill Paper Co., Jarecki Mfg. Co., Erie City Iron Works, Skinner Engine Works, Union Iron Works, Nagle Engine Works, Pennsylvania Boiler Works, H. F. Watson Paper Co., Grlawold Mfg. Co., Erie Forge & Steel Co., Erie Malleable Iron Works. Total value of yearly output of factories estimated at \$167,446,400.

Special Information: Erie ranks third in U. S. for variety of manufacturers; second to none in manufacture of boilers, wringers, tanks, engines, etc. Pennsylvania's only lake port, second to none of great lakes. Only 12 hours distant from largest cities in U. S. One of the best public school systems, with buildings to compare with those in any city.

Residential Features: Mainly one and two-family houses, 45.2% own-d. To the west and south of the city wonderful home sections are building up rapidly. Rents proportionate to values and real estate close to normal.

Retail Shopping Section: From Public Dock, foot of State St., south to 26th St., Peach St. from 5th to 26th St., Parade St. from 3rd to 18th St. Four outlying sections, Streets from 6th to 18th, one block east and one block west of State St. also taken up by business.

Trading Area: 20 miles east, west and south. Irregular business secured by trolley service from greater distances.

Wholesale Houses: Groceries, 10; Meats, 6; fruits, 4; hardware, 2; Miscellaneous, Confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 57; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 23; bakers, 48; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 92; druggists, 40; dry goods, 34; department stores, 7; electrical supplies, 8; florists, 14; fruits, 18; furniture, 142; men's furnishings, 14; men's clothing, 54; merchant tailors, 78; milliners, 32; opticians, 14; photographers, 16; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 147; shoes, 49; sporting goods, 6; stationers, 3; women's apparel, 54.

**QUALITY COUNTS  
Most When the Advertiser Seeks Patronage**

The EASTON FREE PRESS prides itself on the quality of its circulation, for it has for many years had THE CREAM of the population in its territory as its readers, a fact local merchants freely admit.

In fairness, the FREE PRESS does not claim the larger circulation of the two Easton newspapers but it does claim, and it has the proofs, that its drawing power as an advertising medium is of the very best.

That is why it carries so much local advertising.

**PENNSYLVANIA (Con't)**

**FARRELL, PA.**

1920 Population, 14,000.  
City and Suburban Estimate, Wheatland, adjoining, has about 2,000.  
Native Whites, 40%; Negroes, 10%; Foreign Born, 50%; Industrial Workers, 80%; English Reading, 70%; Families, 3,400.  
Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils (approx.) 1,000.  
Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, 2.  
Banks: State, 2; Savings Bank Deposits Total, \$1,500,000 approximate.  
Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 6.  
Location: On Penna. and Erie Railroads.  
Principal Industries: Steel manufacturing. Carnegie, American Steel & Wire, American Sheet & Tin Plate (two plants). Great need for more diversified industries. Building sites for small (150 man) plants to be had very reasonably.

**Manufacturing Establishments, 2.** American Steel & Wire Co., Sharon Steel Hoop Co. Small plants manufacture ice and soft drinks.  
**Special Information:** Our town will not be 25 years old until next fall, so we have but few features to recommend it. We do have one of the best school systems in the state, with expectation of adding 15 or 20 rooms within the next two years. We will have about 14 miles of paved streets when this year's work is completed.

**Residential Features:** Five and six-room houses predominate. All mill owned houses are of one-family type, except eight. These house two families. In the restricted section houses range up to \$25,000. Lack of proper zoning in the old part of town allowed houses too close, but most of these will be removed within a few years owing to poor construction, as is common in towns that are built in a day.

**Retail Shopping Section:** Extends one mile north and south on Broadway, one-half mile east and west on Haywood and Idaho streets, both intersecting Broadway. No stores. No garages or confectionery stores allowed in restricted area.

**Trading Area:** Extends 10 miles east, west and south. Small adjoining towns easily accessible by trolley and excellent cement roads all seasons of the year.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 8; druggists, 5; department stores, 6; electrical supplies, 3; florists, 1; furniture, 4; garages (public), 7; hardware, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 10; shoes, 20; sporting goods, 6; stationers, 1.

**FRANKLIN, PA.**

1920 Population, 9,970.  
City and Suburban Estimate, 50,000.  
Native Whites, 91%; Negroes, 3%; Foreign Born, 6%; Industrial Workers, 30%; English Reading, 97%; Families, 2,570.  
Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,146.  
Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 1; State, 2; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$6,077,484.  
Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,041.  
Location: On the Allegheny River, at the junction of French Creek, served by the New York Central, Pennsylvania, Lake Erie, Franklin and Clarion, and the Erie Railroads, also connected by trolley and has excellent bus service in all directions.  
Principal Industries: Railroad supplies, engines, mine car loaders, wagons, air compressors and oil refineries.  
Manufacturing Establishments: 30. Leading firms, Joy Machine Co., Franklin Steel Co., Chicago Pneumatic Tool Co., Atlantic Refining Co., Venango Mfg. Co., Franklin Valveless Engine Co., General Manifold & Printing Co.  
Total value of yearly output of factories estimated at \$25,000,000.  
Special Information: The city is particularly noted for its oil industry. The Atlantic Refining Co. is one of the largest oil refineries in the world. Because of its refineries Franklin is said to have a larger value of manufactured exports per capita than any city of its size in the United States. It is the hub of an improved highway system making it easily accessible from any point.  
Residential Features: Private homes predominate. A limited number of two family houses and only a few apartment houses. Miller Park, an exclusive residential section, is not equaled in the state.  
Retail Shopping Section: Extends from Franklin Ave. to Buffalo St. on Thirteenth. The main business section is on Liberty St. from Thirteenth to Eleventh, Eighteenth St. parallel to Liberty from Liberty to Buffalo. Business section covers about eight blocks.

Trading Area: Extends about 8 miles east, 20 miles north, 30 miles west and 25 miles south.  
Wholesale Houses: Fruits, 2; Dry Goods, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits, 13; furniture, 4; garages (public), 10; grocers, 24; hardware, 2; jewelry, 4; meat markets, 9; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 11; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 4.

**GETTYSBURG, PA.**

1920 Population, 4,670.  
City and Suburban Estimate, 5,000.  
Native Whites, 95%; Negroes, 5%; Industrial Workers, 23%; English Reading, 100%; Families, 1,000.  
Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,000.  
Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; Lutheran, 1; Brethren.  
Banks: National, 2; State, 2; Total Resources, \$6,100,000; Savings Bank Deposits Total, \$2,250,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,100 (approximately).  
Location: In Adams County, southern extremity of central Pennsylvania. Served by the Gettysburg & Harrisburg Railroad Co., connecting with P. & R. System at Harrisburg; Western Maryland Railroad, connecting Baltimore, Washington, York (Pa.), Hanover (Pa.), Hagerstown (Md.) and points west. Excellent bus service to and from Baltimore, Emmetsburg (Md.), York, Hanover, Harrisburg and Chambersburg.  
Principal Industries: Furniture, silk, shirts, tile, brick, fertilizer and scattered throughout the county are numerous fruit and vegetable canning factories.  
Manufacturing Establishments, 10. Leading firms, Gettysburg Furniture Co., Reaser Furniture Co., J. H. & C. K. Eagle, Inc.  
Total value of yearly output of factories estimated at \$4,500,000.  
Special Information: City enjoys excellent climate the year round, due to good elevation and protection of mountains to the west. Situated at the intersection of highways connecting Canada and the Gulf of Mexico and the Atlantic and Pacific oceans and is a hub of the Primary Good Roads System of Pennsylvania, all of which are hard, all-weather roads. Gettysburg is a mecca for tourists from all parts of the United States and Canada.

**Residential Features:** Mostly one and two-family houses. A few apartment buildings. Private homes predominate. New sections on the edge of town are being developed as residential sections. Homes in these sections average in value, approximately, \$9,000.

**Retail Shopping Section:** Extends from Public Square (which forms the heart of the business section and is the terminus for bus lines) one square north and west and two squares east and south. There are the usual "neighborhood" grocery and confectionery stores scattered throughout town, but they are few.

**Trading Area:** 15 miles west and south, 20 miles north and east.

**Wholesale Houses:** Groceries, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 1, and all garages; automobile tire agencies, 3, and all garages; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; druggists, 5; dry goods, 2; department stores, 1; electrical supplies, 4; fruits, 2; furniture, 2; garages (public), 6; grocers, 7; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 4.

**GREENSBURG, PA.**

1920 Population, 21,000.  
City and Suburban Estimate, 243,402.  
Native Whites, 85.7%; Negroes, 1.5%; Foreign Born, 12.1%; English Reading, 82%; Families, 3,444. Westmoreland Co., 58,610.  
Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 10,000.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.  
Banks: National, 2; State, 4; Total Resources, \$21,471,908; Savings Bank Deposits Total, \$15,933,629.  
Theatres: Moving Pictures, 3; Vaudeville, 1.  
Location: P. R. R., 36 trains west and 83 east daily. Excellent bus service on schedule connecting Greensburg with Delmont and New Kensington on the north, a score of mining towns on the east, West Newton and Monessen thriving steel towns on Monongahela River boundary.  
Principal Industries: Brass and pipe fittings, coal, china, aluminum, lumber, steel, etc.  
Manufacturing Establishments, 657. Leading firms, Keystone Coal & Coke Co., Kelly & Jones,

Irwin Gas Coal Co., Pittsburgh American China Co., Hempfield Foundry, Memphis Steel Co., Reliway and Industrial Engineering Co., Penn Aluminum Co.

Total value of yearly output of factories estimated at \$47,342,000.

**Special Information:** Center of soft coal industry of Western Pennsylvania. County seat. On Lincoln Highway. Headquarters of Troop A State Police. Has 400 hotel rooms. Commercial advantages with natural gas and an abundance of coal. Town connected by West Penn Trolley system with rich communities of Brush Creek Valley on the west.

**Residential Features:** Mainly 1 and 2 family houses predominate. Beautiful residence section. Real estate value of \$160,352,690, and taxable real estate valued at \$147,331,841.

**Retail Shopping Section:** Main St., Pennsylvania Ave., Maple Ave. Terminal for suburban trolleys and buses. Pennsylvania Ave. and Main St. are business sections for about 6 blocks, while Maple Ave. has several business houses and others are in process of building. Numerous neighborhood sections.

**Trading Area:** Radius of 20 miles.  
Wholesale Houses: Groceries, 53; Meats, 18; Fruits, 20; Hardware, 6; Dry Goods, 10; Miscellaneous Lines, Shoes, 15.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 15; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 17; delicatessen, 5; dressmakers, 25; druggists, 13; dry goods, 10; department stores, 3; electrical supplies, 5; florists, 4; fruits, 20; furniture, 5; furriers, 1; garages (public), 17; grocers, 53; hardware, 6; jewelry, 8; meat markets, 18; men's furnishings, 17; men's clothing, 17; merchant tailors, 12; milliners, 9; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 10; radio supplies, 5; restaurants (including hotels), 12; shoes, 15; sporting goods, 1; stationers, 2; women's apparel, 11.

**GREENVILLE, PA.**

1920 Population, 8,101.  
City and Suburban Estimate, 10,500.  
Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 95%; Families, 2,500.  
Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,850.  
Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.  
Banks: National, 2; State, 1; Total Resources, \$8,090,000; Savings Bank Deposits Total, \$1,200,000.  
Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.  
Location: Erie, B. & L. E. E. & P. branch of P. R. R. Close rail connections with N. P., N. Y. C. and B. & O. and connections with Lake Erie steamships. Buses to nearby towns. Six permanent highways leading from town.  
Principal Industries: Car repairing, tank works, forge works, dairying and farming.  
Manufacturing Establishments, 4. Leading firms, B. & L. E. R. R. headquarters and shops, Greenville Steel Car Co., Hodge Mfg. Co., Chicago Bridge & Iron Works. Total value of yearly output of factories estimated at \$25,000,000.

**Special Information:** Railroad town primarily because of B. & L. E. shops and Greenville Steel Car Co., which rebuilds steel cars. Also big ore carrying center. In normal times these two industries employ 2,000 or more. In busy season more than 3,000, almost all American. Chicago Bridge & Iron Works employ normally about 350. Local dairy company building \$80,000 plant. Trading center for northern Mercer Co. with population of 35,000.

**Residential Features:** Mainly one-family houses, private homes predominating, 80% owned. Best residential section in eastern part of town. Average value \$6,000. Practically no part of town more than 15 minutes' walk from retail section. One small jitney line in town, no trolleys.

**Retail Shopping Section:** Main St. about one-third of a mile and Clinton St. paralleling cross streets, connecting the two and used for business are Water, Race, Canal, Wall and Mercer. No outlying sections, except few scattered groceries.

**Trading Area:** 7 to 8 miles. Some business from 12 to 15 miles, because of good roads.

**Wholesale Houses:** Groceries, 1; Hardware, 1; Miscellaneous Lines, Neighbor Candy Co.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 22; commercial auto. agencies, 2; automobile accessories, 28; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 44; dressmakers, 8; druggists, 5; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 1; fruits, 28; furniture, 2; garages (public), 9; grocers, 34; hardware, 5; jewelry, 4; meat markets, 11; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

**HANOVER, PA.**

1920 Population, 8,664.  
City and Suburban Estimate, 15,000.  
Native Whites, 100%; Industrial Workers, 30%; English Reading, 100%; Families, 3,000.  
Schools: Public Grade, 1,160; High, 415; Parochial, 250.

Churches: Episcopal, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 3; Reformed, 3; Miscellaneous, 5.

Banks: National, 1; State, 4; Total Resources, \$13,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Southern Pennsylvania west of Susquehanna River. Served by Pennsylvania & Western Maryland Railroads. Excellent bus and electric service to central and western parts of state.

**Principal Industries:** Boots and shoes, wrinkle cloth, furniture, auto bodies and wagons, leather insoles and heels and box toes, silk ribbon, wall paper, cordage and twine, cigars, gloves, cigar boxes, abirds and pajamas, bakeries, flour mills, auto valves, water wheels, pattern makers, penholder, magazine and job printing, canning factories, extra plant.

**Manufacturing Establishments, 150.** Hanover Shoe Co., Long Furniture Co., Hopkins Mfg. Co., Hanover Cordage Works, Century Ribbon Mills, Hanover Wirecloth, Bobrow Cigar Factory, E. E. Haffelinger & Co., W. F. Kintzling Co. Total value of yearly output of factories estimated at \$18,500,000.

**Special Information:** Hanover lies close to Mason and Dixon Line and adjoins Adams Co. Half hour ride from famous Gettysburg national battlefield and cemetery. About 50% of wirecloth manufactured in United States is produced in Hanover. Hanover is surrounded by one of the richest agricultural districts in the United States.

**Residential Features:** Mostly one and two-family houses, limited section devoted to workmen's tenements, private homes predominate. Four private dwellings aggregate a total approximately \$200,000.

**Retail Shopping Section:** Extends from public square which forms heart of business section and terminal for suburban trolley and bus lines. Three blocks on Carlisle St., two on Broadway, 5 on Baltimore St. There are six outlying business sections of several blocks each and several smaller neighborhood sections with the usual grocery and confections.

**Trading Area:** Extends about 20 miles west, north, east and south. Intermittent business is secured from people living at a greater distance because of the fine bus and trolley service and individual use of motor cars.

**Wholesale Houses:** Groceries, 2; Meats, 10; Fruits, 5; Hardware, 4; Dry Goods, 7; Miscellaneous Lines, Shoes, 7; Confectioneries, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 19; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 3; dressmakers, 10; druggists, 4; dry goods, 9; department stores, 2; electrical supplies, 12; florists, 1; fruits, 4; furniture, 3; garages (public), 17; grocers, 49; hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 8; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 10; shoes, 11; sporting goods, 5; stationers, 2; women's apparel, 10.

**HARRISBURG, PA.**

1920 Population, 75,917.  
City and Suburban Estimate, 200,000.  
Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 24%; English Reading, 97%; Families, 15,184.  
Schools: Public Grade, 28; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 11,761.  
Churches: Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 11; Presbyterian, 10; Roman Catholic, 5; Miscellaneous, 48.  
Banks: National, 2; State, 14; Total Resources, \$51,900,000; Savings Bank Deposits Total, \$15,125,000.  
Theatres: Legitimate, 1; Moving Pictures, 13; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 7,500.  
Location: Main line of P. R. R. at intersection of north, south, east and west divisions, and is terminus of Reading system. From transportation viewpoint, it is the key to the Atlantic seaboard. Three great national highways pass through the city. Excellent bus and street car service maintained in all directions.

**Principal Industries:** Pennsylvania and Reading shops and yards. Iron and steel, food products, textiles, leather and rubber goods.

**Manufacturing Establishments, 477.** Leading firms, Bethlehem Candy Co., Central Iron & Steel Co., Elliott-Fisher, Harrisburg Pipe Bending Co. Total value of yearly output of factories estimated at \$154,412,932.

**Special Information:** Few cities have so favorable geographical position. The great markets of the east are from two to four hours away. Harrisburg has 22,000 telephone connections, 17,000 autos and trucks.

**Residential Features:** Mostly 1 and 2-family houses, private homes predominating, 35% owned. Practically no tenements. One of the finest residential sections in Pennsylvania, located on the Susquehanna River front.

**Retail Shopping Section:** Extends from Market Square (which forms a terminal for suburban and bus lines) for 12 blocks east on Market

## PENNSYLVANIA (Con't)

### Harrisburg (con't)

St. Chestnut, Walnut and Mulberry Sts., parallel Market St. and are business streets for 5 to 8 blocks each. Six outlying retail business sections and several smaller neighborhood sections.

**Trading Area:** 25 miles north, east, south and west. Considerable volume of business is secured from people living within a 100-mile radius because of the relatively large number of railway employees who travel on passes and because of Harrisburg being the State Capital.

**Wholesale Houses:** Groceries, 5; Meats, 3; Fruits, 4; Hardware, 5; Dry Goods, 3; Miscellaneous Lines, 11.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 38; commercial auto. agencies, 7; automobile accessories, 63; automobile tire agencies, 51; bakeries, 34; cigar stores and stands (including hotels), 101; confectioners (including hotel stands), 109; delicatessens, 35; dressmakers, 71; druggists, 47; dry goods, 21; department stores, 10; electrical supplies, 20; florists, 15; fruits, 16; furniture, 15; furriers, 4; garages (public), 45; grocers, 351; hardware, 19; jewelry, 21; meat markets, 40; men's furnishings, 20; men's clothing, 43; merchant tailors, 62; milliners, 38; opticians, 18; photographers, 14; pianos (and miscellaneous musical instruments), 12; radio supplies, 15; restaurants (including hotels), 125; shoes, 43; sporting goods, 8; stationers, 51; women's apparel, 18.

See announcement on this page

### HAZLETON, PA.

1920 Population, 32,452 (U. S. Census 1924, 35,440).

**City and Suburban Estimate,** 91,408.

**Native Whites,** 81.2%; **Negroes,** 0.1%; **Foreign Born,** 18.7%; **Industrial Workers,** 38%; **English Reading,** 80%; **Families,** 18,000.

**Schools:** Public Grade, 86; High, 8; Junior High, 3; Parochial, 17; Number of Pupils, 21,524.

**Churches:** Baptist, 3; Congregational, 3; Episcopal, 5; Hebrew, 3; Methodist, 11; Presbyterian, 6; Roman Catholic, 29; Miscellaneous, 8; Lutheran, 9; Reformed, 9.

**Banks:** National, 6; State, 6; No savings banks in district; Total Resources, \$41,259,651.16.

**Theatres:** Moving Pictures, 13; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 11,984.

**Location:** Southern portion of Luzerne county, on borders of Schuylkill and Carbon counties in heart of anthracite region. On Lehigh Valley, Pennsylvania, and Wilkes-Barre & Hazleton

Railways. Reading, and Jersey Central Railroads tap sections north and south within five miles of city. Bus and trolley service to suburbs. On main state roads, east and west, and north and south. State highway system sending traffic through Hazleton in all four directions.

**Principal Industries:** Anthracite coal (weekly tonnage 200,000 to 250,000). Shirts, silk, knitted goods, steel, iron products for mines and mills, manufacture of electric power for 125 towns and 2,000,000 people in northeastern part of Penna.

**Manufacturing Establishments:** 93; Leading firms, Lehigh Valley Coal Co., Duplan Silk Corp., Jacob Gerhardt & Co., Pennsylvania Power & Light Co., Century Knitting Mills, Hazleton Iron Works, Anthracite Separator Mfg. Co., Lehigh & Wilkes-Barre Coal Co., Hazle Brook Coal Co., Shirts-Craft Co., J. H. Janowitch & Janov, Inc., Louis Roessel Silk Co., Jeddo Highland Coal Co., Cranberry Creek Coal Co., Leichtman Ice Cream Co., Hazleton Baking Co., Ashmore Engine Shops of L. V. R. R., Hazleton Mfg. Co. (caskets), Barret-Haentjens Pump Co.

**Special Information:** Large silk mill. Anthracite producing center. High wage-scales guaranteed miners. Located on main lines of tourist traffic in all directions. Banking center for over 20 anthracite communities. Headquarters for oil, gasoline, mine machinery and supplies. Distributors for southern coal fields. Center for deliveries to many towns for wholesale grocers and bakers. Altitude 1,810 feet. Electric power-producing district.

**Residential Features:** Mostly private homes, a majority being double dwellings. Northern section of city is an exceptionally fine residential section. Within a radius of ten miles there are about forty mining towns and villages where many families own their own homes and others have comfortable dwellings erected by the coal companies. People who maintain homes of their own predominate in the entire trading area.

**Retail Shopping Section:** In Hazleton City 9 blocks on Broad Street from Hazle to James; 24 blocks on Wyoming Street from Noble to Diamond Ave.; 10 blocks on East Diamond Ave. to Pardee Street; 22 blocks on Alter Street from Diamond Ave. to 22nd Street. All the outlying towns have an average of small retail shops.

**Trading Area:** A radius of ten miles embraces the shopping area, with towns scattered in all four directions.

**Wholesale Houses:** Groceries, 8; Meats, 7; Fruits, 3; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Macaroni, 2; Confectioner, 8; Shoes, 1; Ice Cream, 4; Notions, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 38; commercial auto. agencies, 17; automobile accessories, 38; automobile tire agencies, 49; bakers, 22; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 87; delicatessens, 8; dressmakers, 31; druggists, 25; dry goods, 54; department stores, 18; electrical supplies, 29; florists, 4; fruits,

275; furniture, 32; furriers, 10; garages (public), 107; grocers, 434; hardware, 36; jewelry, 45; meat markets, 83; men's furnishings, 64; men's clothing, 53; merchant tailors, 40; milliners, 33; opticians, 46; photographers, 17; pianos (and miscellaneous musical instruments), 28; radio supplies, 11; restaurants (including hotels), 49; shoes, 128; sporting goods, 26; stationers, 20; women's apparel, 93.

See announcement on page 197

### HOMESTEAD, PA.

1920 Population, 20,861.

**City and Suburban Estimate,** 40,038.

**Schools:** Public Grade, 21; High, 2; Junior High, 3; Parochial, 8; Number of Pupils, 10,965.

**Churches:** Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 4.

**Banks:** National, 2; State, 1; Total Resources, \$13,452,000; Savings Bank Deposits Total, \$8,319,000.

**Theatres:** Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3.

**Location:** South side of Monongahela River, served by Penna., N. Y. C., with connection east over Western Maryland, B. & O., B. & L. E., connection with Washash.

**Principal Industries:** Iron and steel, engines and mill machinery, car wheels, brick, common and fire, valves, planing mill work.

**Manufacturing Establishments,** 28. Carnegie Steel Co., Mesta Machine Co., Keystone Car Wheel Co., Harrison-Walker Brick, Homestead Valve, Kerr & Ingram Lumber, Federal Corp. Annual output estimated \$245,000,000.

**Residential Features:** Moderate priced homes predominate. Some apartment houses. Outlying districts building up rapidly by home owners. Housing accommodations are always at a premium.

**Retail Shopping Section:** Seven blocks on Eighth Ave., also Amity, Ann and Dickson. Small centers in outlying districts 5 to 10 minutes by street car from main center.

**Trading Area:** About 4 miles radius, mostly built up.

**Wholesale Houses:** Meats, 1; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; automobile accessories, 23; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 28; druggists, 17; dry goods, 11; department stores, 3; electrical supplies, 4; florists, 4; fruits, 12; furniture, 10; garages (public), 8; grocers, 115; hardware, 8; jewelry, 7; meat markets, 38; men's furnishings, 24; men's clothing, 24; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 7; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 7.

### HUNTINGDON, PA.

1920 Population, 8,000.

**City and Suburban Estimate,** 1,000.

**Native Whites,** 95%; **Negroes,** 1%; **Foreign Born,** 4%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 2,000.

**Schools:** Public Grade, 3; High, 1; Number of Pupils, 1,700.

**Churches:** Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 1; Total Resources, \$5,000,000; 1 trust company.

**Theatres:** Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

**Location:** P. R. R. and H. & B. T. M. R. R.

**Principal Industries:** Silk mill, radiator works, planing mill, 2 machine shops.

**Manufacturing Establishments,** 10. Leading firms, Huntingdon Specialty Co., Pierce, Butler & Pierce Radiator Works. Total value of yearly output of factories estimated at \$10,000,000.

**Special Information:** Huntingdon Reformatory (Penna. Industrial Prison) located here, where over \$200,000 spent annually in community. Juniata College located here, 400 students.

**Residential Features:** Mostly single and double houses, about 50 apartments.

**Retail Shopping Section:** Not confined to any particular locality.

**Trading Area:** About 20 miles, with a population of 30,000.

**Wholesale Houses:** Groceries, 3; Hardware, 1; Miscellaneous Lines, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 12; florists, 1; fruits, 5; furniture, 3; garages (public), 5; grocers, 19; hardware, 3; jewelry, 4; meat markets, 9; men's furnishings, 15; men's clothing, 12; merchant tailors, 3; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 8.

### JEANNETTE, PA.

1920 Population, 10,500.

**City and Suburban Estimate,** 15,000.

**Native Whites,** 80%; **Negroes,** 5%; **Foreign Born,** 15%; **Industrial Workers,** 80%; **English Reading,** 90%; **Families,** 5,000.

**Schools:** Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,800.

# THE HARRISBURG TELEGRAPH

## Central Pennsylvania's Greatest Daily

Will carry your message into every worthwhile home in the rich, prosperous, responsive Harrisburg and Central Pennsylvania field.

The Telegraph is the only Republican newspaper in a district that is overwhelmingly Republican, a fact that constitutes one of the major reasons why the Telegraph is recognized by national advertisers as one of the best pulling mediums in Pennsylvania and, indeed, as one having no superior in the American field.

Accurate and complete trade surveys, and merchandising and living statistics are yours for the asking.

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### National Advertising Representatives

Pershing Square Bldg.  
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**PENNSYLVANIA (Con't)**

**Churches:** Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, Reformed, United Brethren, Lutheran, 2, etc.

**Banks:** National, 2; State, 2; Total Resources, \$7,500,000; Savings Bank Deposits Total, \$4,000,000.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

**Location:** Main line P. R. R.; West Penn Rys., interurban connection with Pittsburgh and coke regions.

**Principal Industries:** Glass and rubber.

**Manufacturing Establishments, 12.** Leading firms, Pennsylvania Rubber Co., American Window Glass Co., McKee Glass Co., Elliott Co., Westmoreland Specialty Co., West Bros. Glass Co., Pittsburgh Lamp Brass and Glass Co., Northwestern Expanded Metal Co.; Jeannette Shade and Novelty Co.

**Special Information:** An industrial city in natural gas region with rich feeding fields of bituminous coal within a mile or two. Town of diversified industries and before Federal Reserve Bank Act, seldom felt results of panics.

**Residential Features:** Industrial town and population rather congested.

**Retail Shopping Section:** Clay Ave. 4 blocks, cross streets 4 blocks.

**Trading Area:** 20 miles either direction. Shares section on east with Greensburg, the county seat.

**Wholesale Houses:** Groceries, 1; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 6; furriers, 2; garages (public), 10; grocers, 30; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; women's apparel, 8.

**JOHNSTOWN, PA.**

1920 Population, 67,327; 1924, 73,643.

**City and Suburban Estimate,** 85,000; 1924 estimate, 110,000.

**Native Whites, 71%; Negroes, 15%; Foreign Bora, 14%; Families, 13,858 (12,444 dwellings).**

**Schools:** Public Grade, 30; High, 1; Junior

High, 2; Parochial, 13; Number of Pupils, 16,081.

**Churches:** Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 7; Roman Catholic, 21; Miscellaneous, 51.

**Banks:** National, 5; State, 10; Total Resources, \$50,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 11; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 11,250.

**Location:** At the confluence of the Stony Creek and Conemaugh Rivers, Cambria Co., P. R. R. main line and branch of B. & O. Bus service to large trade area of Somerset Co.

**Principal Industries:** Iron and steel, brick and other clay products, machinery, railroad cars, frogs, switches, radiators and furnaces. Railroad tonnage in Pennsylvania exceeded only by Pittsburgh and Philadelphia. About 20,000 employes in two steel plants. Ranks fourth in Pennsylvania in value of manufactured products. Wholesale and retail market for over 250,000.

**Manufacturing Establishments, 34.** Leading firms, Cambria Steel (Bethlehem Steel), Lorain Steel Co. (E. S. subsidiary), Union Radiator Works, National Radiator Works.

**Special Information:** With a radius of 40 miles of Johnstown a production of 53,000,000 tons of bituminous coal is mined annually, which is greater than one-third of the entire production of the state. Assessed valuation of city \$68,012,675. Normal monthly payroll over \$2,500,000.

**Residential Features:** One and two-family houses; limited section devoted to workingmen's homes, originally built as company houses. Private homes greatly predominate; few apartments. Finest residential section located in Westmont and Southmont, situated on hill to west and south of city and adjoining each other. Reached by trolley and incline.

**Retail Shopping Section:** Extends from intersection of Main and Franklin Sts. about 3 blocks on Main and 2 blocks on Franklin. Adjoining and connecting sections; 2 blocks Clinton and Bedford Sts.; 2 blocks Market St., 1 block Washington St. Several outlying neighborhood sections.

**Trading Area:** Extends about 30 miles north and south and about 15 miles east and west. Bus line taps southern territory and car line to northern section. Carline also runs about 7 miles to south.

**Wholesale Houses:** Groceries, 9; Meats, 7; Fruits, 6; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Drags, 2; Clothing, 3; Confectioneries, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 23; commercial auto. agencies, 5; bakers, 25; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 34; dressmakers, 42; druggists, 38; dry goods, 22; de-

partment stores, 9; electrical supplies, 8; florists, 8; furniture, 11; furriers, 3; garages (public), 40; grocers, 330; hardware, 9; jewelry, 24; meat markets, 65; men's furnishings, 33; men's clothing, 33; milliners, 14; opticians, 10; photographers, 18; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 62; shoes, 23; sporting goods, 4; stationers, 3; women's apparel, 6.

**KITTANNING, PA.**

1920 Population, 7,153.

**City and Suburban Estimate,** 12,000.

**Native Whites, 96%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 15%; English Reading, 95%; Families, 1,400.**

**Schools:** Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,080.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

**Banks:** National, 3; Total Resources, \$11,750,000; Savings Bank Deposits Total, \$10,000,000. Two trust companies.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,552.

**Location:** On east bank of Allegheny River, 45 miles north of Pittsburgh. Served by Penna. and P. S. & N. Rys. Electric car service to Ford City. Gasoline suburban car service on P. S. & N. R. R. Bus service to Rural Valley, 12 miles; 2 lines to the south and 1 line west. Cement highway 45 miles to Pittsburgh, 26 miles additional cement highway on roads leading north, east, south and west.

**Principal Industries:** Face and firebrick, iron and steel, pottery wear, machine shops, bituminous coal mining, limestone mining, farming.

**Manufacturing Establishments, 50.** Kittanning Brick & Fire Clay Co., Kittanning Clay Mfg. Co., Kittanning Iron & Steel Mfg. Co., W. S. George Pottery Co., Pittsburgh & Shawmut Coal Co., Allegheny River Mining Co., Kittanning Limestone Co., Templeton Limestone Co., Hoey & Gallaher Foundry and Machine Co., Loden Tool Co. Annual output, \$6,783,560.

**Special Information:** Kittanning is located on the proposed route of the Lake Erie-Ohio River Canal and offers a bright future for manufacturing concerns through its situation in the soft coal field, natural gas belt and within a short distance of the Clarion River power development.

**Residential Features:** Private residences, double dwellings and small apartments are located uniformly over the entire town area. There are no tenements, the industrial workers being scattered throughout the town, many living outside the borough limits. West Kittanning, with population of 1,000; Applewood, 450, a fine residence suburb; Esat Kittanning, Troy Hill and Grandview house most of the workers of the community.

**Retail Shopping Section:** Market St., Alle-

gheny River to Grant Ave., 3 blocks; Jefferson and McKean Sts. for 2 blocks each. Two neighborhood sections, 1 block at 1,100 Orr Ave., and a half block at 1,400 Orr Ave. The suburbs beyond the borough limits also have neighborhood retail facilities.

**Trading Area:** Extends about 12 miles in the four directions, with additional trade from a greater distance to the north. The topography of Armstrong County is such that Kittanning is the natural center for the greater part of the entire county's trade.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Miscellaneous Lines, Bread, 2; Soft Drinks, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 50; delicatessen, 1; dressmakers, 11; druggists, 6; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; furriers, 3; garages (public), 20; grocers, 40; hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 8.

**LANCASTER, PA.**

1920 Population, 53,150.

**City and Suburban Estimate,** 222,000.

**Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 51%; English Reading, 97%; Families, 13,500.**

**Schools:** Public Grade, 23; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 9,500.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 22; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 21.

**Banks:** National, 4; State, 9; Total Resources, \$37,311,756; Savings Bank Deposits Total, \$18,400,654.

**Theatres:** Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 4,700.

**Location:** Pennsylvania Railroad, Main Line, Philadelphia Division; Philadelphia and Reading Terminal, with exceptional service of freight shipment to and from New York. On the Lincoln Highway with excellent auto truck service.

**Principal Industries:** Linoleum, watches, umbrellas, cotton and woolen goods, cigars, iron and steel products, toys, silk, candy, boilers, flour, feed, locks, chemicals, fertilizer, brick, heating plants, soap, asbestos.

**Manufacturing Establishments:** 310. Armstrong Linoleum Co., Hamilton Watch Co., Formler, Clog & Co., Stehl Silk Mills, John Fallmer Mills, Steel Products Co., Rose Bros.

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**HAZLETON, PA.**

**THE PLAIN SPEAKER (Evening Circulation)..... 9790**  
and  
**THE STANDARD SENTINEL (Morning Circulation)..... 9720**  
(sold only in combination)

**TOTAL CIRCULATION 19,510, covering completely HAZLETON'S CITY population of 35,440 and a surrounding population of 91,468 living within a positive ten mile radius.**

Bank Resources .....	\$41,259,651.16
Per Capita Wealth .....	451.08
Industries .....	93
Anthracite Coal Mines .....	36
Schools .....	86
Pupils .....	21,524
Theatres .....	15
Churches .....	89

**The Heart of the Lehigh Anthracite Coal Field—the Most Prosperous Region in the United States. A Locality Where Everybody Is Steadily Employed Is Always a Good Market.**

**NATIONAL REPRESENTATIVES**

**HAMILTON-DeLISSER, INC.**  
25 West 43rd Street  
New York, N. Y.

**HAMILTON-DeLISSER, INC.,**  
127 N. Dearborn Street  
Chicago, Illinois.

PENNSYLVANIA (Con't)

Lancaster (con't)

Co., American Caramel Co., Bearings Company of America; Champion Blower & Forge, Denner Mfg. Co., Barnham Boiler Corp., Frantz-Slaymaker, Hardware Co., Lancaster Iron Works, Penna. Soap Co., U. S. Asbestos Co. Annual output, \$23,000,000.

Special Information: A manufacturing city in the midst of a leading agricultural county of the United States. A variety of manufactured products makes for continuous prosperity, no one line predominating. 92 per cent of the acreage of the county is composed of farms. Large tobacco center and large stock yard business. Home of Franklin and Marshall College and Reformed Theological Seminary.

Residential Features: Lancaster is a town of one family homes. There are some apartments and some two family homes, but these are few. Retail Shopping Section: Radiates from Central Plaza, the main street east and west, being the route of the Lincoln Highway. King street, 5 blocks; Queen street, 6 blocks; Duke street, 3 blocks; Orange street, 2 blocks; Prince street, 4 blocks; Chestnut street, 2 blocks.

Trading Area: 20 miles west, north and 29 miles east, embracing all of Lancaster Co. and Chester Co. east to Coatesville. Frequent business is secured from a greater distance, being drawn by the exceptionally well stocked and priced retail stores.

Wholesale Houses Groceries, 4; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Shoes, 1; Confectionery, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 23; automobile accessories, 8; automobile tire agencies, 12; bakers, 21; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 57; delicatessen, 156; dressmakers, 72; druggists, 27; dry goods, 10; department stores, 6; electrical supplies, 6; florists, 5; fruits, 13; furniture, 11; furriers, 6; garages (public), 48; grocers, 186; hardware, 8; jewelry, 9; meat markets, 47; men's furnishings, 12; men's clothing, 7; merchant tailors, 7; milliners, 20; opticians, 11; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 14; shoes, 15; sporting goods, 4; stationers, 6; women's apparel, 14.

LANSFORD, PA.

1920 Population, 9,625. City and Suburban Estimate, 30,720.

Native Whites, 80.7%; Foreign Born, 19.3%; Industrial Workers, 82%; English Reading, 65%; Families, 2,105.

Schools: Public Grade, 3; High, 1; Parochial, 4; Number of Pupils, 4,050.

Churches: Baptist, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Lutheran, 2; Reformed, 1; Evangelical, 1.

Banks: National, 2; State, 1; Total Resources, approximately, \$3,000,000; Savings Bank Deposits Total, \$3,575,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, Auditorium, 1,730; Legitimate, 2,390.

Location: Located in the center of the Panther Creek Valley, on the Central Railroad of New Jersey and the Lehigh & New England Railroad, as well as the Eastern Penna. Railways Co., with trolley service half hourly to Tamaqua, and the Reading Railway, and Match Chunk and the Lehigh Valley Railway. Bus line to Hazleton.

Principal Industries: Mining anthracite coal. Mines of the Lehigh Coal & Navigation Co. located here, monthly payroll exceeds one million dollars; silk mill, pajama factory, Kiddie Klose Factory, Standard Medical St., Lansford Drug Co.

Manufacturing Establishments, 6. Leading firms: Frackville Mfg. Co. (pajamas); Rosensau Bros. (children's clothing); Century Throwing Co. (silk throwsters). Total value of yearly output of factories estimated at \$425,000.

Special Information, 425,000. The location of Lansford makes it the outlet of the anthracite coal output of the Lehigh Coal and Navigation Co., who owns the richest anthracite deposits in existence. Annual output between 5 and 6 million tons.

Residential Features: Mostly double houses, many some very attractive streets. Many streets are paved with brick.

Retail Shopping Section: Ridge St., 2 blocks; East Bertsch St., 2 blocks; East Patterson St., 1 block. Trolley line and bus service. Also good taxi-cab service.

Trading Area: Five miles, east, west, north and northeast.

Wholesale Houses: Meats, 1; Fruits, 1; Miscellaneous Lines, 2 tobacco and confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 5; fruits, 4; furniture, 7; garages (public), 6; grocers, 84; hardware, 4; jewelry, 4; meat markets, 8; men's furnishings, 12; men's clothing, 16; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 6.

LATROBE, PA.

1920 Population, 9,484. City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 94%; Families, 2,048.

Schools: 7; Number of Pupils, 3,000.

Churches: 12.

Banks: 4; Total Resources, \$5,800,000.

Theatres: 3; Total number of seats, 2,000.

Residential Features: Mostly one family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; furriers, 3; garages (public), 14; grocers, 60; hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 9.

LEBANON, PA.

1920 Population, 24,643. City and Suburban Estimate, 40,000.

Native Whites, 93%; Negroes, 1/2%; Foreign Born, 6 1/2%; Industrial Workers, 6,248 male, 3,925 female; English Reading, 7%; Families, 5,980.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 4,318.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 24.

Banks: National, 3; State, 1; Total Resources, \$12,702,000; two trust companies, no savings banks.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: In center of Lebanon Valley in northeastern corner of Pennsylvania. P. R. R. and P. & H. Also branch roads to coal fields and south to Iron Mines.

Principal Industries: Iron and steel, textiles, shoes, food products, paper boxes, crushed stone, handkerchiefs.

Manufacturing Establishments, 257. Leading firms, Bethlehem Steel Co., Bethlehem Mines, Lebanon Paper Box, Keystone Macaroni, Hershey Creameries, Lebanon Iron Co., Creider Shoe Co. Total value of yearly output of factories estimated at \$44,418,000.

Special Information: Located in center of rich Lebanon Valley. Coal in northern part of county; iron in south, limestone through the center. Iron and steel main industry, with textiles employing female labor. City is in Pennsylvania Dutch section of state. State announces Lebanon showed greatest industrial expansion of any city in the state, comparing 1923 with 1922 figures.

Residential Features: Mostly one-family houses. Tenements and very few apartments. Two modern residential districts of limited extent.

Retail Shopping Section: From intersection of 8th and Cumberland Sts., 3 blocks east on Cumberland and 2 blocks west. On 8th, north 2 blocks to railroad and 1 block south. Supplementary shopping section on north side along Lehman St. for 2 blocks. Also on 9th St. 1 block north and south from Cumberland.

Trading Area: East 13 miles until the Reading influence is encountered and west 15 miles to the Harrisburg influence. South 6 miles to the mountains and north 25 miles into the mountains until the Pottsville influence is reached.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Candy, 2; Baker, 1; Druggist, 1; Florist, 2; 96 wholesale licenses in county.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26, among 14 dealers; commercial auto. agencies, 7; automobile tire agencies, 6; bakers, 15; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 58; delicatessen, 2; dressmakers, 16; druggists, 18; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 4; furniture, 12; furriers, 1; garages (public), 16; grocers, 154; hardware, 5; jewelry, 10; meat markets, 19; men's furnishings, 13; merchant tailors, 9; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 9; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 6.

LEHIGHTON, PA.

1920 Population, 7,200. City and Suburban Estimate, 15,000.

Native Whites, 96%; Foreign Born, 1%; Industrial Workers, 50%; English Reading, 95%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Parochial, 1. Number of Pupils, 2,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, \$5,698,213.42; Savings Bank Deposits Total, \$3,112,517.95.

Theatres: Moving Pictures, 1; Miscellaneous

(Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: In the Lehigh Valley in eastern Pennsylvania; L. V. R. R., C. R. R., N. J. and Lehigh Canal goods service to towns within a radius of 50 miles.

Principal Industries: Railroad shops, machine shops, stove manufacturing, silk, underwear and hosiery mills.

Manufacturing Establishments, 20. Leading firms, Lehigh Stove & Mfg. Co., Crescent Stove Works. Majority of the men employed by the L. V. R. R. Co.

Special Information: City noted for its historical sites of interest. Entertains many visitors during summer months, as it is one of the most beautiful towns in Pennsylvania.

Residential Features: Mostly one and two-family houses, owned by the people themselves. Homes and lawns well kept and attractive.

Retail Shopping Section: Entire range of 1st St. and part of 2nd. Smaller shops and groceries located in all parts of the town.

Trading Area: Approximately 8 miles in each direction. Farmers from all parts of Carbon County shop in Lehighton.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 12; druggists, 3; dry goods, 15; department stores, 2; electrical supplies, 4; florists, 2; fruits, 5; furniture, 2; garages (public), 5; grocers, 22; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 10; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 5.

LEWISTOWN, PA.

1920 Population, 9,840. City and Suburban Estimate, 14,000.

Native Whites, 96%; Negroes, 1.5%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 90%; Families, 3,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,274.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 1; Total Resources, \$6,300,209.51.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: In Juniata Valley midway between Harrisburg and Altoona, on P. R. R. main line. Excellent bus, trolley and commuter service 12 miles radius. Pittsburgh, Philadelphia, Baltimore, Williamsport, Scranton and Hazleton: all within 170 mile radius with direct railroad connection. On William Penn and Pikea Peak ocean-to-ocean highways.

Principal Industries: Iron and steel, artificial silk, silk hosiery, candy, axes and edged tools, flour and feed, dairy products, mining machinery and silica brick.

Manufacturing Establishments, 25. Leading firms, Standard Steel Work Co.; Viscose Co., Susquehanna Silk Mills, Lewistown Knitting Mills, Logan Iron & Steel Co., Mann Edge Tool Co., Lewistown Foundry and Machine shop; Lewistown Pure Silk Co. and branches; Spangole and Yeager; Logan Flour Mills; Haws Refractories Co.; J. H. Mann & Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Located in most picturesque mountain country in Pennsylvania. Lewistown is known as "Pennsylvania's most rapid growing town," due to extensive building operations in last three years. Millin County, of which Lewistown is the county seat, was incorporated in 1789, six years before incorporation of town. This entire section is historically rich.

Residential Features: Mainly 1 and 2-family homes, majority owned. Small number of apartment houses.

Retail Shopping Section: With public square as center, section extends 2 blocks east and 1 block west on Market St. with one block on both Valley and Chestnut Sts., which join Market diagonally at "Fountain Square." Business extends south from Monument Square about two blocks, garages, gas stations and neighborhood stores. Outlying sections have banal grocery, confectionery and meat stores.

Trading Area: Covers Millin, parts of Juniata, Snyder and Center Counties. Extends about 15 miles southeast, 15 west, 26 east and 10 north, making center of a buying radius of about 20 miles. Intermittent business from greater distances owing to large number of autos and good roads.

Wholesale Houses: Groceries, 3; Fruits, 2; Hardware, 1; Miscellaneous Lines, Shoes, 2; Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 4; furniture, 5; garages (public), 12; grocers, 51; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 10; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 11; shoes, 9; sporting goods, 7; stationers, 4; women's apparel, 9.

LOCK HAVEN, PA.

1920 Population, 8,557. City and Suburban Estimate, 9,000.

Native Whites, 93%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 30%; English Reading, 98%; Families, 2,042.

Schools: 5; Number of Pupils, 2,050.

Churches: 11.

Banks: 3; Total Resources, \$8,100,000.

Theatres: 3; Total number of seats, 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: Seven blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 16; dressmakers, 13; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; garages (public), 10; grocers, 65; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 6; men's clothing, 9; merchant tailors, 8; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 4.

McKEESPORT, PA.

1920 Population, 45,975. City and Suburban Estimate, 60,000.

Native Whites, 70%; Negroes, 3%; Foreign Born, 25%.

Schools: Public Grade, 16; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 8,500.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 3; Methodist, 6; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 21.

Banks: National, 3; State, 2.

Theatres: Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,000.

Location: B. & O., N. Y. C., Penna. R. R.

Principal Industries: Pipe and tin plate.

Manufacturing Establishments. Leading firms, National Tube Co.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 12; druggists, 24; dry goods, 7; department stores, 6; electrical supplies, 7; florists, 3; furniture, 8; furriers, 2; garages (public), 11; grocers, 29; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 9; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 22; restaurants (including hotels), 14; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 7.

MAHANOEY CITY, PA.

1920 Population, 15,550. City and Suburban Estimate, 35,000.

Native Whites, 77.4%; Foreign Born, 22.6%; Industrial Workers, 28%; English Reading, 89%; Families, 3,094.

Schools: 8; Number of Pupils, 3,700.

Churches: 20.

Banks: 3; Total Resources, \$5,720,000.

Theatres: 3; Total number of seats, 1,400.

Residential Features: One and two family houses.

Retail Shopping Section: 15 blocks.

Trading Area: Six mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 17; dressmakers, 15; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 5; garages (public), 13; grocers, 62; hardware, 3; jewelry, 4; meat markets, 16; men's furnishings, 10; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 2.

MAUCH CHUNK, PA.

1920 Population, 3,999. Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 90%; English Reading, 90%; Families, about 800.

Schools: Public Grade, 3; High, 2; Parochial, 2; Number of Pupils, 1,400.

Churches: Episcopal, 3; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; Total Resources, \$7,301,671.19; 1 trust company.

Theatres: Moving Pictures, 2; Miscellaneous

PENNSYLVANIA (Con't)

(Auditoriums, etc.), 1. Total number of seats, 1,400.

Location: L. V. R. R., C. R. R. of N. J.

Principal Industries: Silk, railroading. Manufacturing Establishments: Two silk mills, Dery M. C. Silk Co., Manch (Shank Iron Works, Roseman Kidney Klees.

Special Information: Natural attractions.

Residential Features: One-family houses.

Retail Shopping Section: Two blocks.

Trading Area: Ten miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; automobile accessories, 2; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 14; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 4; grocers, 15; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 5; shoes, 3; women's apparel, 4.

MEADVILLE, PA.

1920 Population, 14,568.

City and Suburban Estimate, 65,000 within buying radius.

Native Whites, 91%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 55%; English Reading, 99%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; Total Resources, \$7,585,937.18; Savings Bank Deposits Total, \$6,185,904.80. 1 Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,300.

Location: On main line of Erie Railroad. On branch of Bessemer & Lake Erie. Suburban trolley connection with Penn. R. R. at Linesville, 16 miles to the west. Trolley connection on north at Erie (40 miles) with N. Y. Central.

Principal Industries: Hie Shops employing approximately 1,500 men. Iron and steel products. Bronze castings, corset manufacturing.

Manufacturing Establishments: 20. Leading firms, Erie R. R. Shops, Win. H. Page Boiler Co., Phoenix Iron Works, Bronze Metal Works, McCroskey Tool Corp., Yost Manufacturing Co., Spirella Corset Co., Hookless Fastener Co., Keystone View Co.

Annual Output: \$7,000,000.

Special Information: Location of Meadville, on an excellent system of improved highways, makes it a center for tourist travel. Being the home of Allegheny College, the Meadville Theological Seminary and the Penn. College of Music, it is an excellent educational center.

Residential Features: Mostly one family houses. Very limited section which could be called strictly workmen's homes. No slums. Mostly made up of comfortable homes which average in value approximately \$8,000.

Retail Shopping Section: Chestnut street, 4 blocks (main shopping street); Water street, 4 blocks; Market street, 2 blocks; Park avenue, 2 blocks; North street, 2 blocks; all bisecting Chestnut street. North street is outside the main shopping district.

Trading Area: Extends about 20 miles, north, south, east and west. Business is secured from patrons even further away.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines, Candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 2; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 22; delicatessen, 5; dressmakers, 30; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 6; florists, 2; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 60; hardware, 6; jewelry, 5; meat markets, 19; men's furnishings, 8; men's clothing, 1; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 12; shoes, 12; sporting goods, 1; stationers, 2; women's apparel, 4.

MIDDLETOWN, PA.

1920 Population, 5,920; 1924, 6,500.

City and Suburban Estimate, 18,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 5%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,350.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$2,099,027.68; Savings Bank Deposits Total, \$4,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,100.

Location: On Susquehanna River midway between Lancaster and Harrisburg. Main line P. R. R. and branch P. & E.

Principal Industries: Eastern branch Standard Steel Car Co., Winocroft Stove Works, Enduro Enameling Works, shale brick, hosiery mills, cigars, furniture, shoes, 20,000,000 Edison power plant, eastern aviation supply station.

Manufacturing Establishments, 11. Leading firms, Standard Pressed Steel Car Co., Winocroft Stove Works, Metropolitan Edison Co., Kreider Shoe Factory, Romberger Hosiery Mills, Enduro Enameling Plant, D. B. Kieffer Horis Exchange.

Special Information: Shopping center of large and fertile area.

Residential Features: Thriving town of home owners, mainly one and two-family houses. Located at confluence of Susquehanna River and Swatara Creek.

Retail Shopping Section: Two sections, one starting at square and extending 4 blocks east; another Union, Emma and Ann Sts., forming a triangle of about 3 blocks.

Trading Area: Five to ten miles east, north and south.

Wholesale Houses: Meats, 2; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 10; delicatessen, 2; dressmakers, 3; druggists, 2; dry goods, 5; department stores, 4; electrical supplies, 1; florists, 2; fruits, 2; furniture, 1; garages (public), 4; grocers, 14; hardware, 1; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

MILTON, PA.

1920 Population, 8,500.

Native Whites, 97.1%; Negroes, 1.2%; Foreign Born, 1.7%; Industrial Workers, 26%; English Reading, 99%.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Along west branch of Susquehanna River on Pennsylvania and the Reading Railroads. Bus service to surrounding towns.

Principal Industries: Tank cars, electric steel plant, nuts, cutter heads, silk mill, hosiery, cedar chests.

Manufacturing Establishments, 8. Leading firms, Milton Mfg. Co., American Car & Foundry Co., West Branch Novelty Co., Susquehanna Silk Mills, West Branch Knitting Co.

Special Information: Exceptional civic pride among citizens. One of the few towns in U. S. to put across much talked of Housing Program immediately after the war. Beautiful location. Water supply one of the best in state. Excellent state roads leading to all surrounding towns. On Susquehanna trail. The varied industries make it a city of skilled workers in several lines.

Residential Features: Practically all one and two-family houses. Homes are not built very close, making a pleasing appearance and reducing fire risk. Town is level and so situated as to grow north, east and south. River is on west.

Retail Shopping Section: From Maboning St. north two blocks to Broadway; thence east one and one-half blocks to Reading station.

Trading Area: Extends about five miles north, east, south and west.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 4; automobile tire agencies, 2; bakers, 14; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 12; hardware, 4; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 9; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

MONESSEN, PA.

1920 Population, 20,000.

City and Suburban Estimate, 30,000.

Native Whites, 28%; Negroes, 2%; Foreign Born, 70%; English Reading, 65%.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5, foreign.

Banks: National, 3; State, 1; Total Resources, \$5,750,000.

Theatres: Moving Pictures and Vaudeville, 2. Total number of seats, 1,000.

Location: P. & L. E. R. R. On Monongahela River.

Principal Industries: Sheet and tin plate steel, lumber, coal, wire, brick, foundry and machine shops.

Manufacturing Establishments, 15. American Sheet & Tin Plate Co., Pittsburgh Steel Co., Page Steel & Wire Co., Pittsburgh Steel Products Co., Monessen Foundry & Machine Co., P. & L. E. R. shops, coal mining, Meta Lumber

Co., Westmoreland Lumber Co., Monessen Laundry & Cleaning Co., W. W. Smallwood, Monessen Brick Works, Langeland Mfg. Co., Potter-McCune Co.

Retail Shopping Section: In two sections—4th to 6th St. on Donner Ave., 4th to 6th St. on Schoonmaker Ave.

Trading Area: 5 to 10 miles.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 2; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; fruits, 100; furniture, 3; garages (public), 4; grocers, 10; hardware, 2; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 2; shoes, 3; stationers, 1; women's apparel, 6.

MONONGAHELA, PA.

1920 Population, Actual, 12,000.

City and Suburban Estimate, 15,000 or more.

Native Whites, 70%; Negroes, 10%; Foreign Born, 20%; English Reading, 90%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,600.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Greek Catholic, 2.

Banks: National, 1; Private, 1; 1 Trust Co.; Total Resources, \$4,500,000; Savings Bank Deposits Total \$500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Armory, 5. Total number of seats, 2,500 to 3,000.

Location: P. R. R., N. Y. Central, Monongahela River. Interurban street car to Pittsburgh. Within Pittsburgh freight zone: f.o.b. rates same to this city as to Pittsburgh.

Principal Industries: American Window Glass Plant, Big Export Photo Plate works, Legnet Spring & Axle Co., International Stoker Co., Diamond Engineering Co., Cyclops Foundry, 100,000 acres finest bituminous coal being mined within easy distance of city; 5 miles to Donora.

Manufacturing Establishments: Great steel city, 5 miles to Charleroi, big glass center. A city of homes. Men working at Poughkeepsie, Monessen, Donora & Charleroi, live at Monongahela city. Fine park and playground system. Best of schools and churches 23 miles from Pittsburgh. Cars to Pittsburgh every 30 minutes. One hour to make run.

Residential Features: City of homes, fine and medium, no tenements. Homes worth \$5,000 to \$10,000 very largely predominate. Growing rapidly in new homes. A few \$25,000 ones in city. Finest small park in western Pennsylvania.

Retail Shopping Section: Main St. from 1st to 5th and cross streets, 2nd, 3rd and 4th. Boulevard lighting system in business zone. Most business concentrated in this zone.

Trading Area: Radius of 10 miles; south 15 miles. Takes in 12 to 15 mining towns. Fine trolley and bus service everywhere.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, about 15; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 12; druggists, 5; dry goods, 3 (need more); department stores, 1 (need more); electrical supplies, 3; florists, 4; fruits, 20; furniture, 5; furriers, 6; garages (public), 5; grocers, 25 or 30; hardware, 4; jewelry, 4; meat markets, 12 or 15; men's furnishings, 10; men's clothing, 10; merchant tailors, none (need one); milliners, 5; opticians, 4; photographers, 3; tioners, 3; women's apparel, 8 to 12.

MT. CARMEL, PA.

1920 Population, 17,469.

City and Suburban Estimate, 28,000.

Native Whites, 79.6%; Foreign Born, 20.4%; Industrial Workers, 32%; English Reading, 90%; Families, 3,375.

Schools: 13; Number of Pupils, 5,010.

Churches: 22.

Banks: 4; Total Resources, \$5,900,000.

Theatres: 4; Total number of seats, 1,800.

Residential Features: One and two family houses.

Retail Shopping Section: About 15 blocks.

Trading Area: About nine mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 7; automobile accessories, 15; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 14; dressmakers, 24; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 5; florists, 2; fruits, 5; furniture, 8; furriers, 1; garages (public), 12; grocers, 105; hardware, 6; jewelry, 3; meat markets, 27; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 7; sporting goods, 1; stationers, 3; women's apparel, 3.

NEW CASTLE, PA.

1920 Population, 44,928.

City and Suburban Estimate, 55,000. Rural, 30,000.

Native Whites, 70%; Negroes, 11%; Foreign Born, 19%; Industrial Workers, 23%; English Reading, 85%; Families, 10,000.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 10,915.

Churches: Baptist, 6; Congregational, 1 (Welsh); Episcopal, 2; Hebrew, 1; Methodist, 14; Presbyterian, 9; Roman Catholic, 7; Miscellaneous: 3 Christian, 5 Lutheran, 9 Missions, 12 Miscellaneous.

Banks: National, 4; State, 7. Total Resources, \$20,000,000. Savings Bank Deposits Total, \$7,500,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,300.

Location: 50 miles north of Pittsburgh. N. Y. C. R. & O., B. R. & P., Erie, Penna. and Western Allegheny Railroads. Pittsburgh, New Castle, Butler & Harmony Interurban line and P. & O. electric system. Hard roads connecting with Pittsburgh, Youngstown and Cleveland, Erie, and Buffalo, Butler and the east. New Castle is the second largest shipping point in Penna., exceeded only by Pittsburgh.

Principal Industries: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement Works, rubber plant by Scherling; bronze factory, brick works, engineering works, National Radiator plant, silk mills, powder works, chemical works, paper mill, wire works.

Manufacturing Establishments, 136. Leading firms: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement, Scherling Rubber Co., Johnson Bronze Co.

Total value of yearly output of factories estimate at \$150,000,000.

Special Information: One of the finest junior high schools in the state. Low tax rate.

Residential Features: Mostly one family houses. North Hill and East Side sections are more exclusive than west and south side. North Hill section is best and has some restrictions. Average home in this section is \$8,000.

Retail Shopping Section: Washington Street 5 blocks east of public square and 3 blocks west, Mill Mercer, Jefferson Streets for a block north and south of Washington street. The retail buying section is well hunched together and affords easy shopping for those who come down town.

Trading Area: About 10 miles in each direction. Excellent roads, street cars and buses afford transportation to those not having their own cars. Our trading radius is circumscribed because of the closeness of Youngstown on the west, Pittsburgh on the south, Sharon on the north and Butler on the east. Pittsburgh and Youngstown draw some from this city.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 3; Miscellaneous Lines: Bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 15; automobile accessories, 20; automobile tire agencies, 24; bakers, 21; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 65; delicatessen, 3; dressmakers, 8; druggists, 12; dry goods, 24; department stores, 3; electrical supplies, 11; florists, 5; fruits, 6; furniture, 16; garages (public), 19; grocers, 231; hardware, 12; jewelry, 13; meat markets, 51; men's furnishings, 22; men's clothing, 20; merchant tailors, 12; milliners, 18; opticians, 14; photographers, 7; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 27; sporting goods, 4; stationers, 1; women's apparel, 14.

NEW KENSINGTON, PA.

1920 Population, 11,957.

City and Suburban Estimate: 1920, 25,000; 1924, 30,000.

Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 75%; English Reading, 85%; Families, 6,000.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 3; Number of Pupils, 6,743.

Churches: Baptist, 3; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 4; Total Resources, \$18,000,000; Savings Bank Deposits Total, \$5,425,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,700.

Location: Penna. R. R., Conemaugh and West Penn branches. Main line between Pittsburgh and Buffalo. West Penn Traction Co. and Allegheny River.

Principal Industries: Aluminumware, sheet and tin plate, springs, electrical goods, lead and oil, window glass, coal.

Manufacturing Establishments, 18. U. S. Aluminum Co., Aluminum Cooking Utensil Co., American Sheet & Tin Plate Co., American Window Glass Co., Union Spring & Mfg. Co., P. H. Murphy Co., Sprague Electric Co., National Lead & Oil Co.

Special Information: Center of population of Allegheny Valley outside of Pittsburgh. Largest town in the valley and draws trade for radius of 20 miles.

Residential Features: Mostly one-family houses, private homes predominating. Few tenements.

(Continued on page 200)

**PENNSYLVANIA (Con't)**

**New Kensington (con't)**

ments. Fine residential sections. Homes in latter probably average \$15,000.

**Retail Shopping Section:** Covers several blocks in three directions, north, south and west of center at 5th Ave. and 9th St. Three outlying sections.

**Trading Area:** Extends about 20 miles north, south and east.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 4; Miscellaneous Lines, Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 22; automobile accessories, 8; automobile tire agencies, 5; bakers, 11; cigar stores and stands (including hotels), 37; confectioners (including hotel stands), 17; delicatessen, 3; dressmakers, 6; druggists, 11; dry goods, 9; department stores, 7; electrical supplies, 6; florists, 2; fruits, 49; furniture, 8; garages (public), 11; hardware, 7; jewelry, 6; men's furnishings, 73; men's clothing, 26; merchant tailors, 9; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 17; restaurants (including hotels), 18; shoes, 11; sporting goods, 8; stationers, 3; women's apparel, 5.

**NORRISTOWN, PA.**

1920 Population, 32,500.

**City and Suburban Estimate,** 81,000 with radius of 12 miles.

**Native Whites, 60%; Negroes, 5%; Foreign Born, 35%; Industrial Workers, 40%; English Reading, 85%; Families, 6,500.**

**Schools:** Public Grade, 7; High, 2; Parochial, 1. Number of Pupils, 6,000.

**Churches:** Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous: Lutheran, 2.

**Banks:** National, 3; State, 2.

**Theatres:** Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,000.

**Location:** On north side of Schuylkill River, 17 miles from Delaware River. P. R.R., P. & R., L. V. and Philadelphia & Western.

**Principal Industries:** Wool, steel, coke, iron, cigars, printing, hosiery, machinery, shirts.

**Manufacturing Establishments, 60.** Leading firms: Alan Wood Iron & Steel Co., Wildman Mfg. Co., Watts, Tysons, Rambo's, Taubel's.

**Special Information:** Norristown as community center in eastern Pennsylvania offers wide area for trade results. Great public improvement campaign is being carried on by residents.

**Residential Features:** Mainly 1 and 2-family houses, private housing. Fine residential section to west and north end of city.

**Retail Shopping Section:** Adam to Ford Sts. on Main, River to Chestnut on De Kalb St. Astor to Kahn Sta. on Marshall. Usual small neighborhood sections. Number of stores beginning to locate on Swede St.

**Trading Area:** 20 miles west, 10 miles east, 30 miles north, 5 miles south.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 5; Hardware, 4; Dry Goods, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 19; bakers, 7; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 60; delicatessen, 25; dressmakers, 60; druggists, 15; dry goods, 50; department stores, 13; electrical supplies, 18; florists, 16; fruits, 125; furniture, 6; furriers, 2; garages (public), 25; grocers, 105; hardware, 8; jewelry, 10; meat markets, 25; men's furnishings, 40; men's clothing, 15; merchant tailors, 6; milliners, 10; opticians, 10; photographers, 5; pianos (and miscellaneous musical instruments), 10; radio supplies, 20; restaurants (including hotels), 11; shoes, 20; sporting goods, 8; stationers, 6; women's apparel, 12.

See columns 3 and 4

**OIL CITY, PA.**

1920 Population, 21,274.

**City and Suburban Estimate,** 59,184.

**Native Whites, 64%; Negroes, 4%; Foreign Born, 32%; Industrial Workers, 25%; English Reading, 90%; Families, 9,000.**

**Schools:** Public Grade, 11; High, 1; Junior High, 1 (1 building); Parochial, 1. Number of Pupils, 4,713.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 7.

**Banks:** National, 3; Total Resources, \$22,221,591.15.

**Theatres:** Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

**Location:** P. R.R., Erie, L. S. & M. S. Located on Allegheny River at the junction of Oil Creek. Oil City forms center of a triangle whose three points are Pittsburgh, Cleveland and Buffalo.

**Principal Industries:** Oil, chemical and allied products, metal trades, barrel manufacturing, boiler-makers, building materials, woodworking, candy, cigars, foundries, iron, gas engines, machine shops, oil refiners, oil well supplies, printers and bookbinders, pumping machinery, sheet metal works, tack mfrs.

**Manufacturing Establishments, 20.** Leading

firms: National Transit Pump & Machine Co., Penn American Refining Co., Oil Well Supply Works, Barrel Works.

**Residential Features:** Mainly 1 and 2-family houses, owned. Very few apartments and no tenements.

**Retail Shopping Section:** Extends one half mile along Seneca Street, one fourth mile on Main Street, 3 blocks on First, 4 blocks on Elm, 4 blocks on Center, 3 blocks on Sycamore, 3 blocks on Spring, 1 block on Central Avenue, 3 blocks on East 2nd, 2 blocks on State, 3 blocks on Front, with numerous neighborhood stores.

**Trading Area:** About 25 miles west, south and east. Intermittent business from greater distances.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; automobile accessories, 20; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; dressmakers, 20; druggists, 8; dry goods, 11; department stores, 6; electrical supplies, 4; florists, 4; furniture, 3; grocers, 8; hardware, 4; jewelry, 9; meat markets, 25; men's furnishings, 9; men's clothing, 4; merchant tailors, 4; milliners, 19; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 11; sporting goods, 4; stationers, 4; women's apparel, 6.

**PHILADELPHIA, PA.**

1920 Population, 1,823,779.

**City and Suburban Estimate,** 4,936,913.

**Native Whites, 70.7%; Negroes, 7.4%; Foreign Born, 21.8%; Industrial Workers, 30%; English Reading, 85%; Families, 402,946.**

**Comparison of Philadelphia Population.**

Male	907,633
Female	916,146
Native white—native parentage	699,752
Native white—foreign parentage	447,071
Foreign-born white	397,927
Negro	134,229
Other races	1,370
Males of voting age	573,077
Literates over 10 years	58,631
No school age 7 to 20 years	425,517
Families	402,946

**Nativity of Foreign Born.**

Armenia	1,393	Juglo Slavia	1,009
Austria	13,387	Lithuania	4,392
Belgium	517	Norway	1,255
Canada	4,136	Poland	31,112
Czechoslovakia	2,240	Rumania	5,645
Denmark	1,151	Russia	95,744
England	30,844	Scotland	8,425
Finland	727	Spain	638
France	3,871	Sweden	2,651
Germany	39,766	Switzerland	1,889
Greece	1,814	Syria	423
Hungary	11,513	Wales	978
Ireland	64,590	All other countries	973
Italy	63,723		4,026

**Suburban Population**—Among the towns included in this suburban district within 40 miles of the city's limits are: Ambler, Pa., 2,649; Ardmore, Pa., 3,650; Bristol, Pa., 10,273; Bryn Mawr, Pa., 2,400; Burlington, N. J., 9,469; Camden, N. J., 116,300; Chester, Pa., 58,630; Clifton, Pa., 26,470; Cotesville, Pa., 14,515; Conshohocken, Pa., 7,450; Downingtown, Pa., 3,323; Doylstown, Pa., 3,304; Edgelytown, Pa., 7,500; Jenkintown, Pa., 2,968; Lansdale, Pa., 3,551; Landsdowne, Pa., 4,066; Marcus Hook, Pa., 1,573; Media, Pa., 3,562; Norristown, Pa., 32,319; Penna Grove, N. J., 6,060; Phoenixville, Pa., 11,871; Pottstown, Pa., 17,431; Salem, N. J., 7,435; Trenton, N. J., 119,269; Vineland, N. J., 6,769; West Chester, Pa., 11,717; Wilmington, Del., 110,168; Woodbury, N. J., 5,801; Allentown, Pa., 65,169; Atlantic City, N. J., 50,852; Bethlehem, Pa., 59,358; Columbia, Pa., 10,898; Dover, Del., 9,117; Easton, Pa., 35,813; Harrisburg, Pa., 75,917; Lancaster, Pa., 53,510; Lebanon, Pa., 24,643; Pottsville, Pa., 21,375; Reading, Pa., 111,907; Stroudsburg, Pa., 4,379; York, Pa., 52,770. These communities, as listed herein, are, in reality, as part of the great metropolitan market, shoppers going into the city daily, tri-weekly, semi-weekly and weekly to buy.

**Schools.**

Public Grade	195	Pupils	229,104
High	11	Pupils	27,405
Colleges	10	Pupils	26,509
Junior High	7	Pupils	68,373
Normal School	1	Pupils	770

Of collegiate institutions in or near Philadelphia the best known are the University of Pennsylvania, Girard College (the largest boys' college in the world), Temple University, Swarthmore College, Bryn Mawr College, Haverford College and Villa Nova. Among the famous special schools are Jefferson Medical College, The Woman's Medical College and Hahnemann Medical College; and there are other technical, industrial, theological and commercial schools, too numerous to mention.

The University of Pennsylvania is an object of great pride to all Philadelphians. Its living alumni number over 35,000—a record exceeded only by Harvard. It now stands among the first American colleges. Its departmental schools—of medicine, dentistry, engineering, finance, law and science—occupy several of the seventy-one University buildings.

**Banks.**

National Banks	32
Resources	\$329,499,395
Trust Companies	87
Resources	\$1,168,000,795
State Banks	10
Resources	\$19,856,759

Total deposits in Banks, Trust Companies and Saving Funds, \$1,381,820,000. According to the report of the United States

Continued on page 202

Speak to the

**THIRD RICHEST COUNTY  
IN PENNSYLVANIA**

through the

**Norristown Times Herald**

Montgomery County's Great Home Newspaper

*A Journal of Distinction  
For 125 Years*

It is published at the seat of Montgomery County. The following facts indicate a progressive community with a tremendous buying power:—

Population (1920 census)	199,310
Realty Value	\$203,126,130.00
Savings Deposits	\$46,000,000.00
Bank Resources	\$82,357,016.00
Value of Manufactured Products	\$210,752,900.00
Capital Invested in Manufacturing	\$102,613,800.00
Total Annual Payroll	\$44,808,100.00
Annual Value of Agricultural Products	\$9,000,000.00

NORRISTOWN, the largest borough in the U. S., is in the midst of the greatest building boom and public improvement era in its history.

**ITS** People—Well Paid—Anxious to Buy Families—Well Housed—reached by the

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Chicago, Ills.

**Pacific Coast** { **M. C. Mogensen & Co.**  
564 Market St.  
San Francisco, California

**PENNSYLVANIA (Con't)**

**Philadelphia (con't)**

League of Building and Loan Associations, there are 3,900 of them in Pennsylvania, and 2,434 of the state's total are in the city of Philadelphia. 800,000 individuals are building and loan shareholders.

**Churches:** Hebrew, 130; Roman Catholic, 127; Episcopal, 123; Protestant Episcopal, 119; Methodist Episcopal, 118; Presbyterian, 114; Lutheran, 106; Baptist, 102; Reformed, 82; United Presbyterian, 19; Reformed Episcopal, 11; Evangelical, 9; Reformed Presbyterian, 7; Seven Day Advent, 7; Friends, 7; Congregational, 6; Friends Orthodox, 5; Mononite, 5; Dutch Reformed, 4; Christian Science, 4; Church of Bethlehem, 4; Church of New Jerusalem, 4; United Brethren in Christ, 3; Moravian, 2; Unitarian, 2; Universalist, 2; United Evangelical, 2; Wesleyan Methodist, 2; Christian, 2; Greek Orthodox, 2; Latter Day Saints (Mormons), 1; Welsh Presbyterian, 1; Ethical Culture, 1; Methodist Protestant, 1; Catholic Apostolic, 1; African Methodist Episcopal, 17.

**Theatres:** Legitimate, 14; Moving Pictures, 167; Vaudeville, 1; Burlesque, 3; Picture and Vaudeville, 12. Total number of seats, 210,700.

**Location and Transportation:** Philadelphia, the metropolis of Pennsylvania, third city of the United States in population, is situated in the southeastern corner of the state, at the confluence of the Delaware and Schuylkill Rivers, about 60 miles from the sea. It occupies a central position on the North Atlantic seaboard, 90 miles by rail from New York, 96 from Baltimore and 132 from Washington. It occupies the peninsula about two miles in width between the two rivers, and extends westward and southward beyond the Schuylkill, including both shores of that stream. Philadelphia is connected with the rest of the country by three great trunk line systems of railroads—the Pennsylvania, Philadelphia and Reading and the Baltimore and Ohio, also the Lehigh Valley reaching Philadelphia over the Philadelphia and Reading. The two first named reach the center of the city by substantial viaducts. The Baltimore and Ohio has a fully equipped station on the east bank of the Schuylkill at Chestnut street, connected by tunnel and subway with the Reading Terminal. About one thousand trains a day enter and depart from these three terminals. At the freight terminals in different parts of the city millions of tons of freight are handled annually. Philadelphia has a Belt Line Railroad serving its active waterfront, by means of which freight from any railroad point in the country can be delivered direct in railroad cars to any steamship wharf in the city, and can be sent in cars direct from any wharf to any interior points without rehandling. The expensive system of transferring freight by lighters and car floats from one part of the harbor to another is not necessary in Philadelphia. Connecting Philadelphia with all points of the world is a host of ship lines. Fifty-four now are serving this port. Forty of these are trans-Atlantic lines, while the rest go to South America, Asia, the South Seas, and Pacific Coast ports.

**Principal Industries.**

	1914-1919	Per cent of increase.
Number of establishments	9,065	7.2
Persons engaged in mfrs.	338,965	15.0
Proprietors and firm members	9,493	5.6
Salaried employees	48,325	40.6
Wage earners (average number)	281,147	11.9
Capital	\$1,549,795,000	100.0
Services	428,922,000	130.2
Salaries	100,032,000	111.8
Wages	328,890,000	136.5
Materials	1,158,479,000	156.3
Value of products	1,906,727,000	154.5
Value added by manufacture	840,248,000	152.1

Adding machines, agricultural implements, air compressors, asbestos goods, automobile axles, beds and bed springs, bolts and nuts, bottles, brass and bronze castings, carpets, cash registers, chemicals, cigar, clay products, electric cranes, electric motors, elevators and apparatus, farm tractors, electric street cars and trucks, dyestuffs, cordage and twines, fertilizers, iron and steel products, heating apparatus, oil refining, marine tools, linoleum, locomotives, knitting machinery, knitting apparatus, lathes, ships, steam-shovels, worsted goods, wire wheels, paints, washing machines, watch cases, saws, shoes, soap, speedometers, type casting machines, surgical appliances, worsteds, dyeing and finishing textiles, sporting goods, sugar, hats.

The principal industries of Philadelphia for which statistics can be presented separately arranged in the order of value of products:

	Value	% of total products state
Sugar, refined, not including beet sugar	183,796,119	100.0
Foundry and machine shop products	92,810,903	23.2
Leather, tanned, curried, and finished	89,019,381	42.1
Worsted goods	85,490,489	16.6
Knit goods	85,348,334	45.4
Printing and publishing, newspapers and periodicals	72,515,822	68.0
Clothing, women's	69,183,631	80.3
Clothing, men's	54,074,670	73.9
Bread and other bakery products	51,762,528	39.0
Slaughtering and meat packing	50,169,124	40.8
Carpets and rugs, other than rag	43,111,066	90.8
Cotton goods	37,801,939	59.9
Woolen goods	28,268,498	75.2
Electrical machinery, apparatus, and supplies	33,729,133	25.4

Printing and publishing, book and job	29,895,039	64.8
Confectionery and ice cream	29,657,357	41.7
Dyeing and finishing textiles, exclusive of that done in textile mills	26,548,236	62.5
Tobacco, cigars and cigarettes	25,730,996	26.0
Automobile bodies and parts	24,931,029	53.0
Chemicals	22,405,518	30.6
Paints	20,567,143	57.5
Boots and shoes	20,534,339	31.4
Silk goods, including throwsters	19,766,861	8.5
Liquors, malt	17,718,027	29.9
Cars and general shop construction and repairs by steam railroad companies	14,457,853	7.1
Hats, fur-felt	15,922,099	88.6
Oil, not elsewhere specified	15,595,759	61.2
Furniture	15,307,372	36.1
Shirts	14,182,348	57.2
Brass, bronzes, and copper products	13,852,498	39.9
Soap	12,411,698	77.3
Coffee and spice, roasting and grinding	11,389,589	77.6
Structural ironwork, not made in steel works or rolling mills	10,707,900	18.7
Paper and wood pulp	10,634,910	13.4
Food preparations, not elsewhere specified	10,461,801	53.8
Lumber, planing-mill products, not including planing mills connected with sawmills	10,153,823	23.0

**Manufacturing Establishments:** Baldwin Locomotive Works, J. G. Brill Co., street cars; Henry Disston Sons' Co., saws; S. W. White Dental Mfg. Co., dental supplies; Wm. Cramp Ship and Engine Co., Atlantic Refining Co., Electric Storage Battery Co., S. B. & B. W. Felscher Co., yarns; H. K. Mulford Co., chemicals; Franklin Sugar Refinery, Wm. Sellers Co., machine tools; Lanston Monotype Co., Dungan-Hood Co., glazed kid.

**Special Information:** Philadelphia is America's third largest market. It is also known as "The World's Workshop" and the "City of Homes." There are half a million separate dwellings in Philadelphia and suburbs. The city covers 129 1/2 square miles and extends about 22 miles north and south, and from 6 to 10 east and west. 25% of America's Building and Loan Associations are in Philadelphia. 50% of the homes are owned by those living in them. Nearly 200,000 passenger autos are owned by the people. The payroll of the manufacturing plants exceeds \$7,572,704 weekly. One of the greatest industries in Philadelphia is the textiles and allied products. The center of the textile industry is near Philadelphia, and in Philadelphia county alone there are 1,189 industries engaged in the manufacture of textiles and allied products. The leading product is yarn; hosiery and knit goods take the second position, while next in order come woolen, worsted and felt goods, women's and children's clothing, cotton goods, hats and caps, etc. Philadelphia produces annually, among other things, 45,000,000 yards of carpet, 54,000,000 yards of worsted, 12,000,000 dozen pairs of hose and half-hose, 2,000,000 dozen pieces of underwear, 5,000,000 hats, 180,000,000 yards of cotton piece goods, 28,000,000 yards of woolen goods, 10,000,000 saws; 40,000,000 cigars. Building activities in 1923 amounted to \$122,650,935, and it is estimated that this amount will be exceeded by the 1924 figures. The 8,379 Philadelphia establishments manufactured 211 of the 264 articles covered by the census of classifications, indicating the great diversity of its industrial activities. The Philadelphia retail shops rank very high, both in character of merchandise and in price of services. Philadelphia's financial institutions occupy a unique and important part in the industrial development of the city. Many of them are old established, and, in addition to being directed by industrial leaders, have during their long careers been identified in all their activities with the industries of the city.

The annual product of the factories in Philadelphia exceeds \$800,000,000, employing more than 300,000 people. Philadelphia has 375,000 homes, only 12,000 of which are tenements. It is distinctly a home town, and more homes are owned by the occupants than in any other city in the country. It is the shopping center for a tremendous population, living in the surrounding country.

**Port of Philadelphia:** Philadelphia is the second port of the United States. Modern piers, natural advantages and superior wharf and dock facilities, splendidly interlocked with the three railroad systems, give Philadelphia this proud position. Philadelphia has a water frontage of 34 miles, 20 miles on the Delaware and 14 on the Schuylkill. The Schuylkill River is unobstructed for the passage of large vessels to a point within two blocks of Market Street, and for some further distance for barges. At the lower end of the Schuylkill one of the largest Standard Oil Refineries is situated, and large shipments of oil for the foreign trade, as well as of grain, are made by way of the Schuylkill and Delaware. The Delaware River has a 35-foot channel, from 800 to 1,200 feet wide, running from the city to the sea. The Government pier, at the foot of Oregon Avenue, cost \$15,000,000 and can accommodate 10 large ships at a time. The city owns 13 municipal piers and there are no port charges by either the city or state. There are 298 docks used for the shipment of cargo. The foreign and coastwise arrivals and clearances for the year 1923 numbered 11,841. The aggregate net tonnage of the 5,915 arrivals was 11,142,538, and of the 5,928 clearances 11,182,603, or bottoms sufficient to move 55,000,000 tons of cargo. The total value of imports in 1923 was \$219,390,737; exports, however, fell off \$12,272,407, amounting to \$114,968,397, leaving a net gain in the commerce of the port of approximately \$53,000,000. The biggest gain in imports was in iron ore, which jumped from 317,612 tons in 1922 to 918,316 tons; coffee followed, increasing from 19,993 bags to 54,064 bags. Total oil handled amounted to almost two billion gallons, while lumber receipts were 142,351,732 feet. The leading ex-

ports are grain, provisions, petroleum, tobacco, oil cake, lumber, furs, hides, leather, shoes, cotton goods, machinery and coal.

**Residential Features:** Philadelphia has very few tenement houses, most of the homes being of the single and semi-detached type, a large percentage of which are tenant-owned.

**Retail Shopping Section:** The downtown shopping district of Philadelphia is mostly along Market, Chestnut and Walnut Sts., with extensive areas on the side streets leading from these centers of trade. This district embraced the principal department stores, shops, theatres, banks and hotels. West Philadelphia and north Philadelphia each have important shopping centers.

**Trading Area:** Extending on the north to Easton, northeast to Trenton; south to Wilmington, Delaware; on the east to Atlantic City and on the west to Harrisburg and Lancaster, Philadelphia's trading territory is the second largest and most densely populated in the United States. Within 10 miles of Philadelphia's City Hall there is a population of 2,078,961, to which may be added 251,010 people in the 20-mile zone and 514,780 people in the 40-mile zone. Philadelphia in a metropolitan sense has a population in its trading area of 4,836,913.

**Wholesale Houses:** Groceries, 64; Meats, 35; Florists, 14; Fruits, 110; Hardware, 43; Dry Goods, 83; Baker and Eggs, 23; Shoes, 121; Drugs, 51; Cigars and Tobacco, 59; Confectionery, 97.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 225; commercial auto. agencies, 32; automobile accessories, 361; automobile tire agencies, 310; bakers, 768; cigar stores and stands (including hotel stands), 2,395; confectioners (including hotel stands), 727; delicatessen, 628; dressmakers, 1,247; druggists, 1,241; dry goods, 1,322; department stores, 12; electrical supplies, 135; florists, 273; fruits, 503; furniture, 413; furriers, 188; garages (public), 761; grocers, 4,351; hardware, 822; jewelry, 291; meat markets, 1,950; men's furnishings, 389; men's clothing, 223; merchant tailors, 276; milliners, 453; opticians, 293; photographers, 192; pianos (and miscellaneous musical instruments), 99; radio supplies, 93; restaurants (including hotels), 1,830; shoes, 638; sporting goods, 67; stationers, 108; women's apparel, 83.

See pages 291 and 293

**PHOENIXVILLE, PA.**

1920 Population, 11,650.

City and Suburban Estimate, 20,000.

**Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 65%; English Reading, 90%; Families, 2,000.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,225.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Slavish and Polish.

**Banks:** National, 2; Total Resources, \$4,500,000. No savings bank; one trust company.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditorium, etc.), 2. Total number of seats, 2,000.

**Location:** On the Schuylkill River 28 miles from Philadelphia, on the main line of Reading Railway.

**Principal Industries:** Iron and steel, bridges, boilers, knitting mills, silk mills, printing, cement blocks.

**Manufacturing Establishments, 15.** Phoenix Iron Co., Phoenix Bridge Co., Helne Boiler Co., Thomas F. Byrne Knitting Mills, Parsons & Balsler.

**Special Information:** Phoenixville is located in the Schuylkill Valley, near the historic Valley Forge; has good railroad facilities and in a fertile farming district.

**Residential Features:** Mostly one and two-family houses; sections for foreigners working in industrial iron works. Fine residential section with houses valued at from \$10,000 to \$50,000.

**Retail Shopping Section:** Bridge, Main, Church and Gay Sts.

**Trading Area:** Radius of 10 miles.

**Wholesale Houses:** Meats, 2; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotel stands), 53; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 8; druggists, 12; dry goods, 6; department stores, 5; electrical supplies, 7; florists, 2; fruits, 10; furniture, 3; garages (public), 6; grocers, 30; hardware, 2; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 9; merchant tailors, 2; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 11; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 12.

**PITTSBURGH, PA.**

1920 Population, 18,497.

City and Suburban Estimate, 45,000.

**Native Whites, 79.6%; Foreign Born, 20.4%; Foreign Born, 25.5%; Industrial Workers, 28%; English Reading, 88%; Families, 3,619.**

**Schools:** 9; Number of Pupils, 1,800.

**Churches:** 20.

**Banks:** 5; Total Resources, \$15,900,000.

**Theatres:** 5; Total number of seats, 3,000.

**Residential Features:** Mostly one and two family houses.

**Retail Shopping Section:** 20 blocks.

**Trading Area:** Eight mile radius.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 30; dressmakers, 43; druggists, 16; dry goods, 20; department stores, 4; electrical supplies, 9; florists, 3; fruits, 12; furniture, 15; furriers, 1; garages (public), 18; grocers, 281; hardware, 10; jewelry, 9; meat markets, 55; men's furnishings, 14; men's clothing, 19; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 10; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 6.

**POTTSTOWN, PA.**

1920 Population, 17,431.

City and Suburban Estimate, 35,000.

**Native Whites, 87%; Negroes, 3%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 96%; Families, 4,125.**

**Schools:** Public Grade, 21; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,006.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 13.

**Banks:** National, 3; State, 1; Total Resources, \$13,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 1. **Location:** Forty miles northwest of Philadelphia on east bank of Schuylkill River, Reading R. R., and Pennsylvania R. R. Along the main outlet of anthracite coal fields.

**Principal Industries:** Fabrication of iron and steel, textiles.

**Manufacturing Establishments:** McClintic-Marshall Construction Co., Satterthwaite & Co., Eastern Steel Co., Sotter Bros., Spicer Mfg. Co., Light Mfg. Co.

**Special Information:** The Reading Railway, the principal carrier of anthracite coal in the world, and also for the 90 miles between Pottsville and Philadelphia, the best piece of railroad engineering for that distance, is the city's chief artery of traffic. Main plant of the Spicer Mfg. Co., manufacturers of the famous Spicer Universal Joint for automobiles.

**Residential Features:** Dwellings mainly 1 and 2 family houses. On a few streets there are houses built in rows. One large apartment house. In other cases, remodelled buildings in perhaps a dozen instances provide three to four suites.

**Retail Shopping Section:** High Street between Washington and Manatwny (5 blocks) and Hanover Street between Penna. R.R. and King Street (4 blocks), Walnut Street in the 500 and 600 blocks contains several grocery and cigar stores.

**Trading Area:** 10 to 12 miles. Growing daily with the opening of concrete roads and bus lines. Royersford and Spring City (thriving boroughs on opposite sides of the Schuylkill River and 8 miles southeast of Pottstown, are big feeders.

**Wholesale Houses:** Groceries, 2; Meats, 2; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotel stands), 53; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 8; druggists, 12; dry goods, 6; department stores, 5; electrical supplies, 7; florists, 3; fruits, 3; furniture, 5; furriers, 2; garages (public), 8; hardware, 7; jewelry, 4; meat markets, 13; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 8; shoes, 13; sporting goods, 5; stationers, 6; women's apparel, 8.

**POTTSVILLE, PA.**

1920 Population, 21,376.

**Native Whites, 75%; Negroes, 2%; Foreign Born, 23%; Industrial Workers, 65%; English Reading, 85%; Families, 6,473.**

**Schools:** Public Grade, 61; High, 1; Parochial, 2; Number of Pupils, 4,700.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 7.

**Banks:** National, 3; State, 3; Total Resources, \$22,000,000; Savings Bank Deposits Total, \$18,000,000.

**Theatres:** Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 6. Total number of seats, 9,350.

**Location:** The best trading point in the territory bounded by Harrisburg on the west, Scranton and Wilkes-Barre on the north, Allentown on the east and Reading on the south; 93 miles north of Philadelphia on main lines of the Reading Ry., on Schuylkill Div. of Penna. Direct freight connections with L. V. and L. & N. E. Excellent service by suburban trolley lines and bus lines, which connect with the main lines of the Lehigh Valley and Central R. R. of N. J., in addition to regular connections.

**Principal Industries:** Coal, iron and steel, knitting mills, shoe factories, silk works, railroad shops, building blocks, shirt factories.

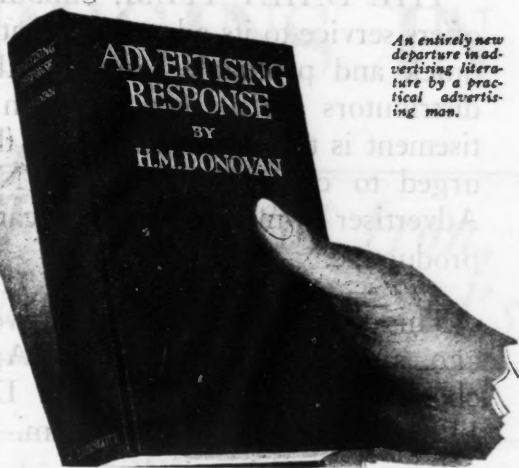
**Manufacturing Establishments, 66.** Philadel-

Continued on page 204

# What the New Book—"Advertising Response"

By H. M. Donovan

## Shows About the Dominance of The Evening Bulletin of Philadelphia



"Advertising Response," the new book on advertising—written by H. M. Donovan and published by J. B. Lippincott Company, Philadelphia—is based on a research made in the eleven graduating classes of the seven Philadelphia High Schools, located in different sections of Philadelphia.

These tests were made on one thousand senior students—five hundred young men and five hundred young women.

Briefly, the students were handed sheets on which were listed twenty commodities, such as coffee, razors, tooth paste, etc.; the list included newspapers.

The students were asked to write under each commodity the brand name that first came to mind.

"Advertising Response" shows that practically every one of the manufacturers in each industry whose brand name was mentioned the greatest number of times was the dominant advertiser in his particular field.

This book also shows that newspaper advertising was the principal form of advertising used by these manufacturers to gain this dominance.

And further—the newspaper that was most instrumental in giving these brands their position of eminence was THE PHILADELPHIA BULLETIN.

By far the most dramatic picture presented in this book is with regard to the Philadelphia newspaper situation.

### How to Dominate Philadelphia

Above is outlined the result of tests on 1000 senior students in seven Philadelphia high schools, to determine the newspaper which was most dominant in their minds. These tests are fully described in "Advertising Response," the new book by H. M. Donovan.

This book shows that THE BULLETIN was dominant in the minds of 60.2 per cent of the 1000 senior students tested. The four morning papers and one other evening paper made up the remaining 39.8 per cent.

It is significant that THE BULLETIN, which goes into nearly every home in Philadelphia without regard to class, has greater dominance with high school seniors than all the other Philadelphia papers combined.

### Dominate Philadelphia

Create maximum impression at one cost by Concentrating in the newspaper "nearly everybody" reads—



# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid circulation for the six months ending September 30, 1924,

**516,609** COPIES  
A DAY

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

NEW YORK—814 Park-Lexington Bldg. (46th St. & Park Ave.) DETROIT—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.  
CHICAGO—Verree & Conklin, Inc., 28 East Jackson Blvd. SAN FRANCISCO—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)

Newspapers are listed as one of the twenty commodities and the tabulation of the returns, as listed on page 47 of "Advertising Response," is shown below:

	MALES	FEMALES	TOTAL
Bulletin (Evening).....	288	314	602
Second Paper (Morn. and Evening)	115	111	226
Third Paper (Morning).....	49	33	82
Fourth Paper (Morning).....	12	10	22
Fifth Paper (Morning).....	10	7	17
Miscellaneous Papers .....	6	—	6
Blanks .....	20	25	45
	500	500	1000

THE EVENING BULLETIN received almost twice as many votes as all the other papers combined.

THE BULLETIN received almost three times as many votes as the total for the morning and evening editions of the second paper.

THE BULLETIN received more than seven times as many votes as the largest morning paper.

The overwhelming preference of the high school seniors for THE BULLETIN is evidence that this paper's audience is primarily a responsive audience.

Responsiveness to advertising is greatest during the years from 17 to 30. This age group is largest in numbers as well as strongest in actual buying interest.

These subjects (senior high school students), therefore, were expressly selected for this series of tests.

The man who made this unbiased research and the author of the book "Advertising Response" has had more than twenty years' experience in selling and advertising and in solving marketing problems.

For more than ten years he has been the head of one of Philadelphia's best-known advertising agencies.

## PENNSYLVANIA (Con't)

### Pottsville (con't)

phia & Reading Coal & Iron Co., Phillips-Jones Shirt Factory, Tilt Silk Mill, East Penn Electric Co., Pottsville Gas Co., Ulmer Packing Co., Swift & Co., Eastern Steel Co., Pottsville Baking Co., Pottsville Bolt Co., Pottsville Foundry & Stove Co. Value of annual output \$103,275,410.

**Special Information:** Located on the southern boundary of the rich and prosperous anthracite coal deposits of Penna. so that it draws from a population approximately 40% of farming interests, 40% mining interests and 20% of various other lines. Center of a large shoe factory territory.

**Residential Features:** Mostly one and two-family houses. Tenement district practically limited to several squares on one street. There are several different building booms in different parts of town with houses averaging \$8,000.

**Retail Shopping Section:** Extends 12 squares on Centre St., 2 on Norwagian St. and 3 on Market St. Besides this there are several small shopping districts scattered throughout the city.

**Trading Area:** The trading area of Pottsville which sends in business each week extends from 20 to 25 miles in each direction and special sales held by various merchants have brought people into Pottsville to shop from greater distances.

**Wholesale Houses:** Groceries, 4; Meats, 4; Fruits, 2; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 10; automobile accessories, 12; automobile tire agencies, 10; bakers, 13; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 42; delicatessen, 15; dressmakers, 18; druggists, 10; dry goods, 11; department stores, 2; electrical supplies, 15; florists, 3; fruits, 3; furniture, 12; furriers, 2; garages (public), 21; grocers, 134; hardware, 4; jewelry, 8; meat markets, 21; men's furnishing, 14; men's clothing, 18; merchant tailors, 18; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 22; shoes, 11; sporting goods, 5; stationers, 7; women's apparel, 17.

See bottom columns 3 and 4

### PITTSBURGH, PA.

1920 Population, 588,343.

**City and Suburban Estimate:** County, 1,185,806. Metropolitan District, 1,500,000.

**Native Whites,** 429,965; **Negroes,** 37,725; **Foreign Born,** 120,290; **Families,** 130,274.

**Schools:** Public Grade, 123; High, 20; Junior High, 4; Parochial, 73. **Number of Pupils,** 130,457.

**Churches:** Baptist, 66; Christian Science, 3; Congregational, 4; Episcopal, 38; Hebrew, 26; Methodist, 68; Presbyterian, 69; Roman Catholic, 91; Miscellaneous, 111.

**Banks:** National, 55; State, 41. **Total Resources,** \$3,231,688,683. **Savings Bank Deposits Total,** \$323,194,662.26. **Per Capita Savings,** \$236.67. **Per Capita Wealth,** \$2,580.41.

**Theatres:** Legitimate, 5; Moving Pictures, 130; Vaudeville, 8; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 196. **Total number of seats,** 100,000.

**Location:** Located at the intersection of Ohio, Allegheny and Monongahela Rivers. Forty miles of river frontage. Largest river tonnage of the four biggest ports. B. & O., B. & L. E., B. R. & P., C. & P., Erie & Pittsburgh, Ligonier Valley R.R., Monongahela Ry., Pennsylvania, B. & A. V. R.R., P. & L. E., P. C. C. & St. L., P. Ft. W. & C., P. & W. Va., Western Allegheny. In addition, electric interurban trolley passenger and freight service is furnished by Pgh. & Allegheny Co., Pgh. Mars & Butler Ry. Pgh., Harmony, New Castle & Butler Ry. and West Penn Ry.'s System.

**Principal Industries, 3,395.** National Fireproofing Co., Standard Sanitary Mfg. Co., Westinghouse Electric Mfg. Co., Pressed Steel Car Co., Pittsburgh Coal Co., H. C. Frick Coke Co., H. J. Heinz Co., Armstrong Cork Co., Jones & Laughlin Steel Co., American Sheet Tin Plate Co., Koppers Co., W. & H. Walker Co., U. S. Glass Co., American Locomotive Co., Oil Well Supply Co., American Steel & Wire Co., Ormcie Steel Co., A. M. Byers, Co., Carnegie Steel Co.

**Manufacturing Establishments:** Pittsburgh is the third largest produce distributing center in the United States. A survey of Allegheny County for 1922, showed: **Kind of Industry,** 259; **average days in operation,** 274; **total salaries and wage employees,** 204,031; **total wages and salaries,** \$271,297,200; **capital invested,** \$927,909,000; **value of products shipped,** \$414,720,000.

**Total value of yearly output of factories estimated at** \$1,398,967,400.

**Special Information:** Pittsburgh bank clearings for 1923 were \$8,212,798,174.03.

**Residential Features:** Pittsburgh is well known for the beauty and elegance of its homes such as found on the Eastern extremes of Fifth Avenue, Penn Avenue, Highland Avenue, as well as Squirrel Hill district and Sewickley Heights, a suburban district. Ridge Avenue and Irwin Avenue on the north side are also noted for their fine houses. The suburbs abound with medium priced homes for the medium class.

**Retail Shopping Section:** Pittsburgh is shopping center for 2,500,000 people and only exceeded as a department store city by New York and Chicago. Statistics gathered by heads of Pittsburgh's department stores show that over 300,000 customers shop in an average day. During 1923, Pittsburgh had 18,395 retail establishments with a volume of \$395,233,300 business,

equivalent to \$333.30 per capita. These figures represent 18% of all the retail sales in Pennsylvania. Aside from the numerous neighborhood sections, the larger retail area is as follows: Penn Avenue, 10 blocks; Fifth Avenue, 15 blocks; Stanwix Street, 2 blocks; Wood Street, 6 blocks; Federal Street (north and south), 9 blocks; Liberty Avenue, 10 blocks; Fourth Avenue, 3 blocks; Market Street, 6 blocks; Smithfield Street, 7 blocks; Ohio Street (north and south), 12 blocks.

**Trading Area:** The industrial, jobbing and distributing territory surrounding Pittsburgh, a 60 mile radius, embraces a wealthy region of more than 10,000 square miles, with a population of approximately 3,000,000. Any populous point within this territory is reached in a railroad trip of less than two hours, and is covered in one day's postal or express delivery. Is easily reached in a one day drive by motor truck.

**Wholesale Houses:** Groceries, 68; Meats, 21; Fruits, 65; Hardware, 9; Dry Goods, 37.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 138; commercial auto. agencies, 34; automobile accessories, 139; automobile tire agencies, 60; hakers, 332; cigar stores and stands (including hotels), 290; confectioners (including hotel stands), 418; delicatessen, 15; dressmakers, 264; druggists, 493; dry goods, 600; department stores, 40; electrical supplies, 131; florists, 54; fruits, 238; furniture, 150; furriers, 37; garages (public), 152; grocers, 5,023; hardware, 110; jewelry, 152; meat markets, 663; men's furnishings, 285; men's clothing, 64; merchant tailors, 485; milliners, 261; opticians, 55; photographers, 72; pianos (and miscellaneous musical instruments), 60; radio supplies, 23; restaurants (including hotels), 2100; shoes, 240; sporting goods, 14; stationers, 62; women's apparel, 73.

See page 205

### RIDGWAY, PA.

1920 Population, 6,037.

**City and Suburban Estimate,** 10,000.

**Native Whites,** 90%; **Negroes,** 5%; **Foreign Born,** 5%; **Industrial Workers,** 16%; **English Reading,** 90%.

**Schools:** Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. **Number of Pupils,** 1,700.

**Churches:** Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** National, 2; **Total Resources,** \$4,049,715.15. **Savings Bank Deposits Total,** \$2,522,367.52.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; **Total number of seats,** 1,960.

**Location:** B. R. & P. and P. R. R.

**Principal Industries:** Electrical and tool machine plants, canneries, silk mill, etc.

**Manufacturing Establishments:** 12. **Leading Firms:** Ridgway Dynamite & Engine Co., Elk Tanning Co., Hyde-Murphy Co., Miles-Bement-Pond Co.

**Special Information:** County seat, 150 miles from Pittsburgh.

**Residential Features:** One family houses, averaging \$6,000. Many beautiful homes.

**Retail Shopping Section:** Four blocks on Main St. and 3 on Broad St.

**Trading Area:** On Buffalo-Pittsburgh highway, many towns of 3,000 to 5,000 within 15 miles.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, Tobacco, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; delicatessen, 1; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 5; florists, 1; fruits, 12; furniture, 3; garages (public), 8; grocers, 17; hardware, 6; jewelry, 3; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 5; shoes, 4; sporting goods, 6; stationers, 2; women's apparel, 8.

### READING, PA.

1920 Population, 107,784.

**City and Suburban Estimate,** 132,000.

**Native Whites,** 97,298; **Negroes,** 924; **Foreign Born,** 9,533; **Industrial Workers,** 32,000; **English Reading,** 95%; **Families,** 23,202.

**Schools:** Public Grade, 50; High, 2; Junior High, 4; Parochial, 6; **Number of Pupils,** 19,000.

**Churches:** Baptist, 7; Christian Science, 1; Episcopal, 4; Hebrew, 4; Methodist, 9; Presbyterian, 5; Roman Catholic, 11; Miscellaneous, 45.

**Banks:** National, 9; State, 5. **Total Resources,** \$78,751,210.92. **Savings Bank Deposits Total,** \$51,811,760.97.

**Theatres:** Legitimate, 1; Moving Pictures, 17; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5. **Total number of seats,** 28,000.

**Location:** 68 miles north of Phila. 126 miles west of N. Y. 50 miles east of Harrisburg. P. & R. R. and branches, and Penna. Lines. Electric lines and bus and motor truck lines.

**Principal Industries:** Iron, steel, pipe, hosiery, hardware, cotton-goods, woolens, cigars, shoes, paint, paper, locomotives, cars, silk, hats, braid.

(Continued on page 206)

# Co-operation for Advertisers

THE DAILY ITEM, Sunbury, Pa., offers service to its advertisers that brings quick and profitable results. All local distributors are notified when an advertisement is to be published, and they are urged to co-operate with the National Advertiser in making the sales campaign productive.

This service was originated two years ago, and it is available to all Agencies choosing the columns of the DAILY ITEM as an advertising medium.

## The Daily Item

### SUNBURY, PA.

Member of Audit Bureau of Circulation

### THE

# POTTSVILLE COAL REGION

Schuylkill County, Pennsylvania

## Is the Most Prosperous, Richest Section Of the World

¶ The Pottsville Morning Paper and the Pottsville Evening Republican have the largest circulation, the most representative advertising patronage, and are generally acknowledged to be the most popular papers with the widest circulation and greatest influence.

¶ The Pottsville Coal Region, Schuylkill County, Pennsylvania, is the most prosperous, richest section of the world, where besides the immense anthracite coal mining preparation and shipping, there are great industries of various kinds and fertile farm lands.

¶ The Pottsville region people say that the diversity of their industrial interests keeps them busy all the time, because when one industry is partially slack the others are booming and the result is that Pottsville can truly claim to be among the richest spots on earth as to resources and amount of business.

¶ Pottsville, itself, is a busy city of 25,000, but it is the centre of a population of 100,000 within a six mile radius who trade almost entirely in Pottsville.

¶ The Reading and the Pennsylvania railroads have busy shops, active train dispatching points, splendid passenger service and with the Lehigh Valley, Jersey Central, Lehigh & New England, Delaware & Hudson, Lackawanna and other nearby railroad traffic connections give the Pottsville section unsurpassed freight and passenger railroad facilities.

¶ Pottsville and Schuylkill County have nine daily papers, a situation that does not exist the world over in equal population, and of these papers the Pottsville Morning Paper and the Pottsville Evening Republican are the leaders and have more bona fide paid circulation than all the others combined. These are the only two A. B. C. papers in this section, giving advertisers full opportunity to examine circulation records at all times.

¶ You can cover the Pottsville coal field entirely by using the Pottsville Morning Paper and Pottsville Evening Republican, in combination, without the necessity of advertising in any other papers.

HAMILTON-DE LISSER  
Advertising Representative

25 W. 43rd St., New York

177 N. Dearborn St., Chicago



# PROSPERITY BEGINS IN PITTSBURGH

*The home of Iron, Steel, Coal, Glass—the  
heart of the world's richest mineral district*

Listen in to  
**WCAE**  
Pittsburgh—  
"Where prosperity begins."  
—The Pittsburgh Press Radio-  
phone Station

Again! Pulling Power of The  
Press demonstrated. In past  
year 159,608 letters were writ-  
ten by Press readers to Wash-  
ington, D. C., Press Bureau,  
for information on various  
subjects.

Start at the fountain source of the onrushing  
industrial boom by thoroughly covering this  
fourth largest market in the country, and the  
world's most responsive field to advertised  
products, through

## THE PITTSBURGH PRESS

*A Scripps-Howard Newspaper*

*Largest Circulation*

*Largest Advertising Lineage*

*Lowest Milline Rate*

**ALLIED NEWSPAPERS, Inc.**

New York: 52 Vanderbilt Ave.

Chicago: 5 N. Wabash Ave.

Cleveland: 308 Euclid Ave.

Los Angeles:

San Francisco: Hobart Bldg.

## PENNSYLVANIA (Con't)

## Reading (con't)

tapes and bindings, machinery, confectionery, optical goods, stoves, etc.

**Manufacturing Establishments, 500.** Leading firms: Reading Locomotive and Repair shops, Reading Iron Co., Reading Steel Casting Co., Reading Hardware Co., Penn Hardware Co., Nolde-Horst Co., Berkshire Knitting Mills, Textile Machine Works, Narrow Fabric Co., Carpenter Steel Co., Vanity Fair Silk Mills, E. Richard Meining Co., W. H. Luden, Inc., Curtis & Jones, Eisenlake Bros., Bethlehem Steel Co., Joseph Bancroft & Sons Co., Trumbel Scott Co., Reading Stone Works, Parish Mfg. Co.

Total value of yearly output of factories estimated at \$159,219,400.

**Special Information:** Reading is the home of full-fashioned knitting hosiery machinery, single thread lace machinery, high grade alloy steel, gloves, silk underwear, Holland window shades, small steel castings, mental cough drops, heat-treated auto frames, butcher blocks, wrought iron pipe, goggles, children's shoes, narrow fabrics and optical goods.

**Residential Features:** Mainly 1-family houses of the row type; very few tenements. Number of better grade apartment houses. Beautiful residential sections surround the city, especially to the east and west. Homes costing \$8,000 to \$20,000.

**Retail Shopping Section:** Extends from Penn Square west to 2nd and Penn and east to 10th and Penn; also north on 9th St. for 7 or 8 blocks; north on 5th St. for 8 blocks; south on 5th St. for 1 block; also usual neighborhood sections.

**Trading Area:** 25 miles in all directions. Railroad, trolley and bus service excellent.

**Wholesale Houses:** Groceries, 6; Meats, 5; Fruits, 7; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, 200.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 37; commercial auto. agencies, 10; automobile accessories, 45; automobile tire agencies, 25; bakers, 50; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 155; delicatessen, 10; dressmakers, 144; druggists, 45; dry goods, 35; department stores, 6; electrical supplies, 37; florists, 24; fruits, 29; furniture, 30; furriers, 5; garages (public), 30; grocers, 423; hardware, 20; jewelry, 39; meat markets, 110; men's furnishings, 15; men's clothing, 30; merchant tailors, 62; milliners, 25; opticians, 27; photographers, 15; pianos (and miscellaneous musical instruments), 20; radio supplies, 15; restaurants (including hotels), 100; shoes, 41; sporting goods, 6; stationers, 11; women's apparel, 30.

See page 207

## ST. MARYS, PA.

1920 Population, 7,000.

City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 95%; English Reading, 90%; Families, 1,800.

**Schools:** Public Grade, 3; High, 4; Junior High, 1; Parochial, 2; Number of Pupils, 2,700.

**Churches:** Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

**Banks:** National, 1; State, 2; Total Resources, \$2,500,000. - Savings Bank Deposits Total, \$1,000,000.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 800.

**Location:** Northwestern part of Pennsylvania. P. R.R. and P. S. & N. R.R. Bus service to nearby towns.

**Principal Industries:** Railroad shops, clay and coal, carbon plants, incandescent lamp factory, printing, brick.

**Manufacturing Establishments, 16.** Leading firms: Stackpole Carbon Co., Speer Carbon Co., Penna. Fireproofing Co., Sewer Pipe Co., Tannery, Novelty Incandescent Lamp Works, P. S. & N. Shops, Miners, Builders & Mfr. Supply, Machine Shops, Elk Fire Brick Co.

Total value of yearly output of factories estimated at \$3,381,500.90.

**Special Information:** Natural gas, coal and clay.

**Residential Features:** Mainly private houses, with a few two family houses.

**Retail Shopping Section:** Extends from public square, which is surrounded by business section.

**Trading Area:** Eight miles north, south, east and west. Good roads and train service.

**Wholesale Houses:** Fruits, 1; Miscellaneous Lines: Lamp and Candy Factory.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 6; grocers, 16; hardware, 4; men's clothing, 5; merchant tailors, 6; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 5; stationers, 1; women's apparel, 4.

## SAYRE, PA.

1920 Population, 8,025.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Individual Workers, 75%; English Reading 95%; Families, 2,000.

**Schools:** Public Grade, 5; High, 1. Number of Pupils, 1,500.

**Churches:** Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; Total Resources, \$2,454,230.04. Savings Bank Deposits Total, \$38,500.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 1,500.

**Location:** L. V. R.R., Erie and Lackawanna touching on near north. Bus service north and south for 25 miles.

**Principal Industries:** L. V. R. R. shops, Ingersoll-Rand Tool Co., National Car Wheel & Pdy. Co., Cayuta Mfg. Co., Foreman & Clark Mfg. Co., Tele-meter Co., White Star Mfg. Co., F. G. Corneby Lumber Co.

**Residential Features:** Mostly one and two family houses.

**Retail Shopping Section:** Extends from Lockhart St. on north to Hayden St. at Desmond on south, two blocks and from Lockhart St. to Packer Ave. at So. Elmer Ave. one block. Outlying neighborhood sections on east side about 2 blocks on Thomas Ave. In West Sayre about 2 blocks on Keystone Ave. Small stores scattered over city.

**Trading Area:** Ten miles north, 20 miles east, south and west. Intermittent business from greater distances on south and east because of roads and bus service.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 1; automobile accessories, 14; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 20; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 2; grocers, 18; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 7.

## SCRANTON, PA.

1920 Population, 150,000 (1924, est. 151,000).

City and Suburban Estimate, 400,000.

Native Whites, 78%; Negroes, 1%; Foreign Born, 21%; Industrial Workers, 75%; English Reading, 85%; Families, 30,000.

**Schools:** Public Grade, 51; High, 2; Junior High, 1; Parochial, 12; Number of Pupils, 40,000.

**Churches:** Baptist, 16; Christian Science, 1; Congregational, 5; Episcopal, 6; Hebrew, 10; Methodist, 15; Presbyterian, 16; Roman Catholic, 31; Miscellaneous, 25.

**Banks:** National, 5; State, 16; Total Resources, \$170,000,000; Savings Bank Deposits Total, \$100,000,000.

**Theatres:** Legitimate, 1; Moving Pictures, 23; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10. Total number of seats 30,000, including armory 7,000.

**Location:** 130 miles from N. Y. City, 160 from Philadelphia. Served by D. L. & W., D. & H., Jersey Central, Erie and Lackawanna & Wyoming Valley, which connects with the L. V. at Pittston (9 miles) and the Penn. at Wilkes-Barre (19 miles).

**Principal Industries:** Coal mined in 1924 valued at \$180,000,000. Value of manufactured products in 1923, including coal, \$193,000,000. Scranton has 101 silk mills, and is the second largest silk city in U. S. There are 553 manufacturing plants in Scranton, employing more help than in the coal mining industry.

**Manufacturing Establishments, 553.** Saquoit Silk Co., Scranton Button Co., Scranton Lace Co., Lackawanna Woolen Mills, D. L. & W. machine shops, which are the railroad's principal shops.

**Special Information:** Largest correspondence school in the world, employing 1,800 hands in Scranton. Nearly 3,000,000 students enrolled in these schools. Present enrollment is 150,000, which fairly represents the average number at one time. Scranton is the metropolis of the anthracite region. Scranton is a cultured city and its people especially devoted to music, there being upward of 100 music teachers in the city.

**Residential Features:** City of home owners. Few tenements. On the Lackawanna Trail, 100 miles street railways.

**Retail Shopping Section:** In the central part of the city are about 24 blocks devoted to retail and wholesale business. Also shopping centers with good sized stores in West Scranton, South Scranton, East Scranton and North Scranton and in adjoining municipality of Dunmore, which is a part of Scranton in every way except that it has a separate borough government.

**Trading Area:** On the north and northwest for 50 miles; on the south 10 miles, on the east 20 miles and on west 15 miles.

**Wholesale Houses:** Groceries, 16; Meats, 14; Fruits, 15; Hardware, 5; Dry Goods, 15; Miscellaneous Lines, Coal Companies, 72.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 61; commercial auto. agencies, 23; automobile accessories, 28; automobile tire agencies, 27; bakers, 46; cigar stores and stands (including hotels), 329; confectioners (including hotel

stands), 140; delicatessen, 5; dressmakers, 62; druggists, 66; dry goods, 45; department stores, 4; electrical supplies, 24; florists, 28; fruits, 500; furniture, 31; furriers, 20; garages (public), 60; grocers, 550; hardware, 30; jewelry, 41; meat markets, 128; men's furnishings, 40; men's clothing, 59; merchant tailors, 102; milliners, 35; opticians, 15; photographers, 18; pianos (and miscellaneous musical instruments), 15; radio supplies, 25; restaurants (including hotels), 400; shoes, 39; sporting goods, 10; stationers, 5; women's apparel, 30.

## SHAMOKIN, PA.

1920 Population, 22,000.

City and Suburban Estimate, 50,000.

Native Whites, 65%; Foreign Born, 35%; Industrial Workers, 35%; English Reading 95%; Families, 12,000.

**Schools:** Public Grade, 16; High, 4; Parochial, 6; Number of Pupils, 12,000.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 6.

**Banks:** National, 4; State, 5; Total Resources, \$70,000,000; Savings Bank Deposits Total, \$63,000,000.

**Theatres:** Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 12,500.

**Location:** Central Pennsylvania in lower region of Anthracite belt. On Phila. & Reading, Lehigh Valley, and Pennsylvania R. Rds. City and trolley—connecting suburbs. \$1,000,000 monthly paid to employes of collieries, silk, and other industries.

**Principal Industries:** Coal and silk, overalls and hosiery mills, railroad shops.

**Manufacturing Establishments: 10;** Leading firms: J. H. & C. K. Eagle Silk Co.

Total value of yearly output of factories estimated at \$30,000,000.

**Residential Features:** One and two family houses; some apartments. Mostly private homes. Many new residential sections being opened.

**Retail Shopping Section:** Independence, Shamokin, Market, Spruce, Second, and Sunbury Sts., all covered by trolley routes. From 8 to 12 blocks.

**Trading Area:** Within a radius of 19 miles each direction.

**Wholesale Houses:** Groceries, 6; Meats, 5; Fruits, 4; Hardware, 4; Dry Goods, 2; Miscellaneous Lines, Candy Manufacturers, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 24; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 15;

druggists, 18; dry goods, 9; department stores, 8; electrical supplies, 22; florists, 7; fruits, 23; furniture, 12; furriers, 5; garages (public), 16; grocers, 178; hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 10; men's clothing, included; merchant tailors, 15; milliners, 12; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 17; shoes, 15; sporting goods, 6; stationers, 3; women's apparel, 17.

See announcement on this page

## SHARON, PA.

1920 Population, 21,727.

City and Suburban Estimate, 60,000.

Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 90%; Families, 5,200.

**Schools:** Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,300.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

**Banks:** National, 3; State, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,218.

**Location:** On Pennsylvania-Ohio State line midway between Pittsburgh and Erie, Penna., Erie, L. S., P. & L. E. and E. & O. Rys.

**Principal Industries:** Iron and steel, tin plate, tank cars, steel castings, auto parts, electrical equipment, hardware.

**Manufacturing Establishments:** Westinghouse, Carnegie Steel Co., Sharon Steel Hoop, American Steel Foundries, American Steel & Wire, American Sheet & Tin Plate Co., National Malleable Castings Co., Petroleum Iron Works, Standard Tank Car Co., Aetna Foundry and Machine Co., Air Reduction Sales Co., Keystone Eng. Co., Pickhams Mather Co., Reliance Coal & Coke Co., Sharon Fire Brick Co., Sharon Hardware Mfr. Co., Sharon Pattern Works, Sharpsville Boiler Works, Sharpsville Furnace Co., Shenango Furnace Co., Standard Slag Co., Valley Mould & Iron Co.

**Residential Features:** Mostly two-story homes. New residential section started in 1920 and now mostly built up with homes valued at \$10,000 to \$30,000.

**Retail Shopping Section:** Confined to small downtown sections 4 blocks on Main St. and side streets one block.

**Trading Area:** About 25 miles north, east and south. West 10 miles. Trolley from 5 large suburban towns and excellent roads bring shoppers to Sharon.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 4; Hardware, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies,

Continued on page 208

# A Million Dollars A Month

That's the Amount Paid Out to  
**Shamokin's Industrial  
Wage Earners**

No Shut Downs No Hard Times  
Everybody Employed Wages High

Building Boom Grows Daily

Pennsylvania's Most Promising Advertising Field

**The Shamokin Dispatch**  
Has Dominated This Prosperous  
Field for 38 Years

Recognized as the Home Paper of Shamokin, Pa.

GEO. B. DAVID CO.

National Advertising Representatives

110 East 42nd St., NEW YORK

1411 Hartford Bldg., CHICAGO

# The Pulling Power of your Advertising Dollars

That Power Will Touch the Topmost Limit in Percentage of Returns, if Invested in Space in the

## READING PENNSYLVANIA

Third Industrial City.  
Population, 132,000, including suburbs  
Shopping Patrons, 250,000  
Bank Deposits, \$52,000,000  
Bank Resources, \$74,000,000  
Bank Clearings, \$180,000,000  
Retail Trade, over \$100,000,000  
Industrial workers, 51,000  
Industrial wages, \$62,000,000  
Industrial Capital, \$120,000,000

In the Reading District, in nearly 1,000 mills, shops and factories, some 500 separate commodities were turned out in 1923, yielding

*Industrial Products,  
Valued at \$214,000,000*

The latest official statistics show the volume of leading industries of the Reading District, as follows:

<b>CHEMICALS</b> and allied products .....	\$4,066,500
<b>CLAY, GLASS AND STONE</b> products .....	\$3,466,900
<b>FOOD</b> and kindred products .....	\$13,698,800
<b>LEATHER AND RUBBER</b> goods .....	\$3,367,900
<b>LUMBER</b> and its products .....	\$3,823,500
<b>PAPER AND PRINTING</b> industries .....	\$4,969,400
<b>TEXTILES AND</b> textile products .....	\$86,106,100
<b>METALS AND METAL</b> products .....	\$66,170,300
<b>MINES AND QUARRIES</b> .....	\$1,414,700
<b>CIGARS AND TOBACCO</b> .....	\$8,041,900
<b>MISCELLANEOUS</b> .....	\$7,605,700

## READING EAGLE

Est. 1868

This Is a Fact, Tested and Proven, Through a Course of Years, by the Experience of America's Leading Advertisers.

*The Dominant Newspaper of the Third Industrial City of Pennsylvania, and in One of America's Richest Regions.*

Covers its field completely at a low cost.

The Sworn Average Circulation of the *Reading Eagle* for the Month of October, 1924, Was

# 43,684

COPIES A DAY

Average daily circulation—1872.....	2,505
“ “ “ 1882.....	6,541
“ “ “ 1892.....	11,797
“ “ “ 1902.....	17,028
“ “ “ 1912.....	22,464
“ “ “ 1922.....	37,824

Eagle circulation verified by the A. B. C.

For detailed surveys, sample copies, advertising rates or any other information, write

## Reading Eagle Co.

READING, PA.

NEW YORK OFFICE: 225 Fifth Ave.  
CHICAGO OFFICE: 360 North Michigan Ave.  
SAN FRANCISCO OFFICE: 742 Market St.  
LOS ANGELES OFFICE: Times Bldg.  
Williams, Lawrence & Cresmer Co., Managers.

**PENNSYLVANIA (Con't)**

**Sharon (con't)**

18; commercial auto. agencies, 15; automobile accessories, 20; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 20; druggists, 10; dry goods, 7; department stores, 10; electrical supplies, 6; florists, 2; fruits, 12; furniture, 6; furriers, 1; grocers, 50; hardware, 4; jewelry, 7; meat markets, 24; men's clothing, 17; merchant tailors, 9; milliners, 12; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 20; shoes, 11; sporting goods, 7; stationers, 4; women's apparel, 14.

**See announcements on this page**

**SHENANDOAH, PA.**

1920 Population, 24,726.  
City and Suburban Estimate, 40,000.  
Native Whites, 68.5%; Negroes, 0.1%; Foreign Born, 31.4%; Industrial Workers, 31%; English Reading, 80%; Families, 4,560.  
Schools: 16; Number of Pupils, 5,500.  
Churches: 27.  
Banks: 5; Total Resources, \$9,000,000.  
Theatres: 4; Total number of seats, 2,200.  
Residential Features: One and two family houses.

**Retail Shopping Section:** 22 blocks.  
**Trading Area:** Radius of ten miles.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; dressmakers, 18; druggists, 8; dry goods, 10; department stores, 2; electrical supplies, 6; florists, 1; fruits, 3; furniture, 5; garages (public), 14; grocers, 57; hardware, 6; jewelry, 3; meat markets, 18; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 2; women's apparel, 3.

**STROUDSBURG, PA.**

1920 Population, 5,278.  
City and Suburban Estimate, 24,925.  
Native Whites, 93.5%; Negroes, 1.5%; For-

sign Born, 5%; Industrial Workers, 21%; English Reading, 96%; Families, 1,334.

Schools: Public Grade, 2; High, 2; Junior High, 1; Number of Pupils, 1,460.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$6,100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

**Location:** On main line of D. L. & W. Railroad between New York and Buffalo, 80 miles from New York. Terminal of Belvidere Division of Penna. Railroad, 84 miles from Philadelphia. Terminal of N. Y. S. & W. and terminal of Wilkes-Barre & Eastern freight line. Located on the Trail, and also north to Port Jervis, on Lackawanna Trail, with bus line transportation trolley service to Philadelphia.

**Principal Industries:** Silks, woolens, glassware, cut glass, leather, elevators and hoisting engines, stoves and ranges, metal products, building bricks, paper, lumber, wood novelties, vinegar, food products, therapeutic devices, flour and feed.

**Manufacturing Establishments, 45.** Kittson Wooden Mills, Derry Silk Co., Monroe Silk Co., N. Y. S. & W. Railroad Shops, Stroudsburg Cut Glass Co., Elk Tanning Co., Analamink Paper Co., Galvanized Products Co., Lenape Silk Co., Stanford Silk Co., L. A. W. Silk Co., The Tanite Co.

Annual output, \$8,377,900.

**Special Information:** Stroudsburg is located in the heart of the Pocono Resort Section, 4 miles from Delaware Water Gap and 14 miles from Mount Pocono, and provides the only shipping center in the entire resort region. Convenient accessibility to both New York and Philadelphia by railway and improved highways and location on the Lackawanna Trail brings thousands of tourists to the town yearly.

**Residential Features:** Practically all one and two-family houses with a few flats. No tenements. Many beautiful homes on hill section are above the \$10,000 class. Splendid broad streets with large shade trees add to the beauty of the residential section.

**Retail Shopping Section:** Begins on Main Street at Eighth and continues on down Main Street to Third Street. One block north and one block south on Seventh Street and one block north on Sixth Street.

**Trading Area:** North, 25 miles; west, 25 miles; south, 10 miles; east, 4 miles. The Delaware River shuts off trade from the east except opposite Portland Bridge where trade is drawn from the Blairstown section, a distance of 20 miles.

**NEWS TELEGRAPH**

Member A. B. C.  
SHARON, PENN'A.

**7,232 Guaranteed Circulation**

\$4,000,000 monthly payroll in the wonderful Shenango Valley, the greatest steel, iron and tin plate district in the world.

The new Westinghouse plant, first units of which are completed, is now employing 5,000 skilled workers and will ultimately employ thousands more. An appropriation of \$17,000,000 has already been made to complete this plant.

The News Telegraph carries far greater volume of business—both classified and display—than any other paper in its field.

**SPECIAL REPRESENTATIVES**

R. R. Mulligan  
30 E. 42nd St.,  
New York

C. J. Anderson, Special Agency  
Chicago, Ill.  
360 N. Michigan Ave.,

**Why Readers Demand The Herald**

Selection of the best daily newspapers published in Pennsylvania cities of less than 25,000 population, has been completed by students of the Community Daily Newspaper class in the department of Journalism of Syracuse University, Syracuse, N. Y. Eleven different departments in which it is considered a newspaper should be judged formed the basis of a survey conducted under the direction of Prof. John O. Simmons of the journalism faculty. Seventy-five papers were entered in the survey by their respective editors, six consecutive copies of each being submitted for the study.

The result of the survey gave the Sharon, Pa.,

**HERALD**

the following standing:

Editorials	First
All Around Paper	Second
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**PENNSYLVANIA (Con't)**

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 3; Confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 4; druggists, 7; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 7; furniture, 5; furriers, 1; garages (public), 8; grocers, 18; hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 7; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 8.

**SUNBURY, PA.**

1920 Population, 15,721.

City and Suburban Estimate, 30,000.

Native Whites, 97.6%; Negroes, 0.1%; Foreign Born, 2.3%; Industrial Workers, 35%; English Reading, 98%; Families, 3,948.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,750.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$6,875,200.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,800.

Location: 64 miles north of Harrisburg at confluence of the north and west branches of the Susquehanna River, on the Penna. R. R., D. L. & W., and P. & R. R. R.

Principal Industries: Silks, caskets, coal, lumber, vehicles, cigars, walrus, bed springs, dyestuffs, grain, flour, sash, doors and blinds.

Leading Firms, Home of Susquehanna Silk Mills.

Residential Features: Principally one and two-story houses with a few modern apartments and duplexes.

Retail Shopping Section: On Market St., seven blocks; Third St., two blocks; Fourth St., two blocks, and several intersecting streets.

Trading Area: North to Williamsport; south to Harrisburg; east to Shamokin; west to Lewis-town; embracing several small communities and a prosperous farming district.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 14; druggists, 10; dry goods, 5; department stores, 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 6; furriers, 1; garages (public), 8; grocers, 54; hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 8; sporting goods, 1; stationers, 3; women's apparel, 4.

See top columns 3 and 4, page 204

**SUSQUEHANNA, PA.**

1920 Population, 3,764.

City and Suburban Estimate, 6,000.

Native Whites, 89.5%; Negroes, .025%; Foreign Born, 10.25%; Industrial Workers, 25%; English Reading, 97%; Families, 931 (Dwellings, 802).

Schools: Public Grade, 12; High 1; Parochial, 1. Number of Pupils, 938; 500 in Public—400 in Parochial.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: 1 Christian Missionary Alliance.

Banks: National, 2; Total Resources, \$3,000,000.

Theatres: Hogan Opera House. Total number of seats, 800.

Location: On Erie R.R. and D. H. R.R.

Manufacturing Establishments: Erie R.R. repair shop and one furniture factory—Susquehanna Furniture Co., one mattress factory—Susquehanna Mattress Co.

Special Information: Erie R.R. payroll here runs over \$250,000 per month. Rich farming section surrounds Susquehanna.

Residential Features: Mostly one family homes. About 70% of the people own homes; 30% own cars.

Retail Shopping Section: Main Street, 4 blocks; East Main, one block; Erie Ave., one block; Exchange St., block and half; Franklin Ave., half block; Grant St., block. Several "neighborhood" groceries.

Trading Area: 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 4; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 15; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos

(and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

**TAMAQUA, PA.**

1920 Population, 12,363.

City and Suburban Estimate, 19,500.

Native Whites, 90%; Foreign Born, 10%; English Reading, 95%; Families, 8,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, \$8,130,964.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,000.

Location: On Phila. & Reading Railroad, Central Railroad of New Jersey, and Lehigh and New England R. R. Central terminus for P. & R., between Phila. and Williamsport and Western terminus for Central from New York. Excellent shipping facilities with direct lines to Phila. and New York.

Principal Industries: Anthracite coal mining and railroad terminal. At western end of Lehigh coal and navigation mining operation, also the Phila. & Reading operation in the Schuylkill Valley.

Manufacturing Establishments: 8. Leading firms, Tamaqua Mfg. Co., Tanbee Knitting Mills, Boh & Boskind Shirt Factory, Bravely Mfg. Co.

Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Tamaqua is one of the rapidly growing cities of Eastern Pennsylvania. Situated at the extreme southern end of the anthracite coal field, its large deposits of hard coal have only been touched. The coal companies have recently opened up new operations, which are scheduled to be the largest of their kind in the anthracite district. A new railroad classification yard has recently been under construction, and it is expected to be opened in December next.

Residential Features: Consist mostly of single homes, well maintained, owned privately by individuals.

Retail Shopping Section: Extends from two blocks from center of town on west to three blocks to east of central part, and north and south from Central part one block each way.

Trading Area: Extends six miles east and west, and five miles north and south.

Wholesale Houses: Groceries, 1; Meats, 1; Hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; auto. accessories, 5; auto. tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 4; furriers, 2; garages (public), 7; grocers, 20; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 7; merchant tailors, 3; milliners, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 3.

**TARENTUM, PA.**

1920 Population, 8,964.

City and Suburban Estimate, 35,000.

Native Whites, 70%; Negroes, 5%; Foreign Born, 25%; Industrial Workers, 80%; English Reading, 86%; Families, 1,922.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,107.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 3; Miscellaneous: Lutheran, 4; Others, 5.

Banks: National, 2; State, 2; Total Resources, \$7,535,580. Savings Bank Deposits Total, \$6,235,791.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,600.

Location: On Allegheny River 23 miles northeast of Pittsburgh. Penn. R.R. Good steamboat navigation to Pittsburgh and south. Trolley connection with Pittsburgh.

Principal Industries: Steel, plate glass, paper mill, bottle factories, sand and gravel.

Manufacturing Establishments, 7. Leading firms: Pittsburgh Plate Glass Co., Allegheny Steel Co.

The industrial output in dollars below includes that of the Allegheny Steel Co., which is not in the city limits, but in which plant 2,000 Tarentum men are employed.

Total value of yearly output of factories estimated at \$27,000,000.

Special Information: Tarentum is in heart of western Pennsylvania coal fields, although none of the mines are within city limits. Coal output within a 12 mile radius is second to none in this part of state, 8,000 of 30,000 city and suburban population are union miners and their families. Future growth of the district and further development of coal lines depends on canalization or damming of the Allegheny River, which is now under legislative consideration. Two dams are completed and two others under construction.

Residential Features: Tarentum is a borough of middle class residences, in only one street are tenement and crowded living quarters found. Average home two story structure, 20% of brick. Extreme heights district is the center of finest homes, colonial, bungalow types of brick and stucco.

Retail Shopping Section: Center of shopping district of Corbett St. between 3rd and 5th Aves. Nine business blocks, along Corbett St. or south of it, with usual neighborhood stores. Corbett St. runs north and south to the river. With Lower 5th, 4th and East 6th Aves. crossing it and comprising the business blocks.

Trading Area: Two miles north and south, along the Allegheny River and "Heights" district. The West Penn trolley and cross town trolley provide accommodations.

Wholesale Houses: Miscellaneous Lines; Sand and Gravel, 1; Conf. 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 3; automobile accessories, 21; automobile tire agencies, 21; bakers, 7; cigar stores and stands (including hotels), 54; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 50; druggists, 5; dry goods, 11; department stores, 4; electrical supplies, 3; florists, 2; fruits, 3; furniture, 6; garages (public), 17; grocers, 27; hardware, 6; jewelry, 3; meat markets, 12; men's furnishings, 10; men's clothing, 18; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments) 6; radio supplies, 3; restaurants (including hotels), 5; shoes, 5; sporting goods, 8; stationers, 10; women's apparel, 13.

**TITUSVILLE, PA.**

1920 Population, 8,452.

City and Suburban Estimate, 10,000.

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 20%; English Reading, 95%; Families, 2,850.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,745.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, \$1,167,998.83; Savings Bank Deposits Total, \$4,002,828.38.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 2,050.

Location: Titusville is situated in the extreme eastern part of Crawford County, about 100 miles north of Pittsburgh, and 50 miles southeast of Erie, and is served by Pennsylvania and New York Central Railroads.

Principal Industries: Iron, steel and oil. Manufacturing Establishments, 15. The Titusville Iron Works Co., Titusville Oil Works, The American Radiator Co., American Oil Works, The Cyclops Steel Co., The Schatt & Morgan Cutlery Co., Titusville Forge Co., Crew Levick Co., Oil Creek Refining Co. Total value of yearly output of factories estimated at \$22,500,000.

Special Information: Titusville is the birthplace of the oil industry and a considerable quantity of high grade Pennsylvania crude oil is still produced in the region roundabout.

Residential Features: No tenement section; large majority of residents own their own homes, which are of substantial type. There are also many handsome residences. Titusville being credited with 30 millionaires.

Retail Shopping Section: Spring St., 2 blocks west, 1 block east; Diamond St., 1 block east; Franklin St., 1 block north, 2 blocks south; Central Ave., 2 blocks west, 2 blocks east, and a few outlying sections with grocery, meat and other small shops.

Trading Area: Extends about 15 miles in all directions.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 7; automobile accessories, 17; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 18; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 5; garages (public), 12; grocers, 42; hardware, 4; jewelry, 5; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 8; women's apparel, 9.

**TYRONE, PA.**

1920 Population, 9,270; 1924, 10,500.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 10%; English Reading, 97%.

School: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; Total Resources, \$5,500,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,165.

Location: On main line P. R. R., midway between Harrisburg and Pittsburgh. Junction point. Junction point of L. P. T.: Tyrone & Clearfield; Bald Eagle branches of P. R. R. open up coal and coke regions of Cambria and Clearfield counties. Direct connections north, south, east and west; 50 passenger, 200 freight trains daily. Trolley connection with neighboring towns. Bus lines. State highways.

Principal Industries: Paper, shirts, drugs, boiler and foundry works, railroad shops, basket-making, planing mills.

Manufacturing Establishments, 16. Leading firms, W. Va. Pulp & Paper Co., Reader Bros.

Boiler & Heater Works, J. C. Stine Foundry, Wilson Chemical & Mfg. Co., Barr Mfg. Co., F. D. Beyer Planing Mill and Perfect Shirt Mfg. Co.

Special Information: On Wm. Penn Highway and Horseshoe Trail. Mineral resources, shale, gneiss rock, limestone, clay and sands. Wholesale center. Annual postal receipts \$1,700,565.57; 36 out- and 36 incoming mails daily.

Residential Features: Residential section mainly one-family houses, private houses predominating. Labor and capital head to the highest degree, which accounts for practically the entire town being composed of attractive and well kept residences.

Retail Shopping Section: Five blocks on 10th, 4 blocks on Penn. Ave. Convenient to bus, trolley and steam lines. Neighborhood stores.

Trading Area: 20 miles north and south and 10 miles east and west, trolley and bus connection.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Hardware, 2; Miscellaneous Lines, Drugs, Coffee, Tea, Sugar.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 20; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 2; fruits, 11; furniture, 3; furriers, 1; garages (public), 10; grocers, 26; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 6.

**UNIONTOWN, PA.**

1920 Population, 15,092.

City and Suburban Estimate, 25,000.

Native Whites, 60%; Negroes, 22%; Foreign Born, 18%; Industrial Workers, 40%; English Reading, 90%; Families, 3,647.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 3,844.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 3; State, 4; Total Resources, \$24,000,000; Savings Bank Deposits Total, \$3,841,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,000.

Location: P. R. R., B. & O. and West Penn Ry. Co.

Principal Industries: Coal mining, coke, radiators and enamel ware, lumber and brick.

Manufacturing Establishments, 1. Leading firms, Richmond Radiator Co.

Special Information: Located on National Pike and surrounded by rich coal fields.

Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 40; delicatessen, 2; dressmakers, 3; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 10; florists, 4; fruits, 20; furniture, 7; garages (public), 14; grocers, 23; hardware, 6; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 10; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

**WARREN, PA.**

1920 Population, 14,256.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 2; Brethren, 1; Nazarene, 1; Evangelical, 2.

Banks: National, 3; State, 2; Total Resources, (Continued on page 210)

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PENNSYLVANIA (Con't)

Warren (con't)

\$25,660,629.58; Savings Bank Deposits Total, \$18,683,286.01.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 2,200.

Location: On Allegheny River, 160 miles above Pittsburgh; on main line of Philadelphia and Erie Division of Pennsylvania; D. A. V. branch New York Central; Buffalo and Allegheny Valley division of Pennsylvania. Trolley service to Jamestown, N. Y., and Sheffield, Pa. Hourly bus service to Youngsville, Pa., and Sugar Grove, Pa.

Principal Industries: Petroleum refining, furniture manufacture, sheet metal construction, axe and tool manufacture; patent medicine manufacture, chemical manufacture, car repair shops, mail order houses, Conewago Furniture Co., Warren Furniture Co., Crescent Furniture Co.

Manufacturing Establishments, 94. Struthers & Wells Co., Warren Axe & Tool Co., New Process Co., Pico Co., 9 independent oil refineries. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Warren has nine independent petroleum refineries, and is being located in the center of Pennsylvania oil fields, is one of the largest producers of petroleum products in the United States. Is also a center for the manufacture of high grade furniture.

Residential Features: More than 75 per cent of the people own their own homes, which are mainly one-family dwellings. There are no tenements and no "poor" section. A number of residents of the city have made fortunes in oil and lumber, some of these owning homes valued at upwards of \$100,000.

Retail Shopping Section: Extends from Poplar St. on Pennsylvania Ave. 9 blocks east to Crescent St.; 2 blocks on Liberty St., from Pennsylvania Ave. to Market St., 1 and 1 block on Hickory St., from Pennsylvania Ave. to Third Ave.

Trading Area: Extends north 16 miles to New York State Line; west 16 miles, south 20 miles and east 20 miles. The towns in the trading area being connected to Warren by trolley lines, bus lines and hard surfaced roads.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines, 2 bread and bakers' goods, 2 candy, 2 soft drinks, 2 cigars, 1 ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 16; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 5; fruits, 4; furniture, 6; furriers, 1; garages (public), 7; grocers, 47; hardware, 5; jewelry, 7; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 7.

WASHINGTON, PA.

1920 Population, 23,340.

City and Suburban Estimate, 46,000.

Native Whites, 80%; Negroes, 15%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 92%; Families, 6,137.

Schools: Public Grade, 3,700; High, 700; Junior High, 200; Parochial, 230; Number of Pupils, 4,830.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 8; State, 3; Total Resources, \$29,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: On Penna. and E. & O., Waynesburg and Washington connecting railroad between Penna. and E. & O. Buses connect counties of Washington and Green, and trolleys with Pittsburgh, 32 miles distant.

Principal Industries: Glass jars, tableware, cathedral glass, woven wire glass, window glass (7 glass factories), tinplate.

Manufacturing Establishments, 26. Leading firms, Hazel-Atlas Glass Co., Highland Glass Co., Sidway-Toplift Co., Duncan-Miller Glass Co., Washington Tin Plate Co., Tyler Tube & Pipe Co., Pittsburgh Sheet Glass Co. Total value of yearly output of factories estimated at \$45,000,000.

Special Information: One of the largest glass manufacturing centers in the country. Large toy factory. Two large coal mines in city limits. The George Washington Hotel, costing \$2,000,000, is owned by 960 community stockholders.

Residential Features: 90% homes owned, private houses predominating. Several very fine residences ranging from \$75,000 to \$500,000.

Retail Shopping Section: Main and Chestnut Sts., 6 blocks each.

Trading Area: 25 miles in each direction, covered by buses, trolley, railroads and improved highways.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 8; bakers, 16; cigar stores and stands (including ho-

tels, 9; confectioners (including hotel stands), 22; delicatessen, 3; dressmakers, 16; druggists, 12; dry goods, 10; department stores, 1; electrical supplies, 8; florists, 3; fruits, 20; furniture, 5; furriers, 3; garages (public), 3; grocers, 102; hardware, 5; jewelry, 5; meat markets, 22; men's furnishings, 6; men's clothing, 13; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 8.

WAYNESBORO, PA.

1920 Population, 9,750.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Negroes, .015%; Foreign Born, .005%; Industrial Workers, 35%; English Reading, 99%; Families, 2,200.

Schools: Public Grade, 24; High, 1; Junior High, 2; Number of Pupils, 2,100.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, Baptist, Brethren, Mennonite, First Br. Reformed, Christian Br., Br. in Christ, 2; United Brethren, A. M. E., Gospel Hall.

Banks: National, 2; State, 1; Total Resources, \$10,300,000; Savings Bank Deposits Total, \$5,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: In southern Pennsylvania 70 miles southwest of Harrisburg (State Capital), near Maryland line, in the Cumberland Valley. Is served by Penn. R. R. and Western Maryland Ry. Has excellent trolley service on lines of Potomac-Edison Co. System of electric buses operates over an urban trade territory.

Principal Industries: Manufacture ice making and refrigerating machinery, grinders, bolt cutters, nut threading machines, tractors, threshers, sawmills, engines (traction and portable), vises, electric program clocks, garage equipment, nut facing machines, nut locks, engine bronze, journal bearings, self-opening die heads, collapsible taps, pipe nipples, card index machines, automatic phonographs, reamers, underwear, men's clothing, hosiery.

Manufacturing Establishments, 12. Leading firms, Frick Co., Landis Tool Co., Emerson-Brantingham Co., Landis Machine Co., Eastwick-Lyon Bronze Co., Victor Tool Co., Wayne Tool Mfg. Co., Waynesboro Knitting Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Waynesboro is the center of a rich agricultural, fruit-growing and dairying section. Is a buying center for Blue Ridge Summit and Pen Mar Summer resorts, where there are numerous large hotels and boarding houses. Town has no foreign population. Majority of workmen own their homes.

Residential Features: Residence section made up wholly of private homes, with no tenement sections. New and restricted residence section now growing.

Retail Shopping Section: Extends over four blocks on main business street. Business section is extending also to four blocks on two streets intersecting the main business street.

Trading Area: Extends 10 miles north, south, east and west, and includes a number of smaller towns. Greenville, Pa., with population of about 2,500, is included in this trade territory. On special trade days buyers are brought to Waynesboro from an area much more extensive.

Wholesale Houses: Groceries, 1; Fruits, 1; Miscellaneous Lines, 1 Tobacco and Cigars.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 10; grocers, 30; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 6.

See announcement on page 159

WEST CHESTER, PA.

1920 Population, 11,717.

City and Suburban Estimate, 12,500.

Native Whites, 77%; Negroes, 20%; Foreign Born, 3%; Industrial Workers, 16%; English Reading, 98%; Families, 3,560.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,827.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, \$10,522,331.37; Total Bank Deposits, \$4,585,990.59.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: In southeastern section of Chester Co. on P. R. R., 22 miles west of Philadelphia. Rapid transit connection with Philadelphia, Coatesville, Kennett Square, with lines connecting elsewhere. Bus lines to Wilmington, Pottsville, Chester, Norristown, etc. P. R. R. branch connecting with main line at Frazer.

Principal Industries: Wheels, cream separators, milking machines, shipping tags, gasoline engines, nurseries, crayon.

Manufacturing Establishments, 12. Leading firms, Hoopes Bros. & Darlington Spoke and Wheel Works, Sharpe Separator Co., Schramm Co., gasoline engines; Denney Tag Co., Keystone

Tag Co., Sharpe Separator Co., Hoopes Bros. & Darlington Spoke and Wheel Works, National Crayon Co. Combined value of farm and shop products in Chester Co. in 1920 was \$140,211,801. Total value of yearly output of West Chester, estimated at \$7,000,000.

Special Information: State Normal, Darlington Seminary, St. Aloysius Academy and Summer School of music located here. One of the richest agricultural counties in the United States.

Residential Features: Private homes predominate. Number of apartment houses recently erected. Many retired persons make their homes here, while others are engaged in business in Philadelphia. Several fine building sites which surround the town are being developed.

Retail Shopping Section: Four blocks on Gay and Market Sts., which run parallel; two or more on Walnut, High and Church Sts., crossing Gay and Market.

Trading Area: 10 miles north, south, east and west. Excellent trolley and bus service and good roads bring many shoppers to town.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 1; bakers, 6; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; dressmakers, 10; druggists, 10; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 3; fruits, 7; furniture, 4; furriers, 1; garages (public), 11; grocers, 46; hardware, 3; jewelry, 6; meat markets, 10; men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 4.

WILKES-BARRE, PA.

1920 Population, 78,000.

City and Suburban Estimate, 250,000 (22 surrounding towns and mining boroughs).

Native Whites, 79.5%; Negroes, .8%; Foreign Born, 19.7%; Industrial Workers, 24%; English Reading, 80%.

Schools: Public Grade, 13,000; High, 2,000; Parochial, 2,000; Total Number of Pupils, 17,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 7; Methodist, 13; Presbyterian, 8; Roman Catholic, 20; Miscellaneous, 10.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On east bank of Susquehanna River. Principal Industries: Anthracite mining gives 85% of wealth. Third largest silk throwing and weaving center in country. Iron works, locomotives, cement machinery, axles, lace mills, railroad shops, chocolate works, wire rope, etc.

Manufacturing Establishments: Leading firms, Lehigh Valley Coal Co., Lehigh & Wilkes-Barre Coal Co., Susquehanna Coal Co. and a number of independents, including Kingston Coal Co., Vulcan Iron Works, Sheldon Axle & Spring Co., Planters Nut & Chocolate Co., Hazard Mfg. Co.

Special Information: Junction point between eastern and mid-western markets. Seldom affected by depression on account of diversified interests.

Residential Features: A city of beautiful homes, with scientific playground system and acres of parks surrounding residential sections.

Retail Shopping Section: 115 miles of trolley track throughout Wilkesbarre and suburbs, 165,000 people in one fare limit, 250,000 within two fare limit. Adequate bus lines.

Trading Area: Total retail zone 485,000 people. Within wholesale zone 1,423,695.

Wholesale Houses: Groceries, 18; Meats, 10; Fruits, 21; Hardware, 4; Dry Goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; automobile accessories, 60; automobile tire agencies, 16; bakers, 33; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 111; delicatessen, 10; druggists, 48; dry goods, 35; department stores, 15; electrical supplies, 18; florists, 12; fruits, 27; furniture, 24; furriers, 7; garages (public), 43; grocers, 341; hardware, 17; jewelry, 32; meat markets, 80; men's furnishings, 25; merchant tailors, 64; milliners, 23; opticians, 16; photographers, 10; pianos (and miscellaneous musical instruments), 12; radio supplies, 4; restaurants (including hotels), 55; shoes, 27; sporting goods, 5; stationers, 4.

WILLIAMSPORT, PA.

1920 Population, 42,000.

City and Suburban Estimate, 50,000.

Native Whites, 91.2%; Negroes, 2.5%; Foreign Born, 6.3%; Families, 10,000.

Schools: Public Grade, 15; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 8,305. (Dickinson Seminary.)

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 12; Presbyterian, 5; Roman Catholic, 5; Miscellaneous, 24.

Banks: National, 4; State, 5; Total Resources, \$7,563,118.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,300.

Location: In Central Penna. on west branch of Susquehanna River, P. R. R., N. Y. C., Reading & Susquehanna and N. Y. Ry. Fine state roads radiate in all directions, including Susquehanna Trail and Horsehoe Trail. Bus service makes Williamsport easily reached.

Principal Industries: Furniture, sole leather, rubber boots and shoes, silk, steel, machinery, motors, railroad shops, sandpapers.

Manufacturing Establishments, 80. Leading

firms, Armour & Co., J. K. Mosser Co., U. S. Rubber Co., Lycoming Motors Corp., Crooks-Dittmar Co., U. S. Sand Paper Co., J. K. Ribbel Furniture Co., Sweet Steel Co.

Special Information: Great diversity of industries, making business very uniform and depression in business seldom experienced.

Residential Features: Mainly one and two-family houses, majority owned.

Retail Shopping Section: Three blocks east on 3rd St. from Market Square and 3 blocks west from Market Square on West 3rd St. Four blocks west from Market St. on West 4th St. Intersecting 3rd and 4th Sts. the retail section runs for 3 blocks on both Pine and Market St.

Trading Area: Extends 25 miles west, 30 north, east and south. Some trade from greater distances because of fine roads and good train service.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 11; automobile tire agencies, 14; bakers, 20; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 55; delicatessen, 1; dressmakers, 29; druggists, 25; dry goods, 17; department stores, 2; electrical supplies, 9; florists, 9; fruits, 9; furniture, 20; furriers, 3; garages (public), 38; grocers, 201; hardware, 9; jewelry, 18; meat markets, 39; men's furnishings, 10; men's clothing, 24; merchant tailors, 8; milliners, 18; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 11; restaurants (including hotels), 61; shoes, 20; sporting goods, 8; stationers, 9; women's apparel, 13.

YORK, PA.

1920 Population, 47,512.

City and Suburban Estimate, 144,520.

Native Whites, 93.7%; Negroes, 2.8%; Foreign Born, 3.6%; Industrial Workers, Women, 29.3%; Men, 82.7%; Families, 11,692.

Schools: Public Grade, 24; High, 1; Parochial, 5; Number of Pupils, 8,390.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 6; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 54.

Banks: National, 8; State, 6; Total Resources, \$33,653,431; Savings Bank Deposits Total, \$12,739,033.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,450.

Location: On P. R. R. M. & P. R. R., and the W. M. R. R. At intersection of Lincoln Highway and Susquehanna Trail, which cross at right angles in Centre Square. Interurban railway line to Dallastown (7 miles), Wrightsville (11), York Haven (10), Dover (7) and Hanover (18). Bus lines to Gettysburg, East Berlin and Shrewsbury.

Principal Industries: York has nine of the largest industrial plants that lead all others in volume of production in ice-making and refrigerating machinery, bank safes and vaults, water turbines, artificial teeth, wall paper, roofing paper, pretzels, commercial auto bodies and tire chains. Also agricultural machinery, pianos, hosiery, silk, furniture, pottery products, stained glass windows, lime, wire cloth, beating systems, candy, cement.

Manufacturing Establishments, 255. Leading firms, York Mfg. Co., York Safe & Lock Co., S. Morgan Smith Co., Dental Supply Co., Certainated Products Corp., York Wall Paper Co., York Pretzel Baking Co., Martin-Parry Corp., American Chain Co., 21,000 people work in York, with a payroll of \$21,000,000.

Total value of yearly output of factories estimated at \$87,000,000.

Special Information: York leads the U. S. in making of cigars produced in manufacturing one-eighth of all made in U. S. York county 14th in value of production in the entire U. S. Four city markets, farmers bring and sell produce themselves.

Residential Features: Practically all one-family houses, large proportion owned. Very few apartments. Residential sections in three parts of city. No foreign section.

Retail Shopping Section: From Center Square west on Market St. 4 blocks; east on Market St. 2 blocks; 2 blocks north and south on George St. All trolley lines cross and transfer at Center Square. Neighborhood groceries throughout city. No other important retail centers in city. Retail sections in West York and North York, adjoining boroughs usually considered in Greater York.

Trading Area: Covers roughly York County, 12 miles east, 10 miles north, 20 south and 14 miles to eastern limits of Adams Co., including indefinite portion of northern Maryland. Southwest corner includes Hanover, a town of 8,000, which is a small trading center whose people buy greatly in York. Area covered by electric lines and buses, radiating from York, and bus systems on main roads.

Wholesale Houses: Groceries, 6; Fruits, 3; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Shoes, 1; Confectioneries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 60; bakers, 11; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 24; delicatessen, 8; dressmakers, 75; druggists, 13; dry goods, 9; department stores, 4; electrical supplies, 18; florists, 7; fruits, 10; furniture, 30; furriers, 10; garages (public), 64; grocers, 180; hardware, 10; jewelry, 18; meat markets, 45; men's furnishings and men's clothing, 22; merchant tailors, 7; milliners, 19; opticians, 24; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 20; sporting goods, 6; stationers, 9; women's apparel, 21.

See announcement on page 211

# Space Buyers' Guide to MANILA, PHILIPPINE ISLANDS and RHODE ISLAND

## MANILA, PHILIPPINE ISLANDS

1920 Population, 1918 Census 285,306. 1924 (estimated), 300,000.  
 City and Suburban Estimate, 350,000.  
 Native Filipinos, 91%; Chinese, 21%; American & European 9%; Industrial Workers, 20%; English Reading, 25%; Families, 56,780.  
 Schools: Public Grade, 95; High, 4; Junior High, none; Private Schools, 137; Catholic, 84; Protestant, 8; Non-Sectarian, 45.  
 Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 50.  
 Banks: 9. Total Resources, \$250,000,000; Savings Bank Reports—See attached bank report (A).  
 Theatres: Moving Pictures, 45; Vaudeville, 2; Total number of seats, 15,000.  
 Location: On the island of Luzon. Manila Bay at mouth of Pasig River. Steamship lines to all parts of islands. Foreign steamers to and from all parts of world. Good auto roads throughout Luzon. Many auto bus lines. Manila Railroad Co. lines reach important points in Luzon, fed by auto bus lines.  
 Principal Industries: Rice milling. Hand embroidery, coconut oil and allied products, shoes and slippers. Manila hemp rope, sugar, alcohol, cigars and cigarettes, candies, etc.  
 Manufacturing Establishments: 8,354. Leading firms, Compania Gral. de Tabacos de Filipinas, Ynchausti & Co., U. S. Shoe Co., Atlanta Gulf & Pacific Co., Insular Lumber Co., Cadwallader Gibson Co., Smith, Bell & Co., W. F. Stevenson & Co., Johnson & Pickett Rope Co., Philippine Refining Corporation, etc.  
 Total value of yearly output of factories estimated at \$356,094,433 (Census 1918).  
 Special Information: Center of Philippine Commerce and principal seaport. Distributing center for Orient. More than one-half population of the earth live within a radius of 1,700 miles of Manila and more than three-quarters within a radius of 3,500 miles. Fine harbor and one of the finest piers in the world. Ample docking facilities.  
 Residential Features: Many fine residences. Congested districts thickly populated. Many wealthy Filipinos and Chinese have fine homes, ranging in value from \$50,000 to \$200,000. Few Americans and Europeans consider themselves permanent enough to warrant their investing in fine homes.  
 Retail Shopping Section: Widely scattered. Escolta is main retail street. Basario is Chinese retail street. About 90% of retail business in hands of Chinese. Latter don't understand advertising but appreciate value of advertised articles as best sellers.  
 Trading Area: People come from all parts of islands. Retail trading area probably includes points in Luzon along railroads and near-by points not on railroad but reached by bus lines.

### BANK REPORT (A)

1. Total loans, discounts and overdrafts, July 12, \$145,742,888; July 5, \$145,704,716.
2. Total investments, July 12, \$20,764,738; July 5, \$20,307,258.
3. Total due from banks, agencies and branches in Philippine Islands, July 12, \$36,061,110; July 5, \$36,350,759.
4. Total due from head office and branches which supply working capital to foreign banks doing business in the Philippine Islands, July 12, \$4,473,734; July 5, \$3,973,540.
5. Total due from other banks, July 12, \$17,400,771; July 5, \$17,365,904.
6. Total cash on hand: (a) Treasury certificates, July 12, \$16,286,936; July 5, \$17,431,107; (b) other cash available for reserve, July 12, \$1,082,805; July 5, \$1,009,704; (c) bank notes, July 12, \$1,086,707; July 5, \$1,103,350; (d) other cash, July 12, \$268,851; July 5, \$588,775; total, July 12, \$18,705,189; July 5, \$20,154,916.
7. Total resources (not a total of above items), July 12, \$246,045,877; July 5, \$247,392,054.
8. Total demand deposits, July 12, \$62,781,929; July 5, \$64,682,178.
9. Total time deposits, July 12, \$61,400,315; July 5, \$61,068,076.
10. Total due to head office or other offices, representing working capital of foreign branch banks doing business in the Philippine Islands, July 12, \$29,181,245; July 5, \$30,476,982.
11. Total due to banks, agencies and branches in the Philippine Islands, July 12, \$5,718,999; July 5, \$5,226,822.
12. Total due to other banks, July 12, \$1,379,550; July 5, \$1,403,575.
13. Total exchange bought by banks since last report—spot, July 12, \$3,519,347; July 5, \$2,947,042.
14. Total exchange sold by banks since last report—spot, July 12, \$2,737,871; July 5, \$2,650,528.
15. Total exchange bought by banks since last report—future, July 12, \$2,347,329; July 5, \$1,337,939.
16. Total exchange sold by banks since last report—future, July 12, \$1,621,471; July 5, \$866,138.
17. Total debits to individual accounts since last report, July 12, \$26,548,315; July 5, \$23,782,464.

### GOVERNMENT REPORT

1. Total exchange sold by Treasurer on New York—demand, July 12, \$150,438.10; July 5, \$106.34.

2. Total exchange sold by Treasurer on New York—telegraphic, July 12, \$1,000,000; July 5, \$750,000.
  3. Total exchange sold by Treasurer, New York on Manila—telegraphic, July 12, .....; July 5, .....
  4. Government: (a) Philippine colos, July 12, \$19,685,518.04; July 5, \$19,688,493.34; (b) treasury certificates, July 12, \$72,185,788; July 5, \$72,185,788.
  5. Bank notes, July 12, \$41,387,499.20; July 5, \$41,387,499.20. Total circulation, July 12, \$133,258,805.24; July 5, \$133,261,780.54.
  6. Gold Standard Fund—Treasury, Manila, July 12, \$6,355,194.82; July 5, \$6,192,024.78.
  7. Gold Standard Fund—New York, July 12, \$7,706,731.14; July 5, \$7,947,169.24.
  8. Treasury Certificate Fund—Treasury, Manila, July 12, \$19,452,659; July 5, \$19,452,659.
  9. Treasury Certificate Fund—New York, July 12, \$52,733,129; July 5, \$52,733,129. Total reserves, July 12, \$86,337,713.96; July 5, \$86,324,982.02.
- General classification of business taxed under each section of the Internal Revenue Law:

### KIND OF BUSINESS

	No. of privilege tax receipts issued last year at Manila
Merchants and manufacturers .....	10,317
Peddlers of merchandise.....	2,016
Common carriers .....	3,467
Contractors, warehousemen, proprietors of dockyards, and persons selling light, heat or power, as well as persons engaged in conducting telephone or telegraph lines, or exchange, and proprietors of steam laundries and of shops for the construction and repair of bicycles or vehicles of any kind, and keepers of hotels and restaurants.	3,167
Tobacco dealers .....	3,504
Opticians and dental surgeons.....	118
Photographers, engravers and professional appraisers of connoisseurs of tobacco and other domestic or foreign products .....	83

## Standard Surveys of RHODE ISLAND

### ARCTIC, R. I.

1920 Population, about 20,000 (this takes in the Pawtucket Valley made up of 17 villages).  
 Churches: Baptist, 3; Congregational, 1; Episcopal, 3; Methodist, 3; Roman Catholic, 7.  
 Banks: National, 1.  
 Theatres: Moving Pictures, 2. Total number of seats, about 3,500.  
 Location: Between Providence and Willimantic and between Providence and Hope. New York, New Haven & Hartford Railroad, two branches—one Providence and Hope, one Providence and Willimantic. The latter is one of the direct routes Boston to New York through Providence.  
 Principal Industries: Cotton manufacturing.  
 Manufacturing Establishments: Many mills. Leading firms, B. B. & R. Knight, Inc., Crompton Mills, Goddard Mills, Hope & Phenix, Coventry Cotton Mills, Warwick Mills, Livingston Worsted Co.  
 Special Information: Arctic is the center of several prosperous mill towns, so closely connected that it is hard to define the boundary lines of any of them. It is the shopping center of these towns. It is one of the state's four big textile centers.  
 Residential Features: There are some splendid residential sections in this community. Near shore resorts. Near Providence. On direct line to New York and Boston. Around several large factories there are well managed mill settlements.  
 Retail Shopping Section: About 1/2 mile on Washington, Main and Allen Streets.  
 Trading Area: Radius from 18 to 20 miles.  
 Wholesale Houses: Trade is served by Providence.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 9; automobile accessories, 1; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 19; dressmakers, 13; druggists, 9; dry goods, 9; department stores, 1; electrical supplies, 4; florists, 2; fruits, 8; furniture, 5; furriers, 4; garages (public), 12; grocers, 32; hardware, 7; jewelry, 7; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 7; shoes, 12; sporting goods, 3; stationers, 7; women's apparel, 6.

## NEWPORT, R. I.

1920 Population, 30,255.  
 City and Suburban Estimate, 73,145.  
 Native Whites, 74.8%; Negroes, 7%; Foreign Born, 18.2%; Industrial Workers, 6.5%; English Reading, 95%; Families, 7,300.  
 Schools: Public Grade, 13; High, 2; Parochial, 3; Number of Pupils, 5,900.  
 Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.  
 Banks: National, 3; State, 3; Total Resources, \$30,000,000. Savings Bank Deposits Total, \$17,783,834.  
 Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 14. Total number of seats, 8,200.  
 Location: At entrance to Narragansett Bay, N. Y., N. H. & H. R. R. Co. and New England Steamship Co., the former giving direct and quick transportation facilities with Boston, and the latter overnight transportation facilities with New York City.  
 Principal Industries: Torpedo manufacture (Government), chewing gum, cigars, cartooning machinery.  
 Manufacturing Establishments: 6. Leading firms, U. S. Naval Torpedo Station, New England Steamship Co., repair shops, Listered Gum Corp., American Cigar Co., Cartooning Machinery Corp., Rueckert Mfg. Co.  
 Total value of yearly output of factories estimated at \$506,000,000.  
 Special Information: Newport is favored by a practically unlimited anchorage in deep and perfectly sheltered harbor. It is not a manufacturing city, but because of its natural beauties and healthful climate it is the summer headquarters for many of the wealthiest families in the country.  
 Residential Features: Mostly one-family houses. Private homes predominate. One of the finest private residential sections in the world is located in the southeastern part of the city.  
 Retail Shopping Section: Extends along Thames St. and for about half the length of Broadway, with a small section on Bellevue Ave. There are several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.  
 Trading Area: Extends about three miles west and east and about eight miles north.  
 Wholesale Houses: Groceries, 1; Meats, 2; Miscellaneous Lines, Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 6; automobile accessories, 32; automobile tire agencies, 15; bakers, 12; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 39; delicatessen, 20; dressmakers, 47; druggists, 14; dry goods, 17; department stores, 5; electrical supplies, 11; florists, 6; fruits, 125; furniture, 16; furriers, 3; garages (public), 37; grocers, 121; hardware, 11; jewelry, 14; meat markets, 61; men's furnishings, 16; men's clothing, 22; merchant tailors, 39; milliners, 17; opticians, 6; photographers, 11; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 58; shoes, 18; sporting goods, 10; stationers, 12; women's apparel, 37.

## PAWTUCKET, R. I. (INCLUDING CENTRAL FALLS)

1920 Population, 64,248. Central Falls, 24,174. City and Suburban Estimate, 140,000.  
 Native Whites, 66.7%; Negroes, 0.5%; Foreign Born, 32.7%; Families (both cities), 19,793.  
 Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 8,743.  
 Churches: Baptist, 5; Congregational, 5; Episcopal, 2; Hebrew, 1; Methodist, 3; Roman Catholic, 8; Miscellaneous, 10.  
 Banks: State, 3. Savings Bank Deposits Total, no figures given out.  
 Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 18.  
 Location: New York, New Haven & Hartford R. R. Co., Blackstone Valley Transportation Co. Trolley lines from the entire territory come to a point at Main St. Square, where most of passengers transfer.  
 Principal Industries: Textile industry, cotton machinery, bolts and nuts, machinery, weaving, gymnasium apparatus.  
 Manufacturing Establishments: Leading firms, J. & P. Coats, Inc., Manville-Jenks Co., Royal Weaving Co., Lorraine Mfg. Co., Sayles Finishing Plants, Narragansett Machine Co., Wm. H. Haskell Mfg. Co., Phillips Wire Co., Potter & Johnston, Seekonk Lace Co.  
 Special Information: This section is notably one of the largest cotton textile centers in the world. However, it is not dependent on this alone as about 40% of the manufacturing is in other lines. As a result of this diversification  
 Continued on page 212

In York as Elsewhere

## What Local Advertisers Do

is the best guide to national advertisers in sizing up any city.

## THE YORK DISPATCH

prints each day the most local retail store advertisements. Many of these advertisements are exclusive. They get best results because, "In York most everyone reads The Dispatch."

You can get best results by concentrating in the paper "most everyone" reads—

## THE YORK DISPATCH

YORK, PA.

York's Only Evening Paper

RHODE ISLAND (Con't)

Pawtucket (con't)

of industries, business conditions in this city are generally pretty good.

Residential Features: Largely two and three-family houses with a very few apartment houses. In a few sections only do one-family houses and cottages predominate. Pawtucket is a typical industrial city.

Retail Shopping Section: Extends from Main Street Square, which is the trolley transfer, centering out in both directions on Main St., No. Main St., East Ave. and Broad St., making a total of about 15 blocks. The larger stores are concentrated in space of about six blocks.

Trading Area: Extends to the west to include No. Providence, 4 miles, 7 miles to the north as far as Manville in Rhode Island, and 15 miles to the northeast to Plainville in Massachusetts, including 11 miles to the city of Attleboro and the towns of North and South Attleboro, in Mass., and 2 miles to the east to include Seekonk.

Wholesale Houses: Groceries, 2; Meats, 3; Hardware, 1; Miscellaneous Lines, 2 Confectionery, 2 Tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 5; automobile accessories, 23; automobile tire agencies, 17; bakers, 44; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 16; delicatessen, 2; dressmakers, 111; druggists, 55; dry goods, 52; department stores, 5; electrical supplies, 11; florists, 12; fruits, 18; furniture, 31; furriers, 3; garages (public), 4; grocers, 300; hardware, 8; jewelry, 16; meat markets, see Grocers; men's furnishings, 13; men's clothing, 8; tailors, 57; milliners, 37; opticians, 5; photographers, 17; pianos (and miscellaneous musical instruments), 6; radio supplies, 11; restaurants (including hotels), 9; shoes, 27; sporting goods, 1; stationers, 2; women's apparel, 13.

See columns 3 and 4

PROVIDENCE, R. I.

1920 Population, 237,595.

City and Suburban Estimates, 500,000.

Native Whites, 68.2%; Negroes, 2.4%; Foreign Born, 29.4%; Industrial Workers, 24%; English Speaking, 89.1%; Families, 64,728.

Schools: Public Grade, 127; High, 4; Junior High, 1; Parochial, 14; Number of Pupils, 43,582.

Churches: Baptist, 21; Christian Science, 2; Congregational, 9; Episcopal, 15; Hebrew, 10; Methodist, 15; Presbyterian, 4; Roman Catholic, 27; Miscellaneous, 82.

Banks: National, 17; State, 3; Total Resources,

\$237,856,611.31; Savings Bank Deposits Total, \$148,889,036.49.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 32,000.

Location: On main line of N. Y., N. H. & H. R. R. Also the following steamship lines: Providence Line to New York; Colonial Line to New York; Bay State Line to New York; Merchants' and Miners' Transportation Co. to Norfolk, Va., and Providence Block Island Packet Line. Fare Line to Naples; oil vessels from Port Arthur, Port Lopo, Tampico and Port Neches, Texas. Isthmian and Argonaut Lines from Pacific lumber ports.

Principal Industries: Manufacturing of cotton, woolen and silk goods. Largest jewelry manufacturing city in U. S. Knit goods and rubber manufacturing, bleaching and dyeing. Manufacturing of soap, notions and novelties. Manufacturing of mill machinery and supplies. Over 350 jewelry manufacturing plants. Metal trades products.

Manufacturing Establishments: 1,274. Leading firms, Gorham Mfg. Co., Brown & Sharp Mfg. Co., B. B. & E. Knight Co., United States Rubber Co., American Woolen Co., Atlantic Mills, Mfg. Co., Geo. E. Boyden & Son, General Fire Exting. Co., Ostby & Barton, Nicholson File Co., United States Finishing Co., Universal Winding Co., American Silk Spinning Co., Davol Rubber Co.

Total value of yearly output of factories estimated at over \$300,000,000.

Special Information: Largest oil distributing port in New England. 1,741,478 tons of oil entered port in 1923. Total tonnage that entered port in 1923, 4,359,409 tons. Largest jewelry manufacturing center in U. S. Gorham Mfg. Co., largest silverware concern in world. Value of Providence jewelry output over \$50,000,000. Over 300 trains arrive at and depart from Union Station every day. State Pier 600 ft. by 120 ft. with housing shed 400 by 110 ft.

Residential Features: Very few large apartment houses. Great majority of homes are one and two-family houses.

Retail Shopping Section: West from College Hill, Westminster, Weybosset, Washington and Fountain Sts. and intersecting streets to Cathedral Square and Franklin St. About nine blocks; south on Broad St. for five blocks. Exchange Place, Suburban, Edgewood, Pawtucket, East Side, Mount Pleasant, Olneyville, East Providence and South Providence.

Trading Area: Within 25 mile radius. Greatest part of Rhode Island's population is within 15 mile radius. While the population of Providence, according to 1920 census, is but 237,595, merchants figure that 500,000 people live within their trading area.

Wholesale Houses: Groceries, 23; Meats, 24; Fruits, 21; Hardware, 4; Dry Goods, 16; Miscellaneous Lines, Drng 5, Shoes 10, Jewelry 8, Confectionery 11.

A Bird's-eye view of a Territory

IN RHODE ISLAND AND MASSACHUSETTS



Over 140,000 Workers

live in this prosperous section, manufacturing textiles, machinery, jewelry, paper and hundreds of other varied lines.

The territory is completely covered at one advertising cost by

The Pawtucket Times

With a Net Paid Daily Circulation in excess of

26,000

National Representatives:

GILMAN, NICOLL & RUTHMAN

19 West 44th Street, New York, N. Y.

410 North Michigan Ave., Chicago, Ill.

1024 Tremont Building, Boston, Mass.

507 Montgomery St., San Francisco, Cal.

THE Providence Tribune

EVENING AND SUNDAY

Fair, Decent and Independent

ALL RHODE ISLAND and adjacent parts of the neighboring States make the general field of

The Providence Tribune

Its special particular fields are the Cities of Providence and Cranston and the nearby towns of North Providence, East Providence, Barrington, Warren, Bristol, Johnston, Warwick, West Warwick, Coventry and East Greenwich. Combined they form one of the busiest aggregations of varied industries and highly paid workers.

IT IS ESSENTIAL TO USE THE TRIBUNE IN COVERING RHODE ISLAND.

A FERTILE FIELD FOR ADVERTISERS



**RHODE ISLAND (Con't)**

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 15; automobile accessories, 71; automobile tire agencies, 43; bakers, 137; cigar stores and stands (including hotels), 53; confectioners (including hotel stands), 80; delicatessen, 35; dressmakers, 364; druggists, 206; dry goods, 133; department stores, 5; electrical supplies, 92; florists, 61; fruits, 45; furniture, 95; furriers, 29; garages (public), 138; grocers, 1,226; hardware, 45; jewelry, 52; meat markets, 110; men's furnishings, 60; men's clothing, 12; merchant tailors, 285; milliners, 110; opticians, 18; photographers, 40; pianos (and miscellaneous musical instruments), 29; radio supplies, 80; restaurants (including hotels), 313; shoes, 82; sporting goods, 11; stationers, 16; women's apparel, 70.

See announcements columns 1 and 2, page 212, and columns 3 and 4, this page

**WESTERLY, R. I.**

1920 Population, 14,596 (including Pawtucket, Conn.).

City and Suburban Estimate, 42,996.  
Native Whites, 74%; Negroes, 1%; Foreign Born, 25%; Industrial Workers, 25%; English Reading, 85%; Families, 1,500.

Schools: Public Grade, 9; High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 6; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Seventh Day Adventist, 1.

Banks: State, 2; Total Resources, \$13,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,210.

Location: On Shore Line Division of N. Y., N. H. & H. R. R.

Principal Industries: Granite, printing presses, webbing and elastic fabrics, cotton cloth, felt woolen, thread, macaroni, silk, florists.

Residential Features: One and two-family houses and a few mill tenements.

Retail Shopping Section: One and one-half miles on Broad, High, Main and Canal Sts., in Rhode Island, and Mechanic and West Broad Sts. on Connecticut side of state line.

Trading Area: About 10 miles.

Wholesale Houses: Groceries, 1; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 3; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 46; druggists, 8; dry goods, 5; department stores,

2; electrical supplies, 2; florists, 6; fruits, 3; furniture, 7; furriers, 2; garages (public), 9; grocers, 38; hardware, 5; jewelry, 6; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

**WOONSOCKET, R. I.**

1920 Population, 43,496.  
City and Suburban Estimate, 60,000.  
Native Whites, 27,383; Negroes, 70; Foreign Born, 16,026; Industrial Workers, 15,222; English Reading, 27,877; Families, 9,000 approx. 1924.

Schools: Public Grade, 20; High, 1; Parochial, 6; Number of Pupils, 9,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 3.

Banks: National, 3; State, 5; Total Resources, \$5,500,000. Savings Bank Deposits Total, \$17,000,000.

Theatres: Moving Pictures, 4; Vandeville, 1; Miscellaneous (Andorfinna, etc.), 4. Total number of seats, 5,000.

Location: Woonsocket is 39 miles southwest of Boston, Mass., and 16 miles north of Providence, R. I., at a point on the Blackstone River where is situated the famous Woonsocket Falls. There are three electric roads and two steam roads (Providence-Worcester division and Boston-Pascoag branch of N. Y., N. H. & H. R. R.). Convenient trucking facilities to Boston, Worcester, Providence and Pawtucket. Trolleys to Providence, Worcester and all suburban points.

Principal Industries: Textiles and Appliances: 125 mills. Manufacturing woolen and worsted yarns by French, Belgian and Bradford processes. Numerous mills make cotton, woolen, worsted, plush and corduroy piecegoods. Silks, satins, underwear, bathing suits, handkerchiefs, narrow fabrics, machines, top rolls, shuttles, fiber spools, paper tubes, combs, presses, wool carbonizing, dyeing, bleaching and finishing, rubber shoes, washing wringers, rubber rolls, special order machinery, aeroplane motors, brushes, candy, castings, cigars, sheet metal products, wagons and paper boxes.

Manufacturing Establishments: 157. Leading firms, U. S. Rubber Co., American Wringer Co., Manville-Jencks Co., Gnerin-Mills, Inc., Woonsocket Machine & Press Co., Lawton Spinning Co. (old Harris woollens), and others.

Total value of yearly output of factories estimated at \$93,547,000.

Residential Features: Christian Hill, including Harris Ave., Blackstone, Prospect Sts., Elm St., So. Main St., and Berron district, contain attractive residential features. Fairmont and Union Village in No. Smithfield contain nice residences.

(Continued on page 214)

**RHODE ISLAND**

**An Independent Market**

Rhode Island constitutes a densely populated market of more than 600,000 prosperous people. It should form a separate link in all merchandising plans. This is proven by the fact that there are in this state 10 Wholesale Drygoods Houses; 4 Wholesale Druggists; 10 Radio Wholesalers; 21 Wholesale Confectioners; 21 Wholesale Grocers; 4 Wholesale Hardware Houses; 7 Wholesale Auto Supply Houses; 13 Wholesale Tobacconists; 12 Wholesale Jewelers; besides many wholesalers in various other lines.

Rhode Island is a strictly manufacturing state. 97% of its total population is urban and 3% rural. It depends upon outside sources for practically its entire food supply.

**The Providence Journal  
and  
The Evening Bulletin**

cover this rich industrial market thoroughly. One or the other of these newspapers goes into practically every English speaking home in Rhode Island. Their combined circulation for the six months ending September 30, 1924, was,

**101,210**— flat rate 23c a line

The Providence Sunday Journal

Circulation 61,975

Flat rate 15c per line Artgravure 25c per line

**Providence Journal Company**  
PROVIDENCE, R. I.

Representatives

CHAS. H. EDDY COMPANY

Boston

New York

Chicago

R. J. BIDWELL COMPANY

Los Angeles

San Francisco

**THE WOONSOCKET CALL**

WOONSOCKET, R. I.

*Covers a Trading Area with Population of 100,000 People in Northern Rhode Island and Central Portion of Southern Massachusetts.*

This thickly populated and prosperous industrial area in the heart of Southern New England is fertile ground for the sale of advertised goods. No advertising list for Massachusetts and Rhode Island is complete without THE WOONSOCKET CALL.

THE WOONSOCKET CALL is the only evening newspaper printed in English between Pawtucket, R. I., 12 miles south; Worcester, Mass., 28 miles north; Boston, Mass., 38 miles east, and Williamantic, Conn., 48 miles west.

Member of: The Associated Press, American Newspaper Publishers' Association and Audit Bureau of Circulations.

Circulation over 13,500 every week-day.

"The Home Paper of Its Territory"

National Advertising Representatives

GILMAN, NICOLL & RUTHMAN

New York

Chicago

Boston

San Francisco

# SOUTH CAROLINA and RHODE ISLAND Markets in Standard Surveys

## RHODE ISLAND (Cont'd)

### Woonsocket (cont's)

**Retail Shopping Section:** Extends from Market Square to Social Court, Front and No. Main Sts. There are also stores in Fairmount, Lower So. Main St., Millerville and Cass Ave. Districts, North Main St. has considerable business houses.

**Trading Area:** Extends approximately 12 miles north, south, east and west.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 1; Miscellaneous Lines, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; automobile accessories, 14; automobile tire agencies, 8; bakers, 6; wholesalers, 20 retail; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 50; dressmakers, 55; druggists, 17; dry goods, 34; department stores, 7; electrical supplies, 14; florists, 8; fruits, 17; furniture, 22; furriers, 5; garages (public), 15; grocers, 200, 3; wholesalers; hardware, 8; jewelry, 15; meat markets, 27; men's furnishings, 18; men's clothing, 18; merchant tailors, 1; tailors 32; milliners, 20; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 14; shoes, 28; sporting goods, 3; stationers, 6; women's apparel, 14.

See announcement on page 213

## Standard Surveys of SOUTH CAROLINA

### CHARLESTON, S. C.

1920 Population, 67,957.  
City and Suburban Estimate, 100,000.  
Native Whites, 49.2%; Negroes, 47.6%; Foreign Born, 3.2%; Families, 17,824.  
Schools: Public Grade, 9; High, 3; Parochial, 2; Number of Pupils, High, 1,427; Grade, 8,697.  
Colleges: The Citadel College of Charleston, S. C. Medical College, Porter Military Academy, Averaging 1,600 students.  
Churches: Baptist, 19; Christian Science, 1; Congregational, 2; Episcopal, 22; Hebrew, 4; Methodist, 27; Presbyterian, 9; Roman Catholic, 7; Miscellaneous, 10.  
Banks: National, 4; State, 5; Total Resources, \$32,000,000; Savings Bank Deposits Total, \$21,000,000.  
Theatres: Legitimate, 2; Moving Pictures, 5; Total number of seats estimated at 6,000.  
Location: On Atlantic coast at con junction of Ashley and Cooper Rivers, seven and one-half miles from the open sea, served by Clyde Line coastal steamers and having freighters to Europe, South America and the Pacific. Served by Southern Ry. direct route to Cincinnati and the west and by Atlantic Coast Line and Seaboard Air Line R. R.  
Principal Industries: Fertilizer (Commercial)—Textile Asbestos (General Asbestos & Rubber Co.), Clear Manufacturing, Cotton and Jute Textiles, Oil refining, Bakeries, Agriculture.  
Manufacturing Establishments: 140. Leading firms, (Fertilizer) Planters Fertilizer & Phosphate Co., V-C Chemical Co., Read Phosphate Co., Etiwan Fertilizer Co. (Asbestos), General Asbestos & Rubber Co., Standard Oil Co. (Charleston Refinery) Leland Moore Peat & Oil Co., Charleston Bagging Mfg. Co.  
Total Value of yearly output of factories estimated at \$18,319,156.  
Residential Features: Mostly one family with two family houses becoming more popular. Very exclusive residential section in southern section on "Battery." Houses in latter section average in value \$25,000 to \$40,000. Elsewhere over city \$7,000 to \$15,000.  
Retail Shopping Section: King street from Broad to Spring streets with a few stores on cross streets, but near King street. There are neighborhood grocery, drug, fruit and meat stores all over the city.  
Trading Area: Approximately fifty (50) miles radius.  
Wholesale Houses: Groceries, 12; Meats, 5; Fruits, 10; Hardware, 4; Dry Goods, 5; Miscellaneous Lines, Coal, 4; Lumber, 10; Shoes, 3.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 58; automobile tire agencies, 47; bakers, 32; cigar stores and stands (including hotels), 21; druggists, 41; dry goods, 25; department stores, 8; electrical supplies, 8; florists, 6; fruits, 59; furniture, 21; furriers, 1; garages (public), 2; grocers, 241; hardware, 6; jewelry, 20; meat markets, 64; men's furnishings, 4; men's clothing, 44; merchant tailors, 11; milliners, 31; opticians, 6; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 51; shoes, 26; sporting goods, 3; stationers, 9; women's apparel, 9.

### COLUMBIA, S. C.

1920 Population, 37,524.  
City and Suburban Estimate, 55,000 (A B O Census Trade Territory, 275,000).  
Native Whites, 65%; Negroes, 34%; Foreign Born, 1%; Industrial Workers, 40%; English Reading, 88.9%; Families, 8,651.  
Schools: Public Grade, 11; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 8,800.  
Churches: Baptist, 20; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 2;

Methodist, 19; Presbyterian, 8; Roman Catholic, 2; Miscellaneous, 10.  
Banks: National, 4; State, 3; Total Resources, \$29,177,904.26; Total Deposits, \$21,588,911.  
Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 6,000.  
Location: On Congaree River, served by Southern, Atlantic Coast Line, Seaboard Air Line, and Columbia, Newberry and L. railroads. Bus lines to 6 directions—Columbia being geographical center of the state it is easy to reach any section without difficulty either through rail or road.  
Principal Industries: Center of rich agricultural district. Cotton and cotton oil mills, fertilizer factories, machine shops, lumber manufacturing, granite quarries, brick manufacturing, tool handles, store fixtures, hair cloth, auto accessories.  
Manufacturing Establishments: 150. Leading firms, Pacific Mills, Hoffman Lumber Co., Richmond Shale Products Co., Columbia Clay Co., American Agricultural Chemical Co., Weston & Brooker, Swift & Co., Oil Mills, Columbia Lumber & Manufacturing Co., Columbia Mills, Harris Mfg. Co.  
Total value of yearly output of factories estimated at \$45,000,000.  
Residential Features: Mostly private houses. One of the most exclusive residential sections in this section, 10 high-class apartment houses. Many suburban developments.  
Retail Shopping Section: Main street, between State Capitol and Jefferson Hotel. This is the Principal retail district; also Assembly street from Gervais to Taylor street. Sumner street from Lady to Blending. There are about 10 neighborhood districts with the usual food stores.  
Trading Area: Extends over a 50 mile radius with no competition. Population of area, 500,000.  
Wholesale Houses: Groceries, 18; Meats, 3; Fruits, 5; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Tobacco, 3; Candy, 2; Coffees, 4.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 32; commercial auto. agencies, 6; automobile accessories, 29; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 20; druggists, 38; dry goods, 28; department stores, 6; electrical supplies, 7; florists, 10; fruits, 6; furriers, 15; furriers, 3; garages (public), 15; grocers, 310; hardware, 8; jewelry, 13; meat markets, 42; men's furnishings, 18; men's clothing, 13; merchant tailors, 14; milliners, 10; opticians, 9; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 42; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

### GREENVILLE, S. C.

1920 Population, 23,127 in city limits which are only 1 1/2 mile radius.  
City and Suburban Estimate, 60,000 including chin of cotton mill around the city.  
Native Whites, 80%; Negroes, 20%; Foreign Born, less than 1%; Industrial Workers, 10,000.  
Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 6,500.  
Churches: Baptist, 15; Christian Science, 1; Congregational, 1 (colored); Episcopal, 4; Hebrew, 1; Methodist, 13; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 10.  
Banks: National, 4; State, 5; Total Resources, \$23,735,000.00.  
Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.  
Location: In the Piedmont section of South Carolina on the main line of the Southern Railway from Washington to Atlanta, also served by the Charleston & Western Carolinas, the Piedmont & Northern, the Columbia branch of the Southern. Excellent bus service to surrounding territory and to resorts in the nearby Blue Ridge Mountains.  
Principal Industries: Cotton manufacturing, bleaching and finishing fine goods and domestics, cotton seed oil mills, cigar factory, ladder factory, woodworking plant, large fabricated house building plant, peanut products, including peanut butter and candy, mayonnaise, meat packing plant, textile machinery plants, underwear factory.  
Manufacturing Establishments, about 35. Leading firms: The Woodside Cotton Mill, the Minter Homes Company (readycut houses), Duke Mayonnaise Company, Peerless Folding Ladder Company, the Union Bleachery.  
Total value of yearly output of factories estimated at \$40,000,000.  
Special Information: Greenville, known far and wide as "The Textile Center of the South" is located on the main double track line of the Southern within a night's ride of any point in the southeast, is the commercial center of the entire northwestern section of South Carolina. Its altitude of 1,040 feet makes its climate delightful all the year round.  
Residential Features: A city of home owners, very few apartment houses. Homes of the bungalow type predominate in suburban sections, but many large modern residences in shady grounds make city very attractive. No tenement districts, and colored sections consist of small houses. The adjacent cotton mill provide employees with attractive bungalows.  
Retail Shopping Section: Extends for 12 blocks on Main street and Pendleton street, two blocks each on east and west North street, east and west Coffee street, east and west Washington street, east and west McBee street, Laurens street and Court street. There are

many neighborhood grocery stores and other small establishments.  
Trading Area: We have a retail trading area of 25 miles or more.

### GREENWOOD, S. C.

1920 Population, 8,034.  
City and Suburban Estimate, 15,000 including two mill villages adjoining.  
Native Whites, 5,000; Negroes, 35%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 95%; Families, Practically total English speaking.  
Schools: Public Grade, 5; High, 1; 1 Female College; College, 300; Prep, Bailey Military Institute.  
Churches: Baptist, 6; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, Christian, A. R. P.—one each.  
Banks: National, 1; State, 4; Total Resources, \$4,500,000; Savings Bank Deposits Total, \$1,850,000.  
Theatres: Moving Pictures, 2.  
Location: In heart of Western Carolina with four lines of railroad in seven directions, Southern, Seaboard & Atlantic Coast Line and one electric interurban (P. & N.), 20 hours from New York City. Seaboard is through line. Highways in nine different directions connecting with same number of county seats, part of highways being paved and others projected. Largest and fastest growing trade center in Western South Carolina.  
Principal Industries: Textile manufacturing, five large mills in town and two others in county. Lumber finishing plants and minor industries including hosiery mills, marble yards, printing plants, automobile sales shops and repair places, and fine cotton farming section surrounding.

**Manufacturing Establishments:** Leading firms, Greenwood Cotton Mills (two plants), Grendel No. 1 and No. 2, latter making separate village known as South Greenwood, Ninety-six cotton mills and Ware Shoals Manufacturing Co., in Ware Shoals in county, Panola Mills.  
Total value of yearly output of factories estimated at \$15,000,000.  
Residential Features: Many handsome homes on chief residential street. Cotton mill villages have higher type of house than is usually found in such sections. Welfare work is stressed in these sections.  
Retail Shopping Section: Business section confined to the "Square" and extension of Maxwell avenue and Main street extending out from the "Square." New business streets are being opened up and some new stores being built on these. One eight-story office building on the "Square" and two others of six stories each. All three are fire-proof. Oregon Hotel was second fire-proof hotel in state, five stories.  
Trading Area: Thirty miles radius, railroads in six directions and interurban makes seven directions. Nine top soil highways, some sections close to town paved. Bus service to Saluda court house thirty-two miles away and bus service to town's center.

### ROCK HILL, S. C.

1920 Population, 9,006.  
City and Suburban Estimate, 15,000.  
Native Whites, 11,000; Negroes, 4,000; English Reading, All.  
Schools: Public Grade, 5; High, 2.  
Churches: Baptist, 3; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.  
Banks: National, 2; State, 1; Total Resources, \$5,000,000.  
Theatres: Moving Pictures, 2.  
Location: Southern—2 branches.  
Principal Industries: 10 cotton mills and allied industries. Auto factory.  
Manufacturing Establishments: See above.  
Residential Features: 150 new homes the past year. Largely home owning class in town. In mill sections houses owned by mill.  
Retail Shopping Section: Main street, Trade street, Caldwell street, Hampton street.  
Trading Area: 25 miles.  
Wholesale Houses: Groceries, 3; Fruits, 1; Hardware, 1.  
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; druggists, 15; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 20; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 16; shoes, 7; sporting goods, 4; stationers, 2; women's apparel, 15.

2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

### SPARTANBURG, S. C.

1920 Population, 22,638.  
City and Suburban Estimate, 35,000.  
Native Whites, 66%; Negroes, 32.5%; Foreign Born, 1.5%; Industrial Workers, 21%; English Reading, 99 to 100%; Families, 5,762.  
Schools: Public Grade, 6; High, 3; Number of Pupils in grade, 5,459; Converse College for Women, Wofford College for Men.  
Churches: Baptist, 15; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 16; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, Lutheran, 2.  
Banks: National, 4; State, 6; Total Resources, \$12,828,274.36 (Dec. 31, 1923); first six months, 1924, \$80,064,381.30; Savings Bank Deposits Total, Debita to Accts., 1923, \$141,928,025.13.  
Theatres: Legitimate, 1; Moving Pictures, 3; High School Auditorium seats 600; Converse College Auditorium seats 2,600.  
Location: In northern or Piedmont section of So. Carolina within 25 miles of Blue Ridge Mts. Elevation, 875 ft., served by 4 railway systems, Southern Railroad, 2 directions; main line Washington, Atlanta & Asheville, Charleston Div. Southern Terminal, C. C. & O. Railway Northern Terminal, C. & W. C. Railway (Atlantic Coast Line) and Piedmont & Northern Railway Electric Line. Have good bus services in all directions.  
Principal Industries: Textile manufacturing, loom reed and harness, fertilizer, brooms, oil mills, flour and grist mills, printing establishments and Southern Ry. has started work on a \$2,500,000 car shop in addition to their large machine shop already here. Large bread and cake bakeries.

**Manufacturing Establishments:** Leading firms, Spartan Mills Co., Reamont Mfg. Co., Spartanburg Machinery Co., Gelfusa Baker, Spartan Grain & Mills Co., Andrews Reed Loom & Harness Works.  
Total value of yearly output of factories estimated at \$50,000,000 to \$60,000,000.  
Special Information: Located with railway lines radiating in seven different directions makes Spartanburg a distributing center for the south's great cotton mill region and for the coal hauled by the C. C. & O. Ry. direct from mines in Virginia & Kentucky to Spartanburg. Spartanburg occupies an important position as a wholesale and jobbing center. Spartanburg County leads all counties in the state in agriculture products including cotton and is second among the counties of the state in wealth.  
Residential Features: Mostly one family houses. However have considerable number of apartment houses of from two to five apartments.  
Retail Shopping Section: Extends from intersection of Main & Church streets (heart of business section) three blocks on East Main street, three blocks West Main and Morgan Square, three blocks North Church and two blocks South Church, four blocks on Liberty street, which parallels Church, two blocks each on Broad, Commerce and Wofford streets, which parallel Main Street. Several outlying textile sections with retail stores.  
Trading Area: Extends about 43 miles in northeast section along C. C. & O. Ry. to Rutherfordton, N. C. Have excellent bus service in addition to C. C. & O. Ry. and Spartanburg is only city of any size that is easily accessible to this territory. In other directions trading radius extends from 12 to 15 miles with fine railway, electric line and bus schedule.

### SUMTER, S. C.

1920 Population, 9,508.  
City and Suburban Estimate, 13,000.  
Native Whites, 59%; Negroes, 40%; Foreign Born, 1%; Industrial Workers, 3%; English Reading, 100%; Families, 2,000.  
Schools: Public Grade, 3 W., 2 N., High, 2 W., 1 N.; Parochial, 1 W., 2 N.; Number of Pupils, 4,007.  
Churches: Baptist, 3 W., 6 N.; Christian Science, 1; Episcopal, 1 W., 1 N.; Hebrew, 1; Methodist, 2 W., 4 N.; Presbyterian, 1 W., 2 N.; Roman Catholic, 1.

# Space Buyers' Guide to Markets of SOUTH CAROLINA and SOUTH DAKOTA

## SOUTH CAROLINA (Cont')

**Banks:** National, 4; State, 1; Total Resources, \$8,866,154.06. One trust company; Savings Bank Deposits Total, \$3,091,987.80.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,721.

**Location:** Almost exact geographical center of state—in the upper coastal plains. On the N. C. L. Ry., Atlanta and Birmingham Div.; Southern Ry. and Seaboard Air Line and N. W. of S. C. Have fine lines radiating to several eastern points and principal seaports in southeast.

**Principal Industries:** Lumber, hardwood, veneer, caskets, wardrobe garment hangers, radio receiving sets, saw mill machinery, machine die castings, canned goods, butter, ice cream, sash, door, flooring, blinds, cotton oil, cigars, cotton trousseurs, fertilizer, flour, feed, meal, face brick, automatic sewer flushers, hardwood dimension materials.

**Manufacturing Establishments:** 60. Leading firms, Korn Co., C. L. Williams Veneer Co., Sumter Brick Works, Sumter Machinery Co., Witherspoon Bros. & Co., London Mills, Sumter Radio Mfg. Corp., Sumter Veneer Cabinet Co., Sumter Planing Mills, Sumter Packing Co. (Cannery), 2 Creameries.

**Special Information:** One of the leading pine and hardwood lumber centers in the southeast. Its R. R. Service and system of ten diverging hard surface highways makes it an excellent distributing point. Industrial survey by Lockwood, Green & Co., industrial engineers develop the fact that there is a surplus of female labor for industries. The retail and wholesale trade territory is unusually large for a city of its size.

**Residential Features:** Practically all individual homes. Limited section devoted to homes for laboring classes. Negroes segregated. Attractive homes built in every section (with exception noted above). Homes, lawns, shrubbery, trees, attractive. City mostly paved, sanitary and storm sewage. Parks, playgrounds, bathing and picnic resorts, country club and easily accessible to seashore and mountain resorts.

**Retail Shopping Section:** Main street (4 blocks), Liberty street (3 blocks), Liberty and Main intersection is center of city. Retail district is split in center by intersection of these streets.

**Trading Area:** The normal retail trade territory is roughly a radius of 20 to 25 miles. Considerable volume of business comes from points as much as 35 to 40 miles distant. The county has 135 miles paved highway, 10 principal roads, radiating from Sumter County seat.

**Wholesale Houses:** Groceries, 7; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Drugs, 1; Mill Supplies, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 5; druggists, 10; dry goods, 11; department stores, 4; electrical supplies, 1; florists, 2; fruits, 4; furniture, 5; garages (public), 3; grocers, 44; hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos and miscellaneous musical instruments, 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 2.

## Standard Surveys of SOUTH DAKOTA

### ABERDEEN, S. DAK.

1920 Population, 14,537.  
Native Whites, in 1920, 12,335; Negroes, 21; Foreign Born, 2,171; Industrial Workers, 700; English Reading, 98.6%; Families, 3,239.

**Schools:** Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 5,000.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

**Theatres:** Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Capacity, 400.

**Location:** Aberdeen is county seat of Brown County. Situated in famous James River Valley, one of the most fertile agricultural sections of the N. W. and 107 miles from Chicago, 350 miles from Duluth, 286 miles from the Twin Cities, 295 miles from Sioux City, 183 miles from Sioux Falls, 107 miles west of the Minn. State Line, 98 miles east of Missouri River, 185 miles from Fargo, and 35 miles north of N. Dakota state line. 4 trunk lines serve Aberdeen—C. M. & St. P., C. & N. W., Gt. Northern and M. & St. L., with 9 lines radiating in all directions. On transcontinental line of C. M. & St. L. It is an important division point of that road where 70 people are employed with annual payroll of 1,125,000. 22 passenger trains daily give Aber-

deen connectous with important points north, south, east and west that are not excelled by any city in this state. Aberdeen is on the famous Yellowstone Trail, which extends from Plymouth Rock to Puget Sound. It is also on the Sunshine Highway from Canada to the Gulf. These two highways gave Aberdeen tourist travel of approximately 60,000 in 1922. The splendid free municipal camping grounds.

**Principal Industries:** Candy factory, railroad shops, publishing, 6 creameries, metal products, road machinery, jobbing groceries, fruits, hardware, drugs, bakeries, 3 ice cream factories, farm machinery, automobile accessories.

**Manufacturing Establishments:** 57. Leading firms, Milwaukee R. R. shops, Ward-Owaley Candy Factory, Gilbert Mfg. Co. (road machinery).

**Total value of yearly output of factories estimated at \$8,055,139 in 1919.**

**Special Information:** Location and railroad facilities makes it a center (trading) for the northern half of So. Dakota. In 1922 Brown County alone produced 270,000 bu. of matured corn. The same year there were 2,995,000 lbs. of butter manufactured in Brown County.

**Residential Features:** Private homes predominate. 15 miles of paved streets. Beautiful residential section.

**Retail Shopping Section:** Main Street principal business street, especially for about 15 to 20 blocks, from the Milwaukee depot on Railroad Ave. and Main St. to the M. & S. L. depot on Main St. and 12th Ave. All along this distance, particularly from R. R. Ave. to about 7th Ave. there are stores and shops in the cross avenues for 1 or 2 blocks east and west.

**Trading Area:** 100 miles in all directions. Auto trails from all directions make travel easy.

**Wholesale Houses:** Groceries, 2; Meats, 2; Fruits, 3; Hardware, 1; Miscellaneous Lines, approx. 60.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 14; automobile accessories, 17; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 1 (school); druggists, 8; dry goods, 9; department stores, 4; electrical supplies, 5; florists, 3; fruits, 5; furniture, 5; furriers, 2; garages (public), 10; grocers, 55; hardware, 6; jewelry, 4; meat markets, 36; men's furnishings, 12; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 30; shoes, 7; sporting goods, 10; stationers, 6; women's apparel, 8 (including dept. stores).

### DEADWOOD, S. DAK.

1920 Population, 2,450.

City and Suburban Estimate, 75,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%.

**Schools:** Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 425.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

**Banks:** National, 1; Total Resources, \$1,175,000. Savings Bank Deposits Total, \$1,228,846.

**Theatres:** Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 8—City Auditorium, Masonic Auditorium, Elks Auditorium, Odd Fellows, Eagles, Firemen.

**Location:** Terminal of Chicago & Northwestern and Chicago, Burlington & Quincy Railroads, in the heart of the Black Hills of South Dakota, famed for its scenic beauty as well as being "the richest 100 miles square on earth"—Marrin Hughton, former president of the C. & N. W. Railroad. More than 3,500 gold miners and gold mill men are employed in the county at from \$4.50 to \$7.00 per day.

**Principal Industries:** Principal industries are gold mining and milling, with rich agricultural district surrounding; tourists' Mecca.

**Total value of yearly output of mines and mills: \$7,000,000.**

**Special Information:** Construction work on \$175,000 high school buildings just commenced, Sept. 1, 1924; and \$25,000 being spent in building modern tourist camp with community house.

**Residential Features:** All homes suitable for habitation are conceded, new ones being erected to care for ever-increasing population.

**Retail Shopping Section:** Main Street for four blocks, side streets one block each way.

**Trading Area:** Extends over entire Black Hills district, 100 miles north to North Dakota line and into eastern Wyoming and Montana. Deadwood is the trading—the commercial center—of a vast territory.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Miscellaneous Lines, fruits 2, candy 1, ice cream 2, butter 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; druggists, 2; dry goods, 3; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 2; garages (public), 6; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 8; Shoes, 7; sporting goods, 1; stationers, 3; women's apparel, 4.

### LEAD, S. DAK.

1920 Population, 5,013.

City and Suburban Estimate, 6,000.

**Schools:** Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,577.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous—Augustana Lutheran; Bethel Lutheran, 1.

**Banks:** National, 1; State, 1; Total Resources, \$3,286,224.13.

**Theatres:** Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

**Location:** Northern Black Hills (in the heart of the hills). Rich valleys for farming and stockraising. C. & N. W. Ry. and C. B. & Q. Ry. lines serve the city and community. Besides, auto truck service.

**Principal Industries:** Gold mining. The Homestake mine is the largest free milling gold mine in the world and employs about 2,500 men. Also valuable farmlands in valleys. Extensive dairying and stockraising.

**Special Information:** Lead is located in one of the scenic beauty spots of the Black Hills, and therefore attracts large numbers of tourists throughout the summer season.

**Retail Shopping Section:** Covers not only Lead but several smaller mining camps and agricultural communities. Also numerous tourist camps.

**Trading Area:** Twenty-five miles to the west and ten miles north.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 2; garages (public), 6; grocers, 8; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 5.

### MITCHELL, S. DAK.

1920 Population, 8,478.

City and Suburban Estimate, 65,000.

Native Whites, 90%; Foreign Born, 10%; English Reading, 98%; Families, 2,000.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

**Banks:** National, 1; State, 1; Total Resources, \$4,850,949.77; Savings Bank Deposits Total, \$2,919,960.

**Theatres:** Legitimate, 1; Moving Pictures, 3; Corn Palace Auditorium. Total number of seats, 6,500.

**Location:** Division point on Chicago, Milwaukee & St. Paul R. R. Western terminus of Chicago, Omaha & St. Paul R. R.

**Principal Industries:** No particular industries. Big agricultural trading center.

**Special Information:** Location of city makes it the great retail trading center of an unusually large area, extending 250 miles west, 50 miles north, south and east.

**Residential Features:** Mostly one and two-family houses, a very large percentage owned by the occupants.

**Retail Shopping Section:** Extends four blocks on Main street, two blocks east on East Third avenue, two blocks on Lawler street, one block east and west on Second avenue and on First avenue.

**Trading Area:** 70 miles west, 50 miles north, east and south. Other business comes from the west up to 250 to 300 miles because Mitchell is the nearest large town. Good roads and the large auto ownership also contributes to the bringing up of trade from long distances.

**Wholesale Houses:** Groceries, 2; Fruits, 2; Miscellaneous Lines—Automobile Accessories.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 3; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; furriers, 1; garages (public), 15; grocers, 30; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 1; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 2.

### PIERRE, S. DAK.

1920 Population, 3,200.

City and Suburban Estimate, 3,500.

Native Whites, 95%; Negroes, .009%; Foreign Born, 4.991%; Industrial Workers, 5%; English Reading, 100%; Families, 500 (estimated).

**Schools:** Public Grade, 735; High, 287.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

**Banks:** National, 3; State, 1; Total Resources, \$3,750,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1 (4 lodge halls). Total number of seats, 12,000.

**Location:** Exact center of Southern Dakota, on C. & M. W. Ry., on north bank of Missouri River. Is on Black and Yellow Trail. Fine gravelled road from Chicago to Yellowstone Park. Is capital city of State.

**Principal Industries:** Farming and cattle country. Hippie Printing Co. has biggest private payroll in city. No other large manufacturing concerns.

**Residential Features:** Mostly small houses. No big, modern apartment houses. Considerable building this year of small cottages, about \$5,000 to \$8,000 each.

**Retail Shopping Section:** Pierce street, four blocks; Deerbobn avenue, three blocks; Capitol avenue, two blocks.

**Trading Area:** 27,000 square miles. No city of 1,000 population within a circle of 90 miles in radius.

**Wholesale Houses:** Groceries, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 2; garages (public), 5; grocers, 6; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 4; stationers, 3; women's apparel, 4.

### RAPID CITY, S. DAK.

1920 Population, 5,777.

City and Suburban Estimate, 12,500.

Native Whites, 93%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 99%; Families, 1,600.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,826.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 1; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$256.00 per capita.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,900.

**Location:** Railroad center Rapid City from five directions: C. M. & St. P. from Chicago; Two, C. & N. W. lines from Chicago via Omaha and Twin Cities; locally served Rapid City, Black Hills & Western connects Rapid City with the Burlington South, East and West and Northwest. Excellent stage service to all parts of the Black Hills, and State and National parks. Rapid City as the gateway to the Black Hills annually entertains 100,000 visitors. Is the junction of two main state highways and of all railroads entering the Black Hills from the East.

**Principal Industries:** Rapid City is supported by a more diversified group of industries than any other city in the West. These include mining, lumbering, packing, alfalfa seed distribution, hay shipping, cement and stucco mills, stock shipping and dairying, flour milling.

**Manufacturing Establishments:** 5. Leading firms: Warren Lamb Lumber Co., S. D. State Cement Plant, Rapid River Milling Co.

**Special Information:** The State cement plant erected at a cost of \$2,000,000 will be put in operation this week. The cement and stucco mills, and four lumber mills are all working full time. If the tourist traffic can rightly be called an "industry" then Rapid City's annual income from that source should be added in. Conservatively estimated it means about \$300,000 to the merchants.

**Residential Features:** Principally one-family houses, generally first class. Few apartment houses. Residential districts uniformly attractive. Out of the 1,500 homes in Rapid City, we estimate 80% are owned by the occupants, and not more than 50% so owned carry any encumbrance.

**Retail Shopping Section:** Ten lineal blocks of retail section.

**Trading Area:** Fifty to 75 miles east; 60 to 80 miles west; 30 to 50 miles north, and a fan shaped empire up to 125 miles of inland territory northeast. This is our regular trade. People come from much greater distances however, up to 150 miles southeast and from all towns in a radius of 100 miles.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 2; Hardware, 1; Tires, 1; Mineral Products, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; delicatessen, 1; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 1; furniture, 4; garages (public), 6; grocers, 21; hardware, 3; jewelry, 3; meat markets, 2; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 3; stationers, 1; women's apparel, 3.

**SOUTH DAKOTA and TENNESSEE Markets in Standard Surveys**

**SOUTH DAKOTA (Con't)**

**SIOUX FALLS, S. DAK.**

1920 Population 25,202.  
City and Suburban Estimate, 225,000.  
Native Whites, 89%; Negroes, .003%; Foreign Born, 11%; Families, 7,800.  
Schools: Public Grade, 13; High, 1; Parochial, 7; Number of Pupils, 6,642.  
Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.  
Banks: National, 2; State, 1; Savings Bank Deposits Total, \$11,000,000.  
Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,900.

Location: Eastern South Dakota, on Sioux River. Served by Great Northern; Rock Island; Chicago, Milwaukee & St. Paul; Illinois Central, and Northwestern Rys. Four of these lines furnish direct service from Chicago and eastern supply centers, and three connect directly with western lake ports.

Principal Industries: Jobbing, distributing point (especially for farm implements), meat packing, educational center, stock yards, stone quarries and gravel pits.

Manufacturing Establishments: 50. Leading firms, John Morrell Co., Farley-Loetche Co., Sioux Falls Metal Culvert Co., Crescent Creamery Co., Wisconsin Granite Co.

Total value of yearly output of factories estimated at \$25,000,000.

Residential Features: Large number of large, beautiful homes. Mostly one and two-family houses. Limited section devoted to workmen's homes. Some of the most picturesque residence streets in the Middle West.

Retail Shopping Section: Phillips and Main avenues from 6th to 12th streets; Dakota avenue from 8th to 11th streets; two blocks on 6th and 7th streets, and three blocks of 8th, 9th, 10th, 11th and 12th streets.

Trading Area: 55-mile radius. Business is attracted from a greater distance because of the excellent bus service, and hard surfaced roads leading to the city.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 3; Hardware, 1; Miscellaneous Lines—Confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 23; bakers, 9; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 17; delicatessen, 3; dressmakers, 12; druggists, 15; dry goods, 8; department stores, 5; electrical supplies, 7; florists, 3; fruits, 5; furniture, 5; furriers, 3; garages (public), 16; grocers, 116; hardware, 6; jewelry, 8; meat markets, 13; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 14; shoes, 11; sporting goods, 3; stationers, 5; women's apparel, 10.

**YANKTON, S. DAK.**

1920 Population, 5,025.  
City and Suburban Estimate, 20,000.  
Native Whites, 70%; Negroes, 2%; Foreign Born, 28%; Industrial Workers, 20%; English Reading, 98%; Families, 1,150.  
Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,300.  
Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 5.  
Banks: National, 2; State, 3; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$800,000.  
Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,500.

Location: C. M. & St. P., C. & N. W., Great Northern. Located on the Missouri River, over which the Meridian Highway Bridge has just been completed at a cost of \$1,300,000, financed largely by local enterprise. Furnished bus and truck service to Nebraska towns.

Principal Industries: Agricultural products, creamery and dairy industries, poultry products, large nursery and green house enterprises, automobile and machinery supplies, printing.

Manufacturing Establishments: 16. Leading firms, Rapalee Marble Works, Sanitary Dairy, Keating Creamery, Binder Ice Cream Factory, J. T. Coxhead Cabinet Works, Yankton Printing Co.

Total value of yearly output of factories estimated at \$2,500,000.

Special Information: Meridian Highway, North and south road from Winnipeg to Mexico City crosses new Meridian Highway bridge here, intersecting Sunshine Highway and Washington

Highways. City is in the heart of a wonderful agricultural country, supplied by these highways and by three railroads.

Residential Features: Private houses predominate. Prospects of several apartment houses being erected soon. Beautiful residential section opened to north of city recently.

Retail Shopping Section: Third street, seven blocks; Broadway, two blocks; Cedar, one block; Walnut, two blocks; Douglas avenue, two blocks; Capitol, two blocks.

Trading Area: About 25 miles in all directions, with probably half the people trading here from 75 miles in each direction.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines—Seeds, Bakery Goods, Cigars, Ice Cream, School Supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 24; dressmakers, 14; druggists, 5; dry goods, 8; department stores, 4; electrical supplies, 12; florists, 1; fruits, 20; furniture, 4; furriers, 4; garages (public), 9; grocers, 16; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

**Standard Surveys of TENNESSEE**

**BRISTOL, TENN.**

1920 Population, 14,776.  
City and Suburban Estimate, 22,500.

Native Whites, 85.9%; Negroes, 13.5%; Foreign Born, 00.6%; Industrial Workers, 28%; English Reading, 76%; Families, 3,621.

Schools: Public Grade, 10; High, 2; Junior High, 2; Number of Pupils, 5,630.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 5; Total Resources, \$12,000,000; Savings Bank Deposits Total, \$7,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800 in auditorium.

Location: Southern Railway and Norfolk & Western. Bus service to Bluefield, W. Va.; Radford, Va.; Goldfield, Johnson City, Tenn.; Kingsport, Tenn.; and surrounding towns within 75 miles.

Principal Industries: Paper, leather, lumber, iron, hosiery, clothing, furniture, drugs, and various manufactures.

Manufacturing Establishments: 57. Leading firms, Lincoln Furniture Mfg. Co., Columbia Paper Co., Shieren & Co., Enterprise Wheel Corp., S. E. Massengill Drug Co., Bristol Door & Lumber Co., Bristol Stone and Foundry Co., Central Glass Co., Dominion Veneer Co.

Special Information: Located on state line; half in Virginia and half in Tennessee. Altitude 1,700 feet. Makes summer delightfully cool and therefore is rapidly developing into a summer resort. No labor troubles because there are no foreigners, and for that reason is developing very fast industrially.

Residential Features: Most people own their own homes and have gardens which contribute to the contentment of labor. Residential sections chiefly at altitude of 2,000 ft.

Retail Shopping Section: Extends from passenger and freight station westwardly for about 15 blocks on State street and there are quite a number of stores both retail and wholesale on the streets crossing state, such as Lee, Moore, Fourth, Fifth, Sixth and Commonwealth. Also small groceries, etc., in outlying districts.

Trading Area: About 50 mile radius, including the Virginia coal fields 80 miles distant. Trading radius embraces southwest Va., eastern Tenn. and Western N. C. and to some extent eastern Ky. and West Va.

Wholesale Houses: Groceries, 7; Meats, 1; Fruits, 3; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, 54 wholesale houses, all lines of jobbing represented.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 28; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 10; druggists, 5; dry goods, 22; department stores, 3; electrical supplies, 10; florists, 2; fruits, 18; furniture, 7; furriers, 3; garages (public), 8; grocers, 121; hardware, 3; jewelry 3; meat markets, 12; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 22.

**CHATTANOOGA, TENN.**

1920 Population, 57,865, actual population according to City Directory 1923, 119,921.

City and Suburban Estimate, 125,748.

Native Whites, 65%; Negroes, 32%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 84%; Families, 22,225.

Schools: Public Grade, 23; High, 7; Junior High, 2; Parochial, 1; Number of Pupils 13,988.

Churches: Baptist, 52; Christian Science, 2; Congregational, 3; Episcopal, 3; Hebrew, 3; Methodist, 35; Presbyterian, 13; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 10; Total Resources, \$50,828,020, Savings Bank Deposits Total, \$39,389,302.

Theatres: Legitimate, 1; Moving Pictures, 10; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,173.

Location: On Tennessee River, open to through navigation. Served by nine trunk lines affording unequalled transportation service. Southern Railway, Central of Georgia, C. N. O. & T. P. N. C. & St. L., A. G. S., and T. A. G. Four bus lines operate in 100-mile radius.

Principal Industries: Hosiery, boilers, mercerized products, wooden goods, plows, saw mill machinery, oil well machinery, gas ranges, shovels, automobile wrecking cars, brick, cedar chests, undertaking goods, fire hydrants, valves, paper box boards, patent medicines, rubberoid handles, refrigerators, gas burners, steel alloys, moldings, ratchet drills, wirebound boxes, sewer pipe, candy, logging machinery, malleable castings.

Manufacturing Establishments: 378. Leading firms: United Hosiery Mills, Walsh & Wiener Boiler Works, Chattanooga Plow Co., Lucey Mfg. Co., Ross-Mehan Foundries, Dixie Portland Cement Co., Signal Mountain Portland Cement Co., Tenn. Furniture Corp., Chattanooga Stamping & Enameling Co., U. S. Cast Iron Pipe & Fdry. Co., Chattanooga Medicine Co., Thatcher Medicine Co., Dixie Mercerizing Co., Standard Processing Co.

Total value of yearly output of factories estimated at \$151,601,000.

Special Information: Location of the city makes it the ideal distributing point of the South, served as it is by transportation on the Tennessee River and by nine trunk lines. Ideal for manufacturing, because of proximity to unlimited coal fields, and unlimited current furnished by three hydro-electric plants of the Tennessee Electric Power Co. Big wholesale and distributing center.

Residential Features: Mostly a city of home owners; houses constructed in last few years are of bungalow type; average in price \$6,000 to \$9,000. Finest residential district in the South on Lookout and Signal Mountains, and Missionary Ridge, reaches by convenient trolley lines or by automobile on paved roads, homes averaging in price \$6,000 to \$25,000 and more. About twelve new subdivisions now under way east of Missionary Ridge. Chattanooga one of the finest growing cities in the South.

Retail Shopping Section: On Market St. from Fourth to Main, 11 blocks, and on parallel street—Chestnut, Broad, Cherry, Walnut, and Georgia Ave. for about five blocks on each. Also Main St. for five blocks, which was originally at the time Chattanooga was founded, the main business district. There are eight outlying business sections, with a number of smaller neighborhood sections with the usual grocery, confectionery and other shops.

Trading Area: Extends twenty-five miles in all directions. Good business secured by Chattanooga merchants from sections fifty miles distant, and farther, due to fine bus service and convenient railroad schedules.

Wholesale Houses: Groceries, 8; Meats, 6; Fruits, 9; Hardware, 4; Dry Goods, 7; Miscellaneous Lines, Steel, 9; Cigars, 4; Novelty, 6; Confectionery, 4; Toys, 1; Shoes, 1; Paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 13; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 43; delicatessen, 3; dressmakers, 10; druggists, 58; dry goods, 59; department stores, 5; electrical supplies, 5; florists, 9; fruits, 11; furniture, 44; furriers, 2; garages (public), 13; grocers, 588; hardware, 12; jewelry, 18; meat markets, 54; men's furnishings, 4; men's clothing, 32; merchant tailors, 23; milliners, 19; opticians, 9; photographers, 14; pianos (and miscellaneous musical instruments), 12; radio supplies, 10; restaurants (including hotels), 40; shoes, 25; sporting goods, 6; stationers, 5; women's apparel, 16.

See announcement below

**CLARKSVILLE, TENN.**

1920 Population, 8,100.  
City and Suburban Estimate, 10,000.  
Native Whites, 64%; Negroes, 36%; English Reading, 80%.

**The Dominant Newspaper of Industrial Chattanooga**

"The Dynamo of Dixie"

**THE CHATTANOOGA NEWS**

Leads in Every Space Buying Point:

- Total net paid circulation.
- Net paid city circulation.
- Local advertising (six days compared with seven).
- National advertising (six days compared with seven).
- Number of exclusive advertisers, local and national.
- For rates, circulation statements, trade information and data, etc., address the home office, Chattanooga, Tenn., or

**JOHN M. BRANHAM COMPANY,**  
Publishers' Representatives.

New York, Chicago, St. Louis, Atlanta, Kansas City, San Francisco, Los Angeles

**TENNESSEE (Con't)**

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$610,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Confluence of Cumberland and Red Rivers—north bank of Cumberland and south bank of Red—Cumberland River transportation up to Nashville, Tenn. and points beyond—down to Paducah, Ky., St. Louis, New Orleans.

Served by L. & N. R. R. main line and two branches, Mineral and Clarksville and Princeton. Also served by Tenn. Central with connections with Illinois Central at Hopkinsville.

Principal Industries: Dark leaf tobacco market. Tobacco, snuff, cigars, nicotine, flour, corn shellers, iron, lumber, one daily newspaper, one semi-weekly newspaper, staves, hogheads.

Manufacturing Establishments: Leading firms, American Snuff Mfg. Co., American Cigar Co., Dunlop Mill Co., A. H. Patch, (mfg. corn shellers), Red River Iron Co.

Special Information: Shipped 26,000 hhd. tobacco last year. This year's shipments will total heavier. Leaf tobacco to date, 1924 received on Associated floors 9,000,000 lbs. on Independent floors 14,472,800 lbs. Bought at barns 5,000,000 lbs.

28,472,800 lbs.

Total tobacco receipts this year will approximate 30,000,000 lbs. Quality very poor. Price will probably average 14 to 16 cents per lb. Some individual fine crops 30 to 52 cents.

Residential Features: Mostly one and two family homes. Private homes predominate.

Retail Shopping Section: Extends three blocks on Franklin, and three blocks on cross section known as Third street. Several adjoining business sections on First, Second, Commerce, Main and Strawberry streets. A number of outlying neighborhood sections.

Trading Area: Extends for probably 40 miles radius, covering Montgomery, Robertson, Chatham, Stewart, Dickson, Houston, Humphreys and Benton counties in Tennessee, and Christian, Todd, Logan and Mullensberg counties in Kentucky.

Wholesale Houses: Groceries, 3; Hardware, 1; Miscellaneous Lines: Hogheads and Staves.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotel stands), 15; dressmakers, 12; druggists, 6; dry goods, 6; florists, 3; fruits, 10; furniture, 4; garages (public), 3; grocers, 40; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailor, 1; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 2.

**CLEVELAND, TENN.**

1920 Population, 6,500.

City and Suburban Estimate, 8,000.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 40%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: On trunk line of Southern Railway and nine miles from trunk line of L. & N. R. R. Thirty miles from Chattanooga, Tenn., a connecting line with a number of railroads. Shipping facilities excellent and R. R. service good. Spur tracks numerous and sites for new spurs available at low cost.

Principal Industries: Stoves, hosiery, chairs, flour, etc., coffins, woollens.

Manufacturing Establishments: 28. Leading firms, Hardwick Stove Co., Cleveland Woolen Mills, Cleveland Chair Factory, Cleveland Coffin Co., Knox Hosiery Mills, Dixie Foundry Co., Welis Hosiery Mills, Cleveland Milling Co., Benderson & Lusk, (lumber products).

Special Information: Cheap electric power; reasonable and strictly "open shop" labor in abundance, ample railroad facilities, health and climate, cheap living costs.

Residential Features: Mostly one and two family homes. Workmen's tenements virtually all located in one section of the city. All important streets are paved with hard surface. Private residential section is of great beauty, with sufficient lots available for new homes. Three sub-divisions have been opened within the past few months. Percentage of home owners is very large.

Retail Shopping Section: Ocoee, 3 blocks; Edwards, 3 blocks; Church, 3 blocks; 31st, 32nd, 30th, 3 blocks each. Trading and store areas in places away from center of city not included in estimate.

Trading Area: Extends 25 miles to the north, 25 to east, 25 to west, and 12 to 15 to the south.

Wholesale Houses: Groceries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 3; grocers, 20; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 8; men's clothing, 8; milliners, 2; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; women's apparel, 4.

**COLUMBIA, TENN.**

1920 Population, 5,526.

City and Suburban, 10,000.

Native Whites, 63%; Negroes, 37%; Industrial Workers, 22%; English Reading, 83%; Families, 1,411.

Schools: 7; Number of Pupils, 1,201.

Churches: 8.

Banks: 5; Total Resources, 4,420,000.

Theatres: 2; Total number of seats, 2,500.

Residential Features: Mostly one family houses.

Retail Shopping Section: About six blocks.

Trading Area: Radius 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 12; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 9; grocers, 33; hardware, 3; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

**GREENVILLE, TENN.**

1920 Population, 3,775.

City and Suburban Estimate, 5,000.

Native Whites, 87.5%; Negroes, 12.5%; Industrial Workers, 23%; English Reading, 91%; Families, 844.

Schools: 3; Number of Pupils, 831.

Churches: 7.

Banks: 4; Total Resources, \$4,200,000.

Theatres: 2; Total number of seats, 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: Four blocks.

Trading Area: About 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 4; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; garages (public), 8; grocers, 24; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 1; women's apparel, 3.

**JACKSON, TENN.**

1920 Population, 18,860; 1924, 25,000 (estimated).

City and Suburban Estimate, 28,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 4,600.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Savings Bank Deposits Total, \$9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: Jackson in Madison County in the center of West Tennessee. Served by Illinois Central, Mobile & Ohio, Nashville, Chattanooga & St. Louis, Gulf Mobile & Northern, and Birmingham & Northwestern.

Principal Industries: Hardwood products, railroad shops, lumber, cotton products, iron and steel, furniture, church and bank fixtures, machinery supplies, cotton seed products, printing.

Manufacturing Establishments, 44. Leading firms: Piggly-Wiggly Corp., Ashby Veneer, Bears Ice & Coal Co., Bemis Cotton Mill, Bedna Young Lumber Co., Budde-Wels Mfg. Co., W. H. Coleman Co., Hashew & Co., Heathcock, Rush Mch. Co., Lawrence Mill & Elevator Co., Long Brick Yard, Madison Mattress Co., Model Mill Co., Motor Wheel Corp., Berkhamer Lumber Co. (Planting Mill), Southern Eng. Works, Wood-Mosaic Co. and Preister Hosiery Mill.

Residential Features: Majority of our citizens own their own homes. The seat of Union University, Lambuth College, Lane College, and several business schools. We have fine churches and large congregations. Our city is practically free from crime and our citizens being en-

dowed with civic pride, take great interest in beautifying their homes and lawns. We have fifteen miles of paved street, plentiful lighting, good sewerage, and high elevation.

Retail Shopping Section: We have a clean and modern business section which is not confined to one street. Our stores for the most part are well arranged, carry excellent stocks.

Trading Area: Our trading area is fifty miles in every direction, encompassing a population of 250,000 which is accessible by our five railroads, three national highways, and numerous laterals.

Wholesale Houses: Groceries, 8; Meats, 1; Fruits, 2; Dry Goods, 1; Miscellaneous Lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 5; dressmakers, 20; druggists, 12; dry goods, 17; department stores, 6; electrical supplies, 3; florists, 5; fruits, 2; furniture, 10; furriers, 1; garages (public), 5; grocers, 65; hardware, 4; jewelry, 8; meat markets, 11; men's furnishings, 5; milliners, 14; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 20; shoes, 13; stationers, 2; women's apparel, 9.

**JOHNSON CITY, TENN.**

1920 Population, 12,442. (Official City Census 20,085).

City and Suburban Estimate, 14,000 (1920): 23,000. (1924).

Native Whites, 86.6%; Negroes, 12.8%; Foreign Born, .06%; English Reading, 90%.

Schools: Public Grade, 8; High, 2; Junior High, 1; Number of Pupils, 5,000.

Churches: Baptist, 7; Episcopal, 1; Methodist, 6; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 2; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$1,400,000.00.

Theatres: Legitimate, 4; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditorium, etc.), 1; Total number of seats, 4,900.

Location: Southern Railway, East Tenn. and Western, North Carolina R. R., Carolina, Clinchfield & Ohio R. R. On Southern main line east and west, 20 hours to New York. C. C. & O. north and south, Ohio River to Seaboard. E. T. & W. N. C., Feeder through mountains.

Principal Industries: Flour, flooring, interior trim, brick, chairs, hosiery, silk yarn, cement products, building material, cigar box lumber, boxes, auto floor boards, foundry products.

Manufacturing Establishments: Model Mill Co., Johnson City Shale Brick Co., Empire Chair

Co., Tennessee Silk Mill, Harris Mfg. Co., Tennessee Box Co., American Cigar Box Co., Cranberry Blast Furnace, M-B Chemical Co., American Tanning Co. Total value of yearly output of factories estimated at \$9,000,000.

Residential Features: Reputed to be the finest climate in country. Not too high. Temperature 80 to 85. Excellent water and moderate rainfall. Many families from north, east and south moving here. New hotels going up. Many fine apartment houses. Large high-class residential section, also extensive colonies in mountains nearby.

Retail Shopping Section: Main street, 4 blocks; Market street, Roan to Boone, 4 blocks; Roan from Market to Jobe, 3 blocks; Spring from Main to Joan, 1 block; Buffalo from Main to Ashe, 3 blocks; Boone from Main to Kline, 2 blocks; Fountain Square, 4 blocks, (one each side).

Trading Area: East 75 miles, west 65 miles, north 125 miles, south 100 miles.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 2; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, 30; Shoes, Ice Cream, Harness, Implements, Feeds, Products, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 13; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 14; druggists, 9; dry goods, 9; department stores, 5; electrical supplies, 3; florists, 4; fruits, 5; furniture, 8; garages (public), 10; grocers, 95; hardware, 4; jewelry, 6; meat markets, 12; men's furnishings, 15; men's clothing, 15; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 18; shoes, 18; sporting goods, 5; stationers, 2; women's apparel, 10.

Note: Facts and figures were secured through the aid of the Chamber of Commerce and Retail Merchant's Credit Assn., Chronicle & Staff, Carroll E. King, Managing Editor.

**KNOXVILLE, TENN.**

1920 Population, 77,618.

City and Suburban Estimate, 119,904 (1924).

Native Whites, 84.3%; Negroes, 14.4%; Foreign Born, 1.3%; Industrial Workers, 42%; English Reading, 100%; Families, 14,494.

Schools: Public Grade, 37; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 16,500.

Churches: Baptist, 30; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 40; Presbyterian, 12; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 5; State, 2; Total Resources, \$40,000,000; Savings Bank Deposits Total, \$14,832,419.44.

Continued on page 218

**THE KNOXVILLE SENTINEL**

East Tennessee's Leading Daily Newspaper.

Published in metropolis of rich commercial, industrial, mining, timber and resort section of Southeast.

120,000 population in Knoxville.

450,000 population within 50 mile radius.

1,560,000 population within 100 mile radius.

The Sentinel will carry your message to the great majority of the financially competent citizens of Knoxville and adjacent trading territory.

**SIX AFTERNOONS AND SUNDAY MORNING**

National Representation: Story, Brooks & Finley, New York, Philadelphia, Chicago and San Francisco.

## TENNESSEE (Cont'd)

### Knoxville (con't)

Theatres: Legitimate, 2; Moving Pictures, 7; Miscellaneous (Auditorium, etc.), 4; Total number of seats, 6,000.

Location: On the Tennessee River; served by the Southern Railway, L. & N. Railway, and Knoxville & Carolina Railway. Railroad lines radiate in nine directions. Halfway between Chicago and Miami. Halfway between Mississippi River and Atlantic Ocean. Halfway between New York and New Orleans. Over 45,000,000 people live within 500 miles. Excellent motor bus service to all nearby points.

Principal Industries: Textile mills and clothing factories. Iron, steel and brass working plants, furniture and lumber; Tennessee marble quarries and finishing mills; miscellaneous industries.

Manufacturing Establishments: 278. Leading firms, Brookside Mills, Southern Railway Shops, Standard Knitting Mills, Appalachian Mills, Knoxville Iron Co., The Fulton Co., Sanford-Day Iron Works, Knoxville Knitting Mills, Knoxville Table & Chair Co., C. E. Atkin Co., Cherokee Spinning Co., Knoxville Cotton Mills, Appalachian Marble Co., Gray-Knox Marble Co., Tennessee Producers Marble Co., Knoxville Porcelain Co., Southern Extract Co., Tate Mfg. Co., J. Allen Smith & Co.

Residential Features: Private homes predominate. Of the 14,494 homes in Knoxville, 41.3 per cent are owned by the occupants. This is much higher than the average throughout the country. Homes in the best residential section average in value approximately, \$35,000. Homes in the medium residential section range in value from \$5,000 to \$15,000.

Retail Shopping Section: Extends from Gay street and Park avenue north 9 blocks to the corner of Gay street and Main avenue, south. Also from the corner of Wall and Market streets north three blocks. South to the corner of Church and Market. There are five prominent cross streets with many retail stores, which connect the two main trading arteries. Excepting for a number of outlying drug and grocery stores the major portion of the retail stores are restricted to the above mentioned territory.

Trading Area: About 50 miles in each direction. Much business, however, is secured from greater distances.

Wholesale Houses: Groceries, 13; Meats, 7; Fruits, 4; Hardware, 2; Dry Goods, 5; Miscellaneous Lines, 5 wholesale shoe houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 17; automobile accessories, 8; automobile tire agencies, 21; bakers, 10; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 65; delicatessen, 5; dressmakers, 17; druggists, 41; dry goods, 38; department stores, 8; electrical supplies, 15; florists, 8; furniture, 35; furriers, 1; garages (public), 17; grocers, 439; hardware, 13; jewelry, 12; meat markets, 54; men's furnishings, 4; men's clothing, 46; merchant tailors, 48; milliners, 10; opticians, 14; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 22; shoes, 20; sporting goods, 1; stationers, 5; women's apparel, 17.

See announcement on page 217

### MEMPHIS, TENN.

1920 Population, 162,351.

City and Suburban Estimate, 200,000.

Native Whites, 61%; Negroes, 36%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 99%; Families, 45,360.

Schools: Public Grade, 40; High, 3; Parochial, 20; Number of Pupils, 32,764.

Churches: Baptist, 30; Christian Science, 2; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 20; Presbyterian, 18; Roman Catholic, 11; Miscellaneous, 12.

Banks: National, 2; State, 14; Total Resources, \$125,027,577.53; Savings Bank Deposits Total, \$92,504,069.49.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 26,757.

Location: Ten railroad systems converge at Memphis. Missouri Pacific, St. Louis Southwestern, Chicago, Rock Island & Pacific, St. Louis & San Francisco, Illinois Central, Yazoo & Mississippi Valley, Southern, Louisville & Nashville, Nashville, Chattanooga & St. Louis, Mobile & Ohio.

Principal Industries: Woodworking and cotton seed oil, mixed feeds, cereals, automobiles, and bodies, iron and steel, lumber and cotton.

Manufacturing Establishments: 900. Leading firms, Buckeye Cotton Oil Co., Dixie Cotton Oil Co., Kelsey Wheel Co., Ford Motor Co., Fisher Bodies Corp., Virginia Bridge & Iron Co. Total value of yearly output of factories estimated at \$180,000,000.

Special Information: Broad streets, splendid park system; 1,342.05 acres of parks and playgrounds, good educational institutions, \$2,000,000 river and rail terminal, \$1,500,000 auditorium, 12,500 seating capacity. Largest inland cotton market and largest hardwood lumber market in the world. Largest drug market in the South.

Residential Features: Most of homes for one and two families with bungalow type predominating. Great increase in recent years in number of apartment buildings. Several districts for working people and several for

negroes. Best residence district in eastern and northeastern sections of the city.

Retail Shopping Section: Main, Second and Third streets. Main street, 16 blocks; Second street, 6 blocks; Third street, 2 blocks; Beale street, 6 blocks; Madison street, 4 blocks. There are other shopping sections one to four miles from business section.

Trading Area: Sixty-nine miles west into Arkansas, north into Tennessee, east into Tennessee and south into Mississippi. This area accredited to Memphis by the Audit Bureau of Circulations. Good train service in all directions. Good roads contribute to the city's splendid position as marketing and shopping center.

Wholesale Houses: Groceries, 22; Meats, 9; Fruits, 10; Hardware, 5; Dry Goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; automobile accessories, 40; automobile tire agencies, 20; bakers, 38; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 46; delicatessen, 10; druggists, 126; dry goods, 132; department stores, 5; electrical supplies, 30; florists, 12; fruits, 21; furniture, 75; furriers, 8; garages (public), 40; grocers, 831; hardware, 30; jewelry, 39; meat markets, 193; men's furnishings, 20; men's clothing, 20; merchant tailors, 87; milliners, 20; opticians, 16; photographers, 17; pianos (and miscellaneous musical instruments), 15; radio supplies, 8; restaurants (including hotels), 270; shoes, 46; sporting goods, 6; stationers, 10; women's apparel, 25.

Note: Facts and figures were secured through the aid of the Memphis Chamber of Commerce.

See page 219

### MORRISTOWN, TENN.

1920 Population, 5,875.

City and Suburban Estimate, 9,000 to 10,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 20%; English Reading, 90%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 4; Episcopal, 1; Methodist, 3; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total \$100,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,500.

Location: Main line of Southern Railway from Washington to New Orleans and western terminus of Carolina division of Southern; 42 miles east of Knoxville and 90 miles northwest of Asheville. Excellent bus service to all outlying districts.

Principal Industries: Poultry growing and shipping, pork packing, wagon manufacturing, furniture, knitting mills.

Manufacturing Establishments: 35. Leading firms, Morristown Produce & Ice Co., Tanbell-Scott Co., Carver Wagon Works, Morristown Chair Co., Taylor Table Co., Haskew Mfg. Co., Morristown Packing Co., S. M. Hotelling Co., Hamblen County Creamery Co., Davis Tyler Canning Co. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Largest poultry and egg market east of the Mississippi River; junction point of railway and highways between north, south, east and west. A large wholesale center.

Residential Features: Mostly one family houses, limited section of industrial workers homes. Miles of paved streets; beautiful shade.

Retail Shopping Section: Four blocks on Main street with small stores in outlying district.

Trading Area: 15 miles to the east, 25 south, 20 north and 16 west. Some business is secured at greater distances.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 2; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 15; druggists, 3; dry goods, 8; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; furriers, 1; garages (public), 6; grocers, 48; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 6; stationers, 4; women's apparel, 8.

### NASHVILLE, TENN.

1920 Population, 118,342.

City and Suburban Estimate, 140,000.

Native Whites, 67.9%; Negroes, 30.1%; Foreign Born, 2%; Families, 30,220.

Schools: Public Grade, 39; High, 2; Number of Pupils, 23,000.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 7; Methodist, 51; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 95.

Banks: National, 5; State, 9. Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: L. & N. R. R., N. C. & St. L. R. R., T. C. R. R., Cumberland River Steamboat Lines.

Principal Industries: Shoe factory, stove foundry, coffee roasters, self raising flour mill.

(Continued on page 220)

# THE NASHVILLE BANNER

One of the South's Foremost Newspapers

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# The Commercial Appeal

## MEMPHIS

*The South's Fastest Growing City*

Largest Circulation Of Any Southern Daily

100,000 DAILY

125,000 SUNDAY

Weekly Pay-Roll Of Memphis \$1,867,760

Total Cotton Crop of United States this year will be around 13,-  
000,000 bales, worth ..... \$1,495,000,000

Cotton Seed, made into oil, cake, hulls, linters, 5,655,000 tons,  
worth .....\$ 299,715,000

Total value of the two items .....\$1,794,715,000

One-fourth of these two products grown or marketed in The  
Commercial Appeal territory, value.....\$ 448,678,750

**Tobacco.**

Eighty-five million pounds of dark tobacco grown in West Ken-  
tucky and West Tennessee, worth .....\$ 10,625,000

**RICE.**

Five million bushels of rice grown in East Arkansas, worth .....\$ 7,000,000

The money crops and products in the Commercial Appeal's territory are cotton, tobacco, rice, live stock, early truck, fruits, timber, lumber, iron ore, zinc, bauxite, building stone, poultry, sweet potatoes, lespadeza and small grains. It is the richest and most varied agricultural and mineral region in America.

Increased business and more profits await those who reach the thousands of prospects in this rich market by advertising in

***"The South's Greatest Newspaper"***

# TENNESSEE and TEXAS Newspaper Markets in Standard Surveys

## TENNESSEE (Cont'd)

### Nashville (cont'd)

cement plant, fibre silk plant, paper box factories.

**Special Information:** One of two largest hardwood flooring markets in the world. One of the largest manufacturing points in U. S. Grinds more wheat than any city in South. Publish more religious periodicals than any other city in the United States. Only inland large manufacturing plant in country. Produces 90 per cent of coffee cans used in the South.

**Residential Features:** Most of apartments in this section, no factories, no tenement sections.

**Retail Shopping Section:** Cumberland River, east boundary; Broad street, south; Cedar street, north; 14th avenue, west, (except auto row).

**Trading Area:** Radius of 65 miles. Auto lines in every direction for 30 miles, two interurban lines.

**Wholesale Houses:** Groceries, 19; Meats, 9; Fruits, 3; Hardware, 7; Dry Goods, 12; Miscellaneous Lines, Candy, 10; Cigars, 5; Shoes, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 10; automobile accessories, 100; automobile tire agencies, 50; bakers, 28; cigar stores and stands (including hotel stands), 100; confectioners (including hotel stands), 30; dressmakers, 44; druggists, 86; dry goods, 75; department stores, 4; electrical supplies, 14; florists, 10; fruits, 25; furniture, 47; furriers, 3; garages (public), 35; grocers, 650; hardware, 11; jewelry, 36; meat markets, 121; men's furnishings, 12; men's clothing, 52; merchant tailors, 50; milliners, 18; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 217; shoes, 29; sporting goods, 4; stationers, 14; women's apparel, 26.

See top columns 3 and 4, page 218

## Standard Surveys of TEXAS

### ABILENE, TEXAS

1920 Population, 18,000.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Negroes, 2%; Industrial Workers, 10%; English Reading, 100%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 4,200.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$4,000,000; Savings Banks Deposits Total, \$800,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Total number of seats, 8,000.

Location: Texas & Pacific Ry., Wichita Valley Ry. Co., Abilene & Southern Ry. Co.

**Principal Industries:** Grain elevator, gins, oil mill, cotton compress, broom factory, printing, auto springs, planing mills and railroad shops. Wholesale center.

**Special Information:** Three denominational colleges with a daily attendance of 1,500 students. A wholesale, retail and financial center for a hundred mile radius.

**Residential Features:** Principally a city of homes. Civic improvement attracts well-to-do families throughout this section, which is fast developing from a ranch country with large tracts into an agricultural section. Natural gas.

**Retail Shopping Section:** Ten blocks on Pine and Chestnut Sts. with business houses extending a block in each direction from each of these streets.

**Trading Area:** Wholesale area extends for many miles. Strictly retail from 25 to 50 miles to each direction, with considerable additional retail trade from a much farther distance as the largest stores and varieties are carried here. Some retail shopping is not uncommon for a distance of 200 miles.

**Wholesale Houses:** Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; commercial auto. agencies, 10; automobile accessories, 25; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 7; druggists, 13; dry goods, 12; department stores, 4; electrical supplies, 6; florists, 4; fruits, 6; furniture, 6; garages (public), 20; grocers, 84; hardware, 5; jewelry, 5; meat markets, 8; men's furnishings, 15; men's clothing, 12; merchant tailors, 1; milliners, 12; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 26; shoes, 20; sporting goods, 5; stationers, 4; women's apparel, 8.

### AMARILLO, TEXAS

1920 Population, 15,494.

City and Suburban Estimate, 31,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, 4,655.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,760.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 2; Total Resources, \$9,816,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,200.

**Location:** In Northwest Texas at intersection of Rock Island, Santa Fe and Fort Worth & Denver Railways. Direct connection with Chicago, Kansas City, Denver, Los Angeles, El Paso, Memphis, North Texas and Texas Gulf ports. Seven rail outlets; no other rail center within 200 miles. Bus lines to all surrounding towns.

**Principal Industries:** Railroad shops, zinc smelter, flourmill, creamery, oil refinery, leather goods, sheet metal products, candy, ice, brick and tile, oil development.

**Manufacturing Establishments:** 44. Leading firms, U. S. Zinc Co., Great West Mills, Mistletoe Creamery, Amarillo Refining Co., J. E. Bryant Co., candy manufacturing.

**Total value of yearly output of factories estimated at \$3,000,000 exclusive of smelter and refinery, figures of which are not available.**

**Special Information:** City is distributing center for territory 300 miles square; 64 wholesale houses, yearly business \$60,000,000. Largest natural gas field in the nation adjoining. Fuel cost to industry is equivalent to coal at \$1.00 per ton. Direct rail connection with principal cities of the West. Amarillo is located in heart of world's largest gas field. Fifty wells are now producing gas at from 5 to 200,000,000 cu. ft. each, daily. Large quantities of helium found in this gas.

**Residential Features:** Mostly well-built one-family homes, many brick; 15 miles paved in main residential district; natural gas in addition to usual public utilities. Water 98% pure. Moderate temperature; winter mean average 43 degrees, summer 69 degrees.

**Retail Shopping Section:** Polk street, 3rd to 9th; Taylor street, 3rd to 8th; average of two blocks on each of intervening numbered streets. Neighborhood groceries in residence sections. Few suburban drug stores.

**Trading Area:** Absolute trade area averages 22 miles in all directions.

**Wholesale Houses:** Groceries, 4; Meats, 2; Fruits, 7; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Farm Implements, 14; Auto Accessories, 6; Auto Tires, 9; Miscellaneous, 19.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 25; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotel stands), 23; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 8; druggists, 20; dry goods, 17; department stores, 1; electrical supplies, 3; florists, 3; fruits, 5; furniture, 13; garages (public), 10; grocers, 90; hardware, 5; jewelry, 13; meat markets, 26; men's furnishings, 16; men's clothing, 16; merchant tailors, 6; milliners, 12; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 36; shoes, 16; sporting goods, 6; stationers, 1; women's apparel, 17.

### ATHENS, TEXAS

1920 Population, 3,176.

City and Suburban Estimate, 4,500.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 8%; English Reading, 100%; Families, 1,500 (estimated).

Schools: Public Grade, 2; High, 2; Number of Pupils, 1,357.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$2,443,693.88.

Theatres: Moving Pictures, 1; Total number of seats, 600.

**Location:** In the heart of eastern Texas. Served by St. L. S. W. and T. & N. O. branch of Southern Pacific. Bus service to Dallas and other leading cities; 8 passenger trains daily. Direct freight route from St. Louis, Dallas and New Orleans.

**Principal Industries:** Brick, building tile, pottery and clay products, auto batteries, printing, mattresses.

**Manufacturing Establishments,** 7. Leading firms: Athens Brick & Tile Co., Athens Pottery Co., Dixie Battery Co. Annual output: \$1,250,000.

**Special Information:** Large shippers of peaches, watermelons, bogs, cattle, poultry, only pea processing plant in south. Henderson county produces great amount of hogs. Two large lignite mines in county.

**Residential Features:** Private homes predominate, mainly owned. Some of the finest homes for a city of its size in the State.

**Retail Shopping Section:** Extends from Public Square, which forms heart of the business section, two blocks north, one block south, one

block east and one block west. Neighborhood groceries in south and west sections.

**Trading Area:** Extends 25 miles north, south, east and west. Good trade from adjoining counties, except of east. Automobile lines, in all directions.

**Wholesale Houses:** Groceries, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 7; bakers, 1; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; furniture, 2; garages (public), 6; grocers, 18; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; women's apparel, 2.

### AUSTIN, TEXAS

1920 Population, 34,876.

City and Suburban Estimate, 60,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 1,300; English Reading, 94%; Families, 7,000.

Schools: Public Grade, 18; High, 1; Junior High, 1; Parochial, 21; Number of Pupils 8,258.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 5; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 42.

Banks: National, 3; State, 3; Total Resources, \$27,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

**Location:** On Colorado River 155 miles north-west of Houston. On Houston & Texas Central Ry., M. K. & T. Ry., I. & G. N. Ry., 85 miles from San Antonio.

**Principal Industries:** Furniture, chill factory, printing, foundries, machine shops, ice factories, fruit and meat canning, compresses, brick factories.

**Manufacturing Establishments:** 112; Leading firms: Walker Properties, Elgin-Butler Brick Works.

Annual Output, \$7,121,000.

**Special Information:** Texas State University has annual enrollment of 8,000.

**Residential Features:** Private homes predominate, large percentage owned. Sections devoted to Mexican and Negro laborers.

**Retail Shopping Section:** Extends from State Capitol to First St. on Congress, 10 solid blocks of business houses. Business locations over period of 3 to 12 blocks on 1st to 10th Sts. inc. Suburban business section in University neighborhood of 8 blocks, including bank, barbers, candy, drugs, etc. Numerous outlying residential sections.

**Trading Area:** Extends as far as 40 to 50 miles. Daily train and trolley service. Bus lines and I. G. N. motor car service serve as transportation for trading population to come to Austin. Good roads are means of auto trading class to come to this city.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2; Hardware, 7; Dry Goods, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 10; automobile accessories, 19; automobile tire agencies, 18; bakers, 20; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 40; dressmakers, 40; druggists, 33; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 8; fruits, 36; furniture, 18; furriers, 1; garages (public), 34; grocers, 132; hardware, 5; jewelry, 12; men's clothing, 51; men's furnishings, 8; men's clothing, 25; merchant tailors, 1; milliners, 9; opticians, 5; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 1; restaurants (including hotels), 73; shoes, 13; sporting goods, 3; stationers, 6; women's apparel, 8.

### BEAUMONT, TEXAS

1920 Population, 40,422—(Government Estimate for 1923—46,812).

City and Suburban Estimate, 131,862.

Native Whites, 65%; Negroes, 30%; Foreign Born, 5%; Industrial Workers, 60%; English Reading, 98%; Families, 11,000.

Schools: Public Grade, 23; High, 2; Junior High, 3; Parochial, 2; Number of Pupils, 9,800.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 5; Christian, 3.

Banks: National, 4; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 5,000.

**Location:** On Neches River, 30 ft. channel to Gulf of Mexico, 273 seaport in United States, 4 railroads—Santa Fe, Southern Pacific, Gulf Coast Lines, Kansas City Southern Railway; 11 steamship lines to all parts of the world and coastwise trade. Interurban to Port Arthur.

**Principal Industries:** Oil refining, lumbering, rice milling, iron manufacturing, shipbuilding, hardwood manufacturing.

**Manufacturing Establishments:** 83. Leading firms, Magnolia Oil Refinery, Pennsylvania Car Co., Petroleum Iron Works Co., Pennsylvania Shipbuilding Co., Boykin Machine Co., Beaumont Iron Works.

**Special Information:** Beaumont is the center of the largest oil refining area in the world. Over 13,000 men are employed in six refineries located in and within 20 miles of Beaumont. Southwestern headquarters for the yellow pine lumber industry. Over 20,000 men employed in the Texas and Louisiana saw mills.

**Residential Features:** Most of the homes are for one family on lots 50 ft. wide. About 35% of the people own their homes. Very few apartment houses. No tenements.

**Retail Shopping Section:** Three retail streets—Pearl, Orleans and Crockett. Pearl and Orleans extend from river for 12 blocks. Crockett extends from Tevis street for 10 blocks.

**Trading Area:** Extends 40 miles west, 100 miles east, 125 miles northeast, 100 miles north, 30 miles south. People travel from Leesville, La., to Beaumont to do their retail shopping. They travel from Remlig on the north and from Sabine on the south.

**Wholesale Houses:** Groceries, 5; Meats, 6; Fruits, 3; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Miscellaneous, 5.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 80; automobile tire agencies, 16; bakers, 10; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 5; delicatessen, 5; druggists, 26; dry goods, 8; department stores, 7; electrical supplies, 6; florists, 5; furniture, 14; furriers, 2; garages (public), 8; grocers, 154; hardware, 4; jewelry, 10; men's furnishings, 15; men's clothing, 15; merchant tailors, 5; milliners, 7; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 18; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 3.

See page 221

### BONHAM, TEXAS

1920 Population, 6,008, last census.

Native Whites, 85%; Negroes, 15%; Foreign Born, 1%; Industrial Workers, 300; English Reading, 99%.

Schools: Public Grade, 3; High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1, not active; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, \$2,000,000; Savings Bank Deposits

Theatres: Moving Pictures, 2.

**Location:** Texas & Pacific and D. B. & N. O. **Principal Industries:** Gasoline Pump Mfg. Co. and Mattress Mfg. Co., farming, truck and fruit raising, dairying.

**Manufacturing Establishments:** Cotton mill, cottonseed oil mill, mattress factory, gasoline pump manufactory.

**Residential Features:** Many beautiful homes, many of which are brick. Much pride is taken in beautifying homes especially on paved street sections. Streets are marked and houses numbered. City mail delivery.

**Retail Shopping Sections:** Main square and streets, leading North and South, for two blocks.

**Trading Area:** 15 to 20 miles surrounding.

**Wholesale Houses:** Groceries, 1; Fruits, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 6 or 8; bakers, 1; confectioners (including hotel stands), 6; druggists, 3; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

### BRENHAM, TEXAS

1920 Population, 5,068.

City and Suburban Estimate, 6,300.

Native Whites, 45%; Negroes, 45%; Foreign Born, 10%; Industrial Workers, 22%; English Reading, 95%; Families, 1,233.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 650.

Churches: Baptist, 5; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$5,900,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 700.

**Location:** One hundred twenty-six miles north of Galveston on main line of Gulf, Colorado and Santa Fe Railway; on Austin branch of the Houston and Texas Central Railway. Concrete roads afford splendid jiney service east and west. Through refrigerator service on Santa Fe affords splendid service for truck shipments.

**Principal Industries:** Cotton seed oil mill, cotton mill, creamery, ice cream, foundry, machine shops, gas light and electric plant.

Continued on page 222



# THE FIFTH LARGEST MARKET IN TEXAS THE THIRD LARGEST MARKET FOR LOUISIANA

The Beaumont Trade Territory embraces part of two States—Southeast Texas and Southwest Louisiana. Neither Texas nor Louisiana can be adequately covered without using the **BEAUMONT ENTERPRISE** and the **BEAUMONT JOURNAL**.

There are 22 Wholesale Grocers selling goods in the Beaumont Trade Territory; 10 Wholesale Druggists; 14 Wholesale Hardware Houses; 14 Wholesale Dry Goods Houses and wholesalers of other lines are adequately represented.

## BEAUMONT ENTERPRISE AND THE BEAUMONT JOURNAL

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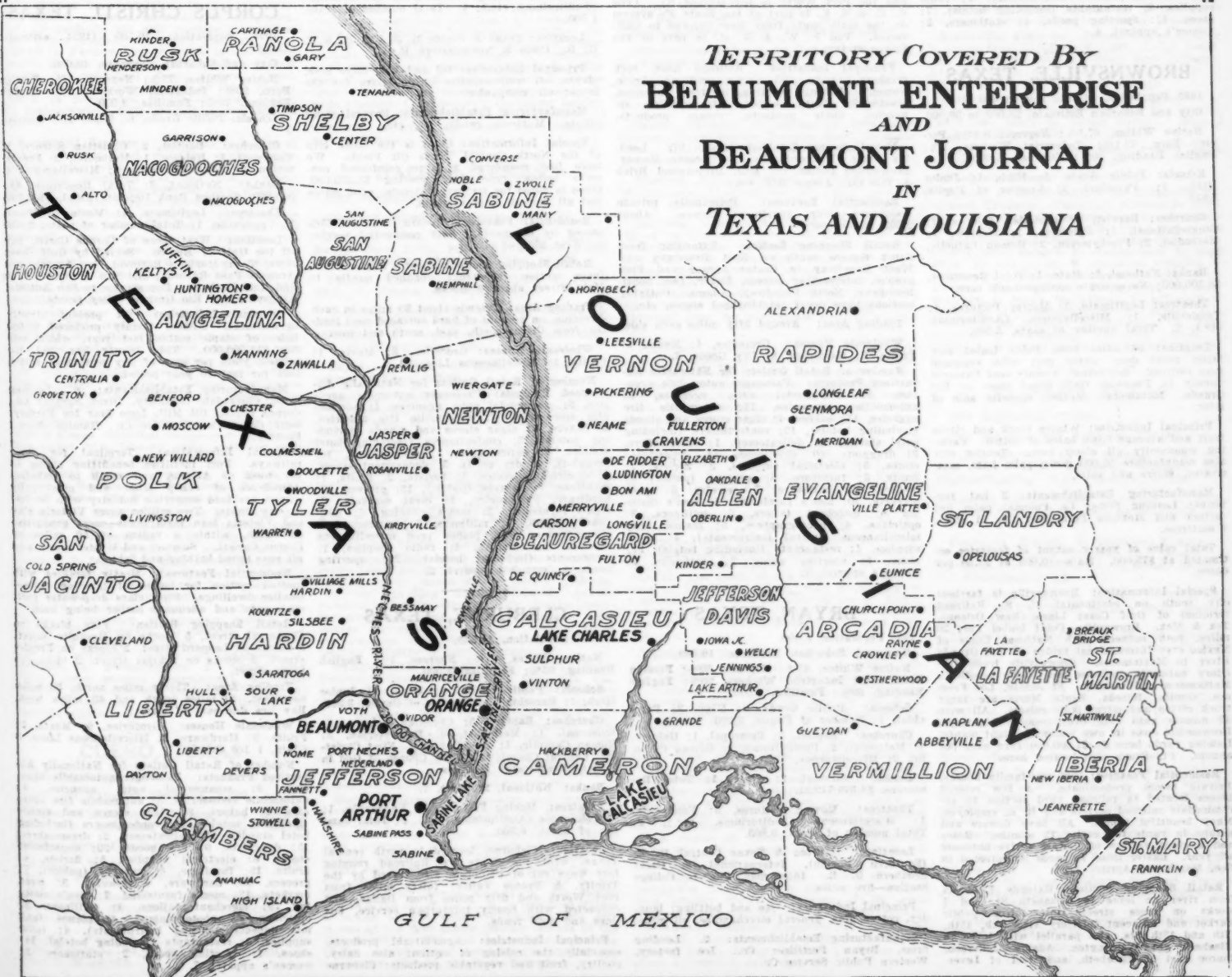
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### TERRITORY COVERED BY BEAUMONT ENTERPRISE AND BEAUMONT JOURNAL IN TEXAS AND LOUISIANA



TEXAS (Con't)

Brenham (con't)

prietier, chicken hatchery, two cotton gins, plating mill.

Manufacturing Establishments: 7. Leading firms, Brenham Compress, Oil & Mfg. Co. Total value of yearly output of factories estimated at \$1,846,000.

Special Information: Splendid distributing point for wholesale grocers; one of the best cotton markets in the state; long noted for the excellent staple of cotton produced in this section. Education system consists of a splendid system of public schools and Blinn Memorial College.

Residential Features: Residential section of the whites consists of mainly one-family houses (cottages and bungalows). During the past two years apartments houses and apartments in the business section of the city have sprung up. Most homes owned by occupants. Negro homes mostly one, two and three rooms on the cheapest construction, located at the edge of city.

Retail Shopping Section: Main section surrounding the Court House Square. Business section as a whole very compact. Very few neighborhood stores. Business firms mostly old established—many over 50 years in business, solid, substantial and conservative.

Trading Area: Trading area within a radius of 30 miles. Surrounding territory is mostly a farming community, peopled by farmers owning their own farms end thrifty and prosperous.

Wholesale Houses: Groceries, 4; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 19; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 1; florists, 2; fruits, 12; furniture, 3; garages (public), 8; grocers, 26; hardware, 4; jewelry, 3; meat markets, 7; men's furnishing, 3; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 4.

BROWNSVILLE, TEXAS

1920 Population, 11,791; now 16,000. City and Suburban Estimate, 28,000 to 30,000.

Native Whites, 67.5%; Negroes, 0.4%; Foreign Born, 32.1%; Industrial Workers, 1%; English Reading, 40%; Families, 4,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,670.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 3; State, 1; Total Resources, \$6,500,000; No separate savings bank here.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous, (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: 26 miles from Point Isabel now being made deep water port with standard gage railroad. See below. County seat Cameron County at Terminal Gulf Coast lines on Rio Grande. Matamoros, Mexico, opposite side of river.

Principal Industries: Winter truck and citrus fruit and average 5,000 bales of cotton. Farming community all about here. Tourist city also manufacture 10,000 dozen palm hats, mattresses, shirts and suits.

Manufacturing Establishments: 3 hat factories; Leading firms: La Poloma, palm hat factory and Mexican Palm Hat Co. 1 shirt, 1 mattress.

Total value of yearly output of factories estimated at \$75,000. Hats—10,000 at \$3.50 per dozen.

Special Information: Brownsville is farthest city south on continental U. S. Railroad terminal of Gulf Coast Lines, New Orleans, Tex & Mex. Brownsville—Point Isabel Port 26 miles, both connect with National Lines of Mexico over International bridge on Rio Grande River to Matamoros. Brownsville trade territory naturally includes the 10,000 people in Matamoros and vicinity. El Jardin, Los Fresnos, Omito, Bureda, Santa Maria are large truck cotton and citrus fruit raisers. All with 50 minute auto ride over cement highways. Brownsville owns its own water and light plants. Lumber yards here do \$1,000,000 turn over per annum. Ft. Brown also located here.

Residential Features: 99% one-family houses. Private homes predominate. A few colored homes located in railroad yard section to accommodate railroad porters and R. B. employees. Many beautiful homes. All have flowers and shrubs in yards the entire 12 months. Roses and a great variety of flowers thrive outdoors all year. Easter lilies in yards unprotected in Feb. March and April.

Retail Shopping Section: Extends 7 blocks from river to levee to Elizabeth St. and 7 blocks on cross streets intersecting public market and adjacent territory via 10th, 11th, 12th and 13th Sts. also parallel with levee to Elizabeth are Washington, Adama Jefferson, Monroe east of Elizabeth, and west of Levee

are St. Charles, St. Francis and Fronton the last named is largely the wholesale district, including ice, cold storage, packing houses, oil and gas, wholesale fruit, coffee, dry goods, groceries, lumber, etc.

Trading Area: Extends north and westerly 26 miles of concrete highway. Across river into old Mexico, truck farming, cotton and citrus fruit communities with 15 miles and Point Isabel on the Gulf of Mexico have bus lines and good roads connecting.

Wholesale Houses: Groceries, 5; Meats, 4; Fruits, 3; Dry Goods, 1; Miscellaneous lines, Fruit and Truck, 4; Candy, 1; Drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 20; dressmakers, 4; druggists, 5; dry goods, 15; department stores, 4; electrical supplies, 1; florists, 3; fruits, 40; furniture, 8; furriers, 1; garages (public), 6; grocers, 20; hardware, 5; jewelry, 4; meat markets, 20; men's furnishing, 10; men's clothing, 10; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 12; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 12; curio stores, 4.

BROWNWOOD, TEXAS

1920 Population, 12,500.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,900.

Churches: Baptist, 5; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, \$3,726,144.40; Savings Bank Deposits Total, \$2,542,720.18.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 8,600.

Location: Gulf, Colorado & Stana Fe Ry., and the Port Worth & Rio Grande Ry. (The G. C. & S. F. is part of the Santa Fe system and the main route from New Orleans to California. The F. W. & R. G. is part of the Frisco system.)

Principal Industries: Railroad lines, rock crushers, candy and pecan products, brick, women's clothing, printing, mattress factories, woodwork plants, cotton oil, gasoline refineries, shale products, cream products, cigars.

Manufacturing Establishments: 27. Leading firms, Walker-Smith Co., Brooke Ramey, Brownwood Cotton Oil Mill, Brownwood Brick & Tile Co., Alamo Mfg. Co.

Residential Features: Principally private residences—many apartment houses. About 2,500 residences.

Retail Shopping Section: Extending from Court Square south on East Broadway and West Broadway to Center avenue and Flisk avenue, intersecting streets, Baker, Lee, South Broadway, North Broadway, Adama. Outlying sections have usual neighborhood stores, etc.

Trading Areas: Around fifty miles each side.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 2; Hardware, 3; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 6; garages (public) 8; grocers, 42; hardware, 7; jewelry, 3; meat markets, 10; men's furnishing, 6; men's clothing, 6; merchant tailors, 6; milliners, 3; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 27; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

BRYAN, TEXAS

1920 Population, 6,800.

Native Whites, 45%; Negroes, 30%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 50%; Families, 2,000.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 2,200.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, \$4,379,712.21.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,500.

Location: Houston & Texas Central R. R. (Southern Pacific), International & Great Northern R. R. Interurban line to College Station—five miles.

Principal Industries: Ice and bottling; laundry, cotton gins, general merchandise, oil milling.

Manufacturing Establishments: 2. Leading firms, Bryan Fertilizer Co., Ice factory, Western Public Service Co.

Total value of yearly output of factories estimated at \$1,500,000.

Special Information: Rich cotton farming district, Brazos River bottom nearby, and trade territory covers Brazos and parts of three other counties.

Residential Features: Fine residences of wealthy citizens for small community are features, but for most part ordinary frame one and two-story houses.

Retail Shopping Section: Main street 3/4-mile long, extending between two railways. Retail section beginning to occupy parallel street to west—also the intersecting ones.

Trading Area: Extends to west and south 20 miles in heavy cotton producing section, and to north and west of well populated district of small farmers, 20 to 30 miles.

Wholesale Houses: Groceries, 2; Hardware, 1; Miscellaneous Lines, 1 Ice, 1 Cotton Seed Oil, Coke and Fertilizer.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 5; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 3; grocers, 22; hardware, 4; jewelry, 2; meat markets, 6; men's furnishing, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

CISCO, TEXAS

1920 Population, 10,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 99%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,900.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: Private, 1; State, 2; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700.

Location: Texas & Pacific R. R., M. K. & T. R. R., Cisco & Northeastern R. R.

Principal Industries: Oil and gas, nitro glyc. plants, oil well supplies headquarters for the larger oil companies.

Manufacturing Establishments: Several small plants. Mattress, candy, ice, etc.

Special Information: Cisco is the home city of the North Central Texas Oil Fields. We have just completed a large reinforced concrete hollow type dam, costing \$1,250,000. Cisco is noted for its paved streets, good water and all modern improvements.

Residential Features: Modern homes 75% owned by occupants. Best residential section on West Side of city.

Retail Shopping Section: About 8 blocks. Business section (shopping) confined mostly to Main Street about 6 blocks.

Trading Area: Extends about 30 miles in each direction, on account of hard surfaced road leading from Cisco, north, east, south and west.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 1; florists, 2; fruits, 1; furniture, 1; garages (public), 15; grocers, 20; hardware, 3; jewelry, 1; meat markets, 2; men's furnishing, 2; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 25; sporting goods, 1; women's apparel, 2.

CLEBURNE, TEXAS

1920 Population, 16,335.

Native Whites, 97%; Negroes, 3%; English Reading, 95%; Families, 4,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,800.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous: First Christian, Central Church of Christ, Church of God in Christ, Pentecostal Holiness.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,500.

Location: Cleburne, located in north central Texas, with the Santa Fe Railroad running four ways out of Cleburne; also served by the Trinity & Brazos Valley; thirty miles from Fort Worth and fifty miles from Dallas, and connected with hourly interurban service, bus lines and good roads.

Principal Industries: Agricultural products, especially the raising of cotton; also dairy, poultry, fruit and vegetable products; Cleburne

is noted for her pure bred Jersey cattle, as well as beef cattle.

Manufacturing Establishments, 8. Leading firms: Starling Creamery, manufacturing butter, ice cream and cream products; Cleburne Broom Factory, Cleburne Ice & Cold Storage, Sasta Fa Ice Co., Coco Cola Bottling Works, Cleburne Mattress Factory, Keel Manufacturing Co. (making potato chips and candy), Palace of Sweets (candy).

Special Information: Cleburne, present approximate population, 20,000; county seat of Johnson County, whose area is 464,000 acres of which 85% is under cultivation; Johnson County last year raised 50,000 bales of cotton; over a hundred thousand dollars worth of dressed turkeys were shipped from Cleburne. We have the best school system in the state, pure artesian water, excellent railroad facilities, natural gas, cheap electrical power and splendid roads; we have modern homes and fine churches.

Residential Features: Majority of people in Cleburne own their own homes, however, we have all the rent houses needed, which are moderately priced in rent; most of houses are one-family houses, from four to eight rooms. Special section devoted to the negroes.

Retail Shopping Section: Extends from the Court House, which is in the center of our business district, about four blocks down each street leading from the Court House, which are North Main St., South Main St., West Chambers, East Chambers, West Healderson, East Healderson, North Caddo, South Caddo.

Trading Area: Extends about 15 miles north, thirty east, fifty south and seventy-five west.

Wholesale Houses: Groceries, 4; Wholesale Lumber Companies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 16; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 7; electrical supplies, 5; florists, 4; fruits, 20; furniture, 5; garages (public), 10; grocers, 75; hardware, 6; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 9; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 10; shoes, 15; sporting goods, 4; stationers, 10; women's apparel, 12.

CORPUS CHRISTI, TEXAS

1920 Population, 10,500 (1924 estimate, 15,000).

City and Suburban Estimate, 40,000.

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 2%; English Reading, 75%; Families, 8,000.

Schools: Public Grade, 6; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 3; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$900,000.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Total number of seats, 2,800.

Location: West shore of Corpus Christi bay off the Gulf of Mexico. Served by Gulf Coast Lines, Texas-Mexican Railroad, San Antonio and Aransas Pass Railway, and San Antonio Valde and Gulf Railway. Bus service to San Antonio, Kingsville and Rio Grande valley points.

Principal Industries: At present strictly agricultural. Neuces County produced 62,000 bales of staple cotton last year, which sold for \$11,000,000. This county has had the highest yield per acre of any section of cotton belt for last 10 year period.

Manufacturing Establishments: 6. Leading firms, Cloverdale Creamery, Dixon Sprayer Co., Corpus Christi Oil Mill, Lone Star Ice Factory, Gulf Coast Power & Ice Co., Hamlin Overall Factory.

Special Information: Terminal for three railways. Port facilities benefiting states as far west as Arizona and north to Dakotas. Abundance of cheap labor and municipally owned gas field supplying industry with 5 fuel at city limits. Two million acre Victoria clay and Victoria loan farm lands—most productive on earth, within a radius of 50 miles of Corpus Christi. Summer and Winter resort with all year round bathing and fishing.

Residential Features: Mostly families with limited section for homes of laboring class—smaller dwellings. First class deep-water port, with safe and adequate harbor being built.

Retail Shopping Section: Five blocks on Chaparral street, 5 blocks on Mesquite street, 3 blocks on Leopard street, 2 blocks on Peoples street, 2 blocks on Scanzel street, 2 blocks on Starr street.

Trading Area: Thirty miles north, 30 miles northwest, 40 miles south and 40 miles west. Bay lies due east of city.

Wholesale Houses: Groceries, 9; Meats, 2; Fruits, 3; Hardware, 1; Miscellaneous Lines, 3; Grain, 1; Ice Cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 15; druggists, 9; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 4; fruits, 15; furniture, 4; garages (public), 7; grocers, 30; hardware, 4; jewelry, 3; meat markets, 12; men's furnishing, 7; men's clothing, 9; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 7.

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CORSICANA, TEXAS

1920 Population: Since recent census oil field population has increased to 22,000.

City and Suburban Estimate: Population in oil field and suburban sections about 16,000.

Native Whites, 85%; Negroes, 15%; Industrial Workers, 4,000; English Reading, 90%; Families, about 5,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 4,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 2; Total Resources, \$17,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Total number of seats, 5,000.

Location: Southern Pacific, St. Louis & Southwestern, Trinity and Brazos Valley, Hillsboro branch, Interurban, Texas Electric Co.

Principal Industries: Oil refineries, cotton mills, cotton oil mills, big machine shops, oil well machinery manufacturers, road graders, candy factory, broom factory, fruit cannery, brick plants, cotton warehouses and compresses, wholesale center with large oil well supply houses, planing mills, and many smaller industries. Center of large agricultural district.

Manufacturing Establishments: American Well & Prospecting Co., Magnolia Petroleum Co., Corsicana Oil & Refining Co., Corsicana Cotton Mills, Southland Cotton Oil Co., Navarro Cotton Oil Co., De Luxe Fruit Cake Factory, Frick Ice Cream Co., Corsicana Ice & Utilities Co.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Corsicana is so located in the black land belt that it is an important agricultural center, and having an almost unlimited trading territory, has developed into a wholesale and jobbing center, there being located here at the present time forty-seven wholesale houses, groceries, hardware, tinware, poultry, oil products, oil well machinery, apples, etc., cotton products, cotton oil products. It is located in Navarro County which is the second largest cotton county in Texas, sixth largest county in individual farm owners, eighth largest county in population, and third richest county in Texas due to its extended gasber oil field—greatest daily production over 425,000 barrels.

Residential Features: Corsicana is a city of homes, churches and religious environments, together with being a good school town, there now being completed a public school buildings, with a new \$400,000 high school to take care of the growing attendance. With a municipal lake large enough to accommodate a city three times its size, Corsicana has sufficient fresh water for all purposes, industrial and otherwise, with plenty left for the beautification of lawns, flowers, etc., thereby making the city one of flowers and trees.

Retail Shopping Section: Corsicana being centrally located and seventy miles distant from any larger trading district, makes it an ideal trading center. With forty miles of pavement, 300 miles paved roads and ample railroad and motor car service, together with hourly interurban service, makes transportation easy and available for retail shoppers. With several large department stores, attractive cafes and daily amusements, the shoppers are well cared for.

Trading Area: The trading area of Corsicana is almost unlimited to the east and south, with larger cities seventy miles north and west dividing the trade about half way.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Oil Well Supplies—32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 9; druggists, 11; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 2; fruits, 4; furniture, 7; garages (public), 7; grocers, 49; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 5.

CUERO, TEXAS

1920 Population, 3,671.

City and Suburban Estimate, 5,500.

Native Whites, 66%; Negroes, 20%; Foreign Born, 15%; Industrial Workers, 3%; English Reading, 85%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,350.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; Private, 1; State, 1; Total Resources, \$3,000,000. Total deposits estimated, \$2,600,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,700.

Location: On Guadalupe River, 60 miles from sea coast, in south central Texas in the center of a fertile farming, dairy stock and poultry production territory. Situated about half way between Houston and San Antonio at the intersection of the San Antonio & Aransas Pass and Southern Pacific railways, and on four designated State and Federal highways. Motor bus service to neighbor cities.

Principal Industries: Cotton cloth, cottonseed products; dressed turkeys and poultry, poultry and stock feeds; Important inland concentration point for south Texas cotton. Home of Texas Central Power Co. dam and power company, supplying lights and power for Cuero and three neighbor cities.

Manufacturing Establishments, 12. Leading firms, Guadalupe Valley Cotton Mills, Cuero Cotton Oil & Mfg. Co., Washington Gray Co., Cuero Mill & Feed Co., R. C. Flick, Buchel Milling Co.

Special Information: Location makes city market center for large and fertile territory. Jobbing center for groceries, pecans, fruits and produce. Home of large cotton compress. Largest shipping point in the world for dressed turkeys. Internationally known for its famous "Turkey Trot." City of attractive homes.

Residential Features: 75% of residents own their own homes. City of beautiful homes and wide streets bordered by huge live oak trees. Well kept lawns. Sixteen miles of paved streets.

Retail Shopping Section: Extends six blocks on Main St. and four blocks on Esplanade, the two principal streets. Two blocks each on Church and Railroad Sts., which parallel Main, and two blocks on Gonzalez, which runs parallel with Esplanade.

Trading Area: Extends about 15 miles north, 35 miles west, 30 miles south and 18 miles east. Some business from points even further away because of modern stores and stocks and city's reputation as a cotton and poultry market.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Machinery, 1; Feed, 1; Seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, about 10; druggists, 3; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; fruits, 4; furniture, 2; garages (public), 15; grocers, 12; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1, exclusive; men's clothing, 8; merchant tailors, 5; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 12. Only two exclusive women's shops.

DALLAS, TEXAS

1920 Population, 158,976.

City and Suburban Estimate, 1,000,547.

Native Whites, 79.3%; Negroes, 15.2%; Foreign Born, 5.5%; Industrial Workers, 5.2%; English Reading, 96.8%; Families, 45,000.

Schools: Public Grade, 39; High, 5; Junior High, 5; Number of Pupils, 35,554.

Churches: Baptist, 22; Christian Science, 2; Congregational, 6; Episcopal, 5; Hebrew, 3; Methodist, 19; Presbyterian, 11; Roman Catholic, 9; Miscellaneous, 22.

Banks: National, 6; State, 6; Total Resources, \$123,466,099.60.

Theatres: Legitimate, 3; Moving Pictures, 25; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 29,500.

Location: Dallas is located on the Trinity River in the northern portion of Texas. Served by the following interurban lines: Waco, Sherman, Fort Worth, Terrell, Denison, Waxahatchie and Corsicana. The following trunk steam lines also serve Dallas: M. K. & T., H. C. G., Rock Island & N. O., Santa Fe, Southern Pacific, Texas & Pacific, Frisco and Trinity and Brazos Valley.

Principal Industries: Petroleum products, cotton seed products, iron and steel, cement, clothing, flour, mixed feeds, bakery products, furniture, packing house products, paints, building materials, cigars, candy, trunks, sporting goods, engraving, architectural stone, automobile accessories, ice cream, jewelry, tents and awnings, tools, show-cases and toys. The leading industry is cotton raising.

Manufacturing Establishments: Leading firms, Proctor & Gamble, Holcombe & Hoke Mfg. Co., Dallas Textile Mills, Dallas Wire Works, Keen Kola Co., Miller Mfg. Co., National Macaroni Co., Riston's Mfg. Co., Southern Steel Co., Standard Fixture Co., Standard Sanitary Mfg. Co., Thrift Packing Co., Lone Star Bed Mfg. Co., Daltex Spring Bed Mfg. Co., Co-Co Lime Co., Pollock Trunk Mfg. Co., Schoelkopf Co., and Padgett Bros. 457 factories in 1919 produced merchandise worth \$93,650,000.00.

Special Information: Location and transportation facilities make Dallas the market and distributing point for the Southwest. Dallas leads the world in the manufacture of cotton seed products, gins, saddlery, harness and leather goods. Dallas finances one-third the Texas cotton crop, which is one-fourth the cotton crop of the entire U. S. Dallas is the largest inland cotton market in the world. One-half the oil of the U. S. is produced within a radius of 150 miles of Dallas. This city is one of the first fifteen jobbing centers of the United States. The last figures available show Dallas manufactured one-half the cotton gin machinery sold in the United States.

Residential Features: Dallas has 43,000 homes. Two of the finest residential sections in the Southwest are located in Dallas, Highland Park and Munger Place. Homes in these two sections will average between \$30,000 and \$40,000 each. There are numerous medium class additions to the city. All sections of Dallas have direct street car service to the business district.

Retail Shopping Section: Retail business is located principally on the following streets: Pacific, Elm, Main, Commerce, from Houston to H. & T. C. Ry.; on Jackson from Market to Pershing Square; and on Young from the Union Terminal Station to Harwood street. These streets are about 24 blocks long in the business section, while the cross streets are six blocks. Dallas also has twenty-five or thirty small business districts, with the usual drug stores, groceries and small shops.

Trading Area: Dallas has a weekly trading radius of 150 miles in the richest black land farming belt of Texas. Residents of this section have excellent facilities for coming to Dallas to do their buying and shopping. The steam railroads, interurbans, and good automobile highways make it easy for them to reach Dallas in a very short time and at small expense.

Wholesale Houses: Groceries, 11; Meats, 15; Fruits, 13; Hardware, 5; Dry Goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 106; automobile accessories, 210; bakers, 30; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 35; delicatessen, 10; dressmakers, 6; druggists, 275; dry goods, 30; department stores, 8; electrical supplies, 62; florists, 16; fruits, 68; furniture, 62; furriers, 18; garages (public), 100; grocers, 954; hardware, 16; jewelry, 20; meat markets, 63; men's furnishings, 12; men's clothing, 12; merchant tailors, 69; milliners, 26; opticians, 16; photographers, 22; pianos (and miscellaneous musical instruments), 15; radio supplies, 5; restaurants (including hotels), 97; shoes, 24; sporting goods, 8; stationers, 13; women's apparel, 40.

DENISON, TEXAS

1920 Population, 17,065; (1924 estimate, 22,000).

City and Suburban Estimate, 27,000.

Native Whites, 79.3%; Negroes, 17.9%; Foreign Born, 2.8%; Industrial Workers, 25%; English Reading, 93.9%; Families, 4,404.

Schools: Public Grade, 9; High, 2; Parochial, 2; Number of Pupils, 5,338.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$4,989,792.10; Savings Bank Deposits Total, \$184,628.59; individual deposits subject to check, \$2,677,065.07.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,850.

Location: Denison, the gate city to North Texas is located in Grayson County in the fertile Red River valley. On M. K. & T., T. & P., K. O. & G., Southern Pacific and Frisco Lines. Electric lines to Central Texas points. Has service to Oklahoma and Texas points. Seven marked main trails through city and three bridges across Red River lead into city. Terminal point for four steam and one electric line.

Principal Industries: Railroad shops, textile mill, coffee roasting, peanuts and pecans, mattresses, woodwork and cabinet work, nursery stock, greenhouses, flour mills, poultry and cow feeds, ice, ice cream, candy and soda water. Rich farming lands in every direction. Truck farming, cotton corn and small grains principal crops.

Manufacturing Establishments: 34. Leading firms, Denison Cotton Mills, Barnhart Mercantile Co., Waples-Platter Grocer Co., Denison Mattress factory, Knauer Grain Co., M. K. & T. R. R. car shops.

Special Information: Wholesale center for groceries, bank and store fixtures, hardware, poultry and eggs, barber supplies, nursery stock, packing house products. Largest mail distribution point in this district. M. K. & T. freight terminal just west of the city is the largest west of Mississippi River, with a capacity of 5,000 cars daily and 65 miles of track. Heavy tourist travel through city, due to marked highways, free tourist park, and general location.

Residential Features: Largely railroad employees, many of whom own their homes. In the northwest central portion, private homes of business men predominate. The extreme northwest portion near the new M. K. & T. Ry. terminals is building up with homes for employees of the railway.

Retail Shopping Section: Extends West along Main street from Union Station six blocks, and along the avenues north and south of Main street for two blocks in each direction. Some business on Woodward street north of Main, and also on Chestnut street, south of Main. There is also a section in the southwest section, called "Sugar Bottom," where there are a couple of blocks devoted to business. There are retail grocers and markets in all sections of town.

Trading Area: Covers a radius of about twenty-five miles, though business is secured from greater distances because of the good roads, and the railroad and interurban service.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Nursery stock, 1; barber supplies, 1; poultry and eggs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 6; furniture, 8; furriers, 1; garages (public), 5; grocers, 75; hardware, 2; jewelry, 3; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 3.

DENTON, TEXAS

1920 Population, 7,626.

City and Suburban Estimate, 40,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 5%; English Reading, 99%; Families, 1,850.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,475.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, \$2,945,609.54.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: Served by M. K. & T. and T. & P. Railroads. Good bus service to southern points. In center of Denton County, largest producer of wheat in Texas. Four highways leading out of city.

Principal Industries: Flour milling, brick manufacturing, pottery making.

Manufacturing Establishments: Leading firms, Alliance Milling Co., Denton Milling Co., Acme Brick Co., Daugherty Art Pottery.

Special Information: Denton is a college town, having the College of Industrial Arts, largest college of the first class in the Southwest, and third largest in point of attendance in the United States. Annual enrollment about 2,500 and North Texas State Teachers' College, one of the largest teachers' colleges in the United States. Also has the largest high school of any town twice the size in Texas. Over ninety per cent of graduates enter college.

Residential Features: Private homes ranging in value from \$3,000 to \$15,000. Large boarding houses for students, near both colleges. Average homes finer than in most towns of the same size.

Retail Shopping Section: Public Square and for one block west on Hickory and Oak streets, two blocks north on Locust street. Several neighborhood groceries.

Trading Area: Extends about twenty miles in each direction.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 10; dry goods, 8; electrical supplies, 2; florists, 3; furniture, 5; garages (public), 8; grocers, 33; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 1; milliners, 5; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 1; sporting goods, 1; women's apparel, 2.

EL PASO, TEXAS

1920 Population, 77,560.

City and Suburban Estimate, 100,000.

Native Whites, 54.7%; Negroes, 1.7%; Foreign Born, 43%; Industrial Workers, 5%; English Reading, 76.4%; Families, 18,159.

Schools: Public Grade, 21; High, 1; Junior High, 2; Parochial, 7; Number of Pupils, 20,897.

Churches: Baptist, 5; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 11; Presbyterian, 8; Roman Catholic, 12; Miscellaneous, 12.

Banks: National, 4; State, 1; Total Resources, \$32,475,001.65; Savings Bank Deposits Total, \$9,606,243.06.

Theatres: Legitimate, 2; Moving Pictures, 14; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 17,344.

Location: Extreme western point of Texas on the Rio Grande. Served by the Southern Pacific Railway System; Atchison, Topeka & Santa Fe, El Paso & Southwestern, Texas & Pacific, National Railways of Mexico, and the Mexico Northwestern R. R. Bus service to all nearby points and to points as far as Fort Worth, Texas, and to Los Angeles.

Principal Industries: Gold, silver, copper, lead, cement, brick and tile, floor, sawmill, railroad shops, ash and doors, automobile repairing, machine shops, dairying, cotton seed oil and by-products.

Manufacturing Establishments: 208. Leading firms, El Paso Smelting Works, El Paso Gas Co., El Paso Electric Railway Co., El Paso Milling Co., El Paso Packing Co., El Paso Refining Co., Southwestern Portland Cement Co., International Brick Co., Atlas Brick Co., El Paso Brick Co.

Total value of yearly output of factories estimated at \$16,649,982.

Special Information: El Paso is the gate- Continued on page 224.

## TEXAS (Con't)

## El Paso (con't)

way to Mexico on the south; to New Mexico, Arizona and California on the west. It is in the center of the great "Rio Grande Project." The waters stored by the Elephant Butte Dam being used at present to irrigate 100,000 acres of fertile land in the Rio Grande Valley and another 100,000 acres yet to be put under irrigation. One of the largest custom smelters in the world is located here, as is also the largest wood box factory in the world. Fort Bliss, the largest U. S. A. cavalry post is located here. It is a wholesale center for a large area in Northern Mexico.

**Residential Features:** Mostly one family houses, though there are many splendid apartment houses. Private homes predominate. Most of the residences are built with brick, cement, stucco or deep adobe walls.

**Retail Shopping Section:** Extends from El Paso and Oregon streets on west, Second street on south, Campbell street on east, and Montana street on north. Seven blocks north and south, and five blocks east and west. There is one onlying business district and several "neighborhood" sections with the usual grocery, confectionery, drugs, meat market, etc.

**Trading Area:** Extends east to Proter on T. & P. Ry., 237 miles; east to Sanderson on G. H. & S. A. Ry., 313 miles; north to Dawson N. M. on E. P. & S. W. Ry., 463 miles; north on E. P. & S. W. to Tucumcari, N. M., 331 miles; west on S. P. Ry. to Gila, Ariz., 440 miles; and to Aguas Calientes, Mexico, on the N. de M. Ry., 860 miles. Jobbers do a good business over a much larger area.

**Wholesale Houses:** Groceries, 11; Meats, 6; Fruits, 3; Hardware, 3; Dry Goods, 9; Miscellaneous, 39.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 17; commercial auto. agencies, 5; automobile accessories, 26; automobile tire agencies, 15; bakers, 25; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 51; dressmakers, 20; druggists, 60; dry goods, 36; department stores, 4; electrical supplies, 9; florists, 6; fruits, 28; furniture, 36; furriers, 3; garages (public), 37; grocers, 570; hardware, 15; jewelry, 21; meat markets, 81; men's furnishings, 23; men's clothing, 23; merchant tailors, 2; milliners, 11; opticians, 6; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 121; shoes, 25; sporting goods, 6; stationers, 4; women's apparel, 5.

## ENNIS, TEXAS

1920 Population, 7,500. (1924 est. 8,500).

**Schools:** Public Grade, 2; High, 1.

**Churches:** Baptist, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Christian, 2; Christian Science, 2; Miscellaneous, 1.

**Theatres:** Moving Pictures, 3.

**Location:** H. & T. C. R. R., 40 miles south of Dallas.

**Principal Industries:** Cotton, R. R. shops. (700 employees).

**Manufacturing Establishments:** Leading firms. Ennis Tag & Printing Co., Ennis Knee Pad Factory.

**Residential Features:** Mostly one and two family houses.

**Retail Shopping Section:** Four blocks on North Main and South Main streets. Dallas street, West avenue, West Knox street, West Brown street. Number of smaller groceries and other business scattered over town.

**Trading Area:** Covers about 25 square miles. Interurban service hourly.

**Wholesale Houses:** Groceries, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 11; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 1; dressmakers, 1; druggists, 6; dry goods, 18; department stores, 3; electrical supplies, 2; florists, 3; fruits, 1; furniture, 4; garages (public), 10; grocers, 25; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 2; men's clothing, 3; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; stationers, 6; women's apparel, 2.

## FORT WORTH, TEXAS

1920 Population, 106,482.

**City and Suburban Estimate,** 200,000.

**Native Whites,** 80%; **Negroes,** 14%; **Foreign Born,** 6%; **Industrial Workers,** 22%; **English Reading,** 96.1%; **Families,** 41,567.

**Schools:** Public Grade, 42; High, 3; Junior High, 5; Parochial, 5; **Number of Pupils,** 27,730.

**Churches:** Baptist, 28; Christian Science, 4; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 22; Presbyterian, 13; Roman Catholic, 5; Miscellaneous, 82.

**Banks:** National, 6; State, 10; Total Resources, \$87,000,000; Savings Bank Deposits Total, \$9,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 16; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 5; **Total number of seats,** 21,700.

**Location:** At the junction of the Clear and

West Forks of the Trinity River, north central Texas, and at the junction of the Santa Fe, Rock Island, St. Louis & San Francisco, St. Louis Southwestern (Cotton Belt), Ft. Worth & Denver, Texas & New Orleans, Houston & Texas Central, International & Great Northern, Trinity & Brazos Valley, Texas & Pacific, Missouri, Kansas & Texas, Cleburne Interurban and Dallas Interurban. Connection by electric lines to Sherman, Waco, Denison and other points.

**Principal Industries:** Meat packing, petroleum refining, metal working, flouring mills, wheat elevators, furniture factories, cotton seed oil mills, railroad shops, overall shirt and dress factories, cement mill, printing and book binding, candy.

**Total value of output of factories estimated at** \$175,000,000.

**Manufacturing Establishments:** 892. Leading firms, Swift & Co., Armour & Co., Ft. Worth Packing Co., Texas Dressed Meat Co., King Candy Co., Texas Steel Rolling Mill, Pierce Oil Corp., Magnolia Oil Co., Transcontinental Oil Co., Riverside Cotton Oil Mills, Bain Peanut Oil Mills, Purina Mills, Hub Furniture Co., Trinity Portland Cement Co., Ft. Worth Well Drilling & Tool Co., Ft. Worth Cotton Mills, Texas Power & Light Co., T. & P. Ry. Shops, Rock Island Shops, Frisco Shops, Smith Bros. Elevator Co., World Printing Co., Stafford-Lowden Co., Ellison Furn. Co., Beverley Mills.

**Special Information:** Location of the city makes it the largest railroad center in Texas. The leading oil refining center and the meat packing and grain center of the entire Southwest. Eighteen railroads. Trade territory of West Texas, population, 1920, 1,580,931. This territory produced 19,800,000 bales of cotton in 1922. It has the largest water supply in Texas. Headquarters for largest fabricating mills in southwest; largest power and light plant; 1920 census report shows that Tarrant County (Ft. Worth) is largest producer of manufactured products of any city south of Kansas City, \$155,000,000.

**Residential Features:** City has largest percentage of home owners of any city in state of equal size. Apartments and rented houses are not in such proportion as is generally found in such a city. This is due to the intensified "Own Your Own Home" campaign that has been waged here for two years. Beautiful additions are being added. Four such additions now on the market. Home cost averages in all new additions \$5,600. Golf links and country clubs in most new additions.

**Retail Shopping Section:** Main retail business section is composed of Main, Honston, Throckmorton and Commerce streets, eighttee blocks in length; North Main, 20 blocks; South Main, 12 blocks; East Front, 8 blocks; Jennings, 8 blocks; and all cross streets from five to eight blocks. Usual suburban centers, with groceries, etc.

**Trading Area:** Extends about 15 miles east; 50 miles north; 50 miles west and south. Interurban business is received from all over the Panhandle and West Texas areas from distances as far as 500 miles. This trade is made possible by the splendid paved highway system centering in Ft. Worth and the unusual railroad service.

**Wholesale Houses:** Groceries, 6; Meats, 35; Fruits, 14; Hardware, 4; Dry Goods, 3; Miscellaneous Lines, Drugs, 3; Oil Well Supplies, 40; Grain, 37; Cotton, 14.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 70; commercial auto. agencies, 12; automobile accessories, 204; automobile tire agencies, 51; bakers, 38; cigar stores and stands (including hotels), 44; confectioners (including hotel stands), 100; delicatessen, 40; dressmakers, 53; druggists, 128; dry goods, 38; department stores, 5; electrical supplies, 14; florists, 24; fruits, 92; furniture, 64; furriers, 3; garages (public), 12; grocers, 80; hardware, 22; jewelry, 42; meat markets, 240; men's furnishings, 32; men's clothing, 44; merchant tailors, 62; milliners, 24; opticians, 12; photographers, 20; pianos (and miscellaneous musical instruments), 11; radio supplies, 12; restaurants (including hotels), 350; shoes, 112; sporting goods, 5; stationers, 5; women's apparel, 8.

See page 225

## GALVESTON, TEXAS

1920 Population, 44,255; (1924, 53,000).

**City and Suburban Estimate,** 63,275.

**Native Whites,** 62%; **Negroes,** 22.3%; **Foreign Born,** 15.6%; **English Reading,** 88.5%; **Families,** 10,588.

**Schools:** Public Grade, 9; High, 2; Parochial, 7; **Number of Pupils,** 10,000.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 11; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 13.

**Banks:** National, 4; Total Resources, \$35,000,000; Savings Bank Deposits Total, \$10,850,000. Four private banks.

**Theatres:** Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; **Total number of seats,** 8,000.

**Location:** On Galveston Island. Has large harbor on Gulf Coast with berthing space for 100 ocean going vessels. Potential dock frontage 15 miles. Served by Southern Pacific, Santa Fe, M. K. & T., I. & G. N., Houston-Galveston Interurban trunk lines, etc.

**Principal Industries:** Marine iron works and ship repairing, package rice mill, flour mill, soft drinks, coffee roasting, printing and binding, meat packing.

**Manufacturing Establishments:** 118. Texas Star Flour Mills, Southern Beverage Co., Seaboard Rice Mills, Clark & Couris, Galveston Dry Dock Co., McDonough Iron Works, Texas Consumers Co., Rosenthal Packing Co., Texas

Continued on page 226



# Galveston Is Galveston Plus

*The City of Galveston has over 10,500 homes housing a permanent population of approximately 53,000 people. Prosperous, happy, comfortable, and contented far beyond the average (25,000 more in the trading area).*

During the summer months, and this is a long season, it is estimated that a daily average of 16,000 people from all parts of Texas visit Galveston for care-free days in the glorious surf and delightful air. When winter comes, the North, East, and West send their representatives, and they too find a thousand joys and comforts.

Galveston is primarily a shipping city. That industry is to a considerable extent the foundation and framework of its wealth and widespread prosperity. It is the greatest cotton port in the world.

Galveston, with its \$600,000,000 in foreign trade, imports and exports, is second only to New York. Then add to this a volume of more than \$300,000,000 coastwise trade, and you jump the figures so close to the billion dollar mark that this year or the next at the latest will see it reached.

But there are over a hundred manufacturing concerns whose products last year reached nearly twenty million dollars.

Galveston people live in a city famed for its comfortable and beautiful homes, where the artistry of other days and the practical requirements of these, blend harmoniously. The people of Galveston have well learned how to preserve the sentiments and many of the customs and ways of life of the early years, and still add and enjoy "all the modern conveniences." They make money, they have money, and they spend money on the good things of life, convincingly and attractively brought to their attention. It is reputed the most affluent city, per capita, in Texas.

## The Galveston News

"Texas' oldest newspaper" goes daily into every worth-while home in Galveston and trading territory.

"There is no better example among American newspapers of complete reader coverage combined with absolute reader confidence."

If you have good goods to sell to good prospects, THE GALVESTON NEWS reaches those in and about Galveston 365 days of the year.

## THE JOHN BUDD COMPANY

New York Chicago St. Louis Atlanta  
Los Angeles San Francisco Seattle  
are its National Advertising Representatives

# WHO'S



## WHO IN THE SOUTHWEST

We have a lot of good things to say about ourselves, but, the fact that our national advertising shows a substantial increase for 1924 tells our story.

### The Best Tryout Territory in the United States



Our daily circulation of over 90,000 and a Sunday circulation of over 100,000, over 95% in West Texas, a territory comprising 900 towns and a population nearly two million.

### West Texas Has Shown a White Spot the Entire Year



West Texas population consists of 96.8% white, American born. The per capita wealth shows a buying power exceeded by only a few sections in this country.

### 1925 Will Show an Exceptionally Bright Spot



Agricultural reports for 1924 show largest gain in ten years. Manufacturing, minerals and oils are having a substantial increase and business reports for 1925 are very glowing.

LARGEST CIRCULATION IN THE SOUTH WITHOUT PREMIUMS OR CONTESTS

# FORT WORTH STAR-TELEGRAM

AMON G. CARTER  
President and Gen'l Mgr.

FORT WORTH, TEXAS  
Member A. B. C.

A. L. SHUMAN  
Vice Pres. and Adv. Mgr.

## TEXAS (Con't)

## Galveston (con't)

Carnegie Steel Association. Annual output, \$14,979,094.

Special Information: Leading cotton port, second port of the nation in value of exports and imports, including principally cotton and cotton seed products, rice, oil, sulphur, grain, flour, etc. Summer and Winter resort attracting thousands annually, principally from Southwestern states but increasing materially in tourists by automobile from all parts of the country. Potential industrial center with all advantages of cheap labor and power, good sites and nearness to centers of production of raw materials and advantage of cheap water rates. Second largest Life Insurance Co.'s home office in the South.

Residential Features: Forty-five per cent of homes owned. Individual prosperity. Houses compactly built with all modern conveniences. Plenty of homes provided for industrial and wharf workers. Three or four sections of city confined to better residences. All streets or practically all are paved.

Retail Shopping Section: Included between 19th and 27th streets and avenues C and F. Neighborhood groceries, drug stores, etc., are predominant. Small retail section on beach front, largely dry stores and restaurants.

Trading Area: City is located on an island and retail area is confined to section less than 40 miles at points, but extending 200 miles at other points. Some of the largest wholesale houses of state are located here and in one instance one of the largest in the South.

Wholesale Houses: Groceries, 15; Meats, 6; Fruits, 4; Hardware, 8; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 15; automobile tire agencies, 14; bakers, 10; cigar stores and stands (including hotel stands), 70; confectioners (including hotel stands), 35; delicatessens, 2; dressmakers, 37; druggists, 23; dry goods, 16; department stores, 5; electrical supplies, 8; florists, 5; fruits, 12; furniture, 21; garages (public), 11; grocers, 19; hardware, 7; jewelry, 14; meat markets, 75; men's furnishings, 14; merchant tailors, 23; milliners, 9; opticians, 4; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 146; shoes, 16; sporting goods, 5; stationers, 9; women's apparel, 9.

See announcement on page 224

## GAINESVILLE, TEXAS

1920 Population, 8,648.

City and Suburban Estimate, 10,000.

Native Whites, 85%; Negroes, 15%; Industrial Workers, 20%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,718.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$2,585,573.77; Savings Banks Deposits Total, \$105,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,100.

Location: On main line of Gulf, Colorado & Santa Fe, and branch of M. K. & T. R. R. Two National Highways six miles from Southern Oklahoma line. Excellent motor truck service and passenger car lines.

Principal Industries: Oil refinery; casing head gasoline plant, flour mill, cottonseed oil mill, brick plant, iron foundry, ice plant, bottling works, mattress factories, overall factory, ice cream factory, cotton gins, saddlery, monumental works, cotton compress, cigar factory, gravel beds, 4 produce houses, railroad shops, drillers 3 oil wells.

Manufacturing Establishments: 8. Leading firms: Producers Oil Refining Co., North Texas Gas Co., refinery, Gainesville Brick Co., Crystal Bottling Works, Gainesville Ice Co., Service Garment Co., Whaley Mill & Elevator Co.

Total value of yearly output of factories estimated at \$2,000,000.

Special Information: An inexhaustible supply of pure artesian water; State Training School for Girls; public sanitary camp ground; municipal swimming pool; 2 country clubs; the largest boy's band in the world; boy scout camp and swimming pool; 100,000 trees of all varieties. City and county free library and museum.

Residential Features: Mostly one and two story type of buildings; 75% private homes; no zoning.

Retail Shopping Section: Extends from Court House Square east, 8 blocks on California; north on Commerce, 4 blocks; on Dixie north 3 blocks; on California west 3 blocks; on Dixie south 1 block. Business houses on all four sides of Court House Square. Number of suburban stores.

Trading Area: An area of about 35 miles in every direction.

Wholesale Houses: Groceries, 3; Fruits, 2; Miscellaneous Lines—Drugs, 1; Candy, 1; Ice Cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 17; automobile accessories, 22; automobile tire agencies, 22; bakers, 2; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 7; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 6; grocers, 63; hardware, 7;

jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 18; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.

## GONZALES, TEXAS

1920 Population, 3,128.

City and Suburban Estimate, 5,900.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 5%; English Reading, 75%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, \$450,000; Privata, 1; B. & L. Assn., 1. Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 2,200.

Location: Located on Galveston, Harrisburg and San Antonio Railway and San Antonio and Aransas Pass Railway. But service to San Antonio, Austin, Cuero and Yoakum.

Principal Industries: Cotton duck, building and face brick. Large cement products manufacturing. Large commercial chicken hatchery. Cotton oil manufacturing.

Manufacturing Establishments: 22. Gonzales Cotton Mills, The Continental Hatcheries, Sunset Brick & Tile Co., Gonzales Cement Works, Gonzales Cotton Oil & Mfg. Co.

Special Information: Located at the junction of the Old Spanish Trail and Middle Buster Highway giving improved highways from four directions of the compass. At the confluence of the Guadalupe and San Marcos Rivers, giving great waterpower possibilities. In the heart of a rich agricultural district; greatest poultry center in southwest Texas. Home of the finest pecans.

Residential Features: All private homes, no tenements.

Retail Shopping Section: Principally around two main plazas of the city.

Trading Area: About 20 miles north, east and west, and about 80 miles south.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous lines, 2; Poultry and Eggs, Baby Chickens, Produce and Pecans, Confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 6; fruits, 3; furniture, 3; garages (public), 7; grocers, 25; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 5.

## HILLSBORO, TEXAS

1920 Population, 6,952 (1924, est. 9,000).

City and Suburban Estimate, 8,000.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 1,550.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 2,356.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$540,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: Hillsboro is located a little east of the center of the State. Served by M. K. & T. R. Ry., St. Louis & Southwestern Ry., Trinity & Brazos Valley Ry., and the Texas Electric Railway Interurban, also by a system of good roads, two of which are State highways and are improved with hard surface entirely through the country.

Principal Industries: Farming, Cottonseed oil and cake, cotton duck and Osnberg, advertising novelties.

Manufacturing Establishments: 5. Leading firms, Hillsboro Cotton Mills, Hill County Cotton Oil Co., Exporters & Traders' Company, Warehouse Co., Texas Novelty Advertising Co., Monerch Foundry & Machine Co.

Special Information: The location of the city of the main state highways and trunk line railroads places it among the prominent cities of the state, and the improvement of the highways bespeaks its public enterprise. The character of its business houses and institutions are evidence of its importance as a trade center. The establishment of a Junior College in connection with the school system places it in the front rank as an educational community.

Residential Features: Houses are mainly one and two story structures tending toward modern features. Private homes predominate. A great deal of pride is manifested in keeping of private homes. 73% of citizens own homes.

Retail Shopping Section: Embraces all of the Public Square; 3 blocks on S. Elm street, 3 on S. Waco street, 3 on W. Elm street, and 2 each on N. Waco and E. Franklin. Two community neighborhoods in which minor sup-

plies are sold, with quite a number of retail stores in other parts of the city.

Trading Area: Extends about twenty miles in all directions, while some business is secured from distances up to thirty miles. The interurban and excellent county roads provide means for transportation which increases business from a distance.

Wholesale Houses: Groceries, 3; Miscellaneous Lines, Produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 7; grocers, 35; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 1; women's apparel, 1.

## HOUSTON, TEXAS

1920 Population, 183,276.

City and Suburban Estimate, 200,000.

Native Whites, 76.3%; Negroes, 16.5%; Foreign Born, 7.2%; Industrial Workers, 22%; English Reading, 95%; Families, 33,392 in 1922 (Present Est. 43,000).

Schools: Public Grade, 53; High, 6; Junior High, 3; Parochial, 14; Number of Pupils, 35,434.

Churches: Baptist, 105; Christian Science, 2; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 47; Presbyterian, 19; Roman Catholic, 12; Miscellaneous, 66.

Banks: National, 9; State, 8; Total Resources, \$115,500,000; Savings Bank Deposits Total, \$20,529,508.

Theatres: Legitimate, 1; Moving Pictures, 23; Vaudeville, 1; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 30,000.

Location: Houston is located fifty miles from natural deep water and 25 miles from the head of Galveston Bay on the Houston ship channel. This is an artificial waterway with a depth of thirty feet and bottom width of one hundred and fifty feet. With terminals which are owned by the Port District, it has cost over \$20,000,000.

Principal Industries: Petroleum refining, vegetable oil pressing and refining, cottonseed products, car wheel foundries, rice milling, oil well machinery and supplies, press cloth, bagging factories, cement and fertilizer, iron and brass foundries, machine shops, packing house products, locomotive repair plants, flour mills, textile mills, railroad shops, candy, overalls, ice cream, boilers and tanks.

Manufacturing Establishments: 400. Leading firms, Sinclair Oil & Refining Co., Texas Company, Humble Oil Co., Texas Chemical Co., American Malt Flour Mills, Texas Portland Cement Co., Houston Packing Co., Cheek-Neal Coffee Co., Texas Creamery Co.

Special Information: Houston is the largest inland cotton market in the world, handling one-fifth of the American cotton crop. About one-seventh of all American oil is controlled by companies with head offices in Houston. Houston is the largest wool and lumber market in the Southwest. Houston is the home of the most heavily endowed university in the South. Houston leads the State of Texas in savings deposits.

Residential Features: Houston is primarily a city of one and two family houses. More than 75% of its people live in one family houses. There are practically no tenement districts. Apartments are mostly four or six-family size. Residences in the best section average from \$8,000 to \$20,000 in value. Ordinary houses \$4,000 to \$7,000.

Retail Shopping Section: Main street, running north and south from 100 to 1,200 blocks inclusive. Fannin and San Jacinto streets, east of Main and Travis and Milam streets, west of Main from 100 to 1,000 blocks inclusive.

Trading Area: Extends about thirty to thirty-five miles, north, west and south, possibly a little farther along the interurban line east.

Wholesale Houses: Groceries, 10; Meats, 7; Fruits, 33; Hardware, 8; Dry Goods, 7; Miscellaneous Lines, Shoes, 1; Tires, 1; Bottles, 2; Genl. Mdee., 1; Grain, 10; Confectionery, 6; Tobacco, 4; Bakers, 6; Drugs, 3; Ice, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 13; automobile accessories, 54; automobile tire agencies, 51; bakers, 60; cigar stores and stands (including hotel stands), 478; confectioners (including hotel stands), 578; delicatessens, 14; dressmakers, 227; druggists, 143; dry goods, 64; department stores, 5; electrical supplies, 17; florists, 21; fruits, 89; furniture, 68; furriers, 4; garages (public), 63; grocers, 745; hardware, 17; jewelry, 65; meat markets, 158; men's furnishings, 22; men's clothing, 43; merchant tailors, 87; milliners, 28; opticians, 12; photographers, 37; pianos (and miscellaneous musical instruments), 19; radio supplies, 5; restaurants (including hotels), 410; shoes, 26; sporting goods, 9; stationers, 7; women's apparel, 17.

See columns 3 and 4, page 227

## LAMPASAS, TEXAS

1920 Population, 3,000.

City and Suburban Estimate, 3,500.

Native Whites, 90%; Negroes, 10%; English Reading, 100%.

Schools: Public Grade, 2; High, 1; Number of Pupils, 850.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Private, 1; Total Resources, \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,500.

Location: In center of Texas on G. C. & S. F. Railway and Southern Pacific.

Principal Industries: Farming and stock raising.

Manufacturing Establishments: Large shipping point for wool mohair, pecans, turkeys, chickens, sheep and cattle.

Residential Features: Large percentage own their own homes.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; Produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 12; bakers, 1; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; furriers, 1; garages (public), 10; grocers, 5; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 5.

## LAREDO, TEXAS

1920 Population, 22,710.

City and Suburban Estimate, 30,000.

Native Whites, 46.5%; Negroes, 0.2%; Foreign Born, 53.3%; Industrial Workers, 40%; English Reading, 75%; Families, 5,100.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 6,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, \$10,000,000; Savings Banks Deposits Total, \$500,000.

Theatres: Legitimate, 3; Moving Pictures, 5. Total number of seats, 3,000.

Location: North bank of Rio Grande; served by International & Great Northern Ry., Texas-Mexican Ry. and Rio Grande & Eagle Pass Ry. Excellent bus service between Laredo and San Antonio over Meridian Highway to all parts of state.

Principal Industries: Crude oil refining, Laredo brick, railroad shops, printing. Numerous miscellaneous factories such as ice, bakeries, rope and twine, planing mills, concrete materials, cotton gins, soap factory, Mexican products, etc.

Manufacturing Establishments: About 100. Leading firms, Texas-Mexican Oil Refining Co., Mexican-American Soap Co., Laredo Brick Co., S. N. Johnson Brick Co., Farmer's Gin Co.

Special Information: Laredo is the natural and most important gateway for all commercial trade relations with Mexico. Also for passenger traffic and for the movement of cheap labor. Laredo's import and export movement between Mexico and the United States represents a fifty million dollars' worth of commodities annually, ranking second to New York in trade relations with Mexico. Laredo is a producing territory for the famous Bermuda-Texas onions, speck, and other winter truck growing crops. The movement is represented by 1,500 cars of onions, 1,200 cars of spinach, 1,000 cars of cabbage, carrots and other miscellaneous crops.

Residential Features: Mostly one-family houses. Private homes predominate. One of the finest residential sections is known as the Heights, being the eastern portion of the city.

Retail Shopping Section: Extends from Market Square, which constitutes the heart of the business section for a depth of two or three blocks each way around the square. Extends also toward the Federal Building and hotels, six or eight business blocks intervening between the Federal Building Square and Market Square. Street railway centers at Market Square, and radiates through the business district to the residential sections.

Trading Area: Includes Nueva Laredo in the State of Tamaulipas, across the Rio Grande. This also is a city of about 15,000. Surrounding territory is largely ranch and stockmen's country for a radius of 60 to 80 miles along the Rio Grande both north and south on the American side.

Wholesale Houses: Groceries, 6; Meats, 5; Fruits, 5; Hardware, 1; Dry Goods, 6; Miscellaneous Lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; auto. accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 5; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 5; furriers, 1; garages (public), 10; grocers, 20; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 5; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 7.

**TEXAS (Con't)**

**LUFKIN, TEXAS**

1920 Population, 4,827; (1924, 6,500).  
 Native Whites, 80%; Negroes, 19%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 98%; Families, 1,200.  
 Schools: Public Grade, 5; High, 1; Number of Pupils, 2,400.  
 Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.  
 Banks: National, 1; State, 2; Total Resources, \$2,500,000; Savings Bank Deposits Total, \$87,000.  
 Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.  
 Location: On main line of Houston East and West Texas Railway at the intersection of Lufkin Branch of St. Louis Southwestern. Also terminus of 3 branch lines and on direct highway between Shreveport and Houston where 5 hard surfaced roads meet.  
 Principal Industries: Four lumber mills, manufacturing pine and numerous hard wood mills that aggregate capacity of 600,000 feet per day. Foundry and machine shop, railroad shops, wagon works, special gin machinery, chemical plant, veneering plant, brick factory, chair and handle factory, 2 printing plants.  
 Manufacturing Establishments: 3. Lumber Manufacturing, Martin Wagon Works, Foundry and Machine Shops are shipping products to all parts of the United States and some foreign ports.  
 Special Information: Lufkin is located in the timber belt of the south and makes it a desirable location for the manufacture of furniture and other wood products. One of the largest distributing points in east Texas. Inbound and outbound car load traffic amount to more than 22,000 cars per annum.  
 Residential Features: Business portion of city covers about 25 blocks in the center of a tract of land covering 4 square miles. The residence portion surrounds this central business portion and is built up largely with well constructed bungalows and two story frame structures. Very few rent houses in town; mostly owned.  
 Retail Shopping Section: Located largely on three principal streets, one of which lies at right angle of the other two, with a number of prominent stores being located on what is known as the square.  
 Trading Area: The trade territory reaches out on the rail lines 50 miles or more, while the highways bring in rural patronage up to 25 miles.  
 Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Miscellaneous Lines: Hay and Grain, 3.  
 Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 40; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 7; stationers, 3; women's apparel, 7; sporting goods, 2; dressmakers, 6.

**MARSHALL, TEXAS**

1920 Population, 14,271.  
 City and Suburban Estimate, 15,000.  
 Native Whites, 60%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 21%; English Reading, 98%; Families, 2,377.  
 Schools: Public Grade, 8; High, 2; Parochial, 2; Number of Pupils, 3,950.  
 Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.  
 Banks: National, 2; State, 2; Total Resources, \$5,729,210.79; Savings Bank Deposits Total, \$1,106,410.52; Total deposits, \$4,500,000.  
 Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 1,585.  
 Location: About center of Harrison County, southeast Texas. Served by Texas & Pacific Railroad east, west and north. Excellent bus service east into Louisiana and west to main cities of northeast Texas.  
 Principal Industries: Lumber, baskets and crates, brick, pottery, car wheels and castings, candy, heavy trailers for trucks, machinery supplies, printing, railroad shops. Darco (a clarifier manufactured from lignite coal, mainly used for clarifying sugar).  
 Manufacturing Establishments: Lending firms, Texas & Pacific Railroad (shops), Marshall Car Wheel & Foundry Co., Marshall Mfg. Co., Marshall Brick Co., Marshall Pottery Co., Marshall Candy Co., Hantsberger Coffee Co., Taylor Lumber Co., S. R. Barnett Lumber Co., French Wheel & Body Works, the Darco Corp. (subsidiary of Du Pont Powder Co., of Wilmington, Del.), Turney Lumber Co.  
 Total value of yearly output of factories estimated at \$9,000,000.  
 Special Information: Is on Jefferson, Dixie Overland, and East Texas highways. Almost exact center of the four southwestern states, Oklahoma, Arkansas, Louisiana and Texas. Cheapest natural gas for industrial purposes in the southwest at 7 cents per thousand. Marshall

is surrounded by an unlimited supply of iron ore. Other natural resources found in commercial quantities near Marshall are lignite, silica sand, ochre, second growth pine, shale, fire and brick clays.

**Residential Features:** Mostly one family houses; more than 50% occupied by owners.  
**Retail Shopping Section:** Extends from Public Square, which forms heart of business section and terminal for three city trolley lines and bus lines, one block south, three blocks east and west, three blocks north. The usual suburban groceries, etc.  
**Trading Area:** Extends 20 miles east; 15 miles south and north; 20 miles west.

**Wholesale Houses:** Groceries, 3; Meats, 2; Fruits, 2; Hardware, 1.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 5; garages (public), 10; grocers, 96; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; stationers, 1; women's apparel, 5.

**MEXIA, TEXAS**

1920 Population (1922), 2,482; (1923) official census, 10,621.  
 City and Suburban Estimate, 10,000.  
 Native Whites, 75%; Negroes, 15%; Foreign Born, 10%; English Reading, 90%; Families, 2,500.  
 Schools: Public Grade, 5; High, 2; Number of Pupils, 3,000.  
 Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.  
 Banks: National, 2; State, 1; Total Resources, \$3,470,156.13.  
 Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,000.  
 Location: 30 miles east of center of population of Texas. On main line Houston & Texas Central Division of Southern Pacific Railway. Also Texas & Brazos Valley Ry. Connected by stage line with Waco, Corsicana, Teague.  
 Principal Industries: Oil, agricultural center, printing, machinery supplies, railroad shops.  
 Manufacturing Establishments: 15. Leading firms, Texas Glove factory, Baxter Candy Co., Manger Oil & Cotton Co., Mexia Brick Plant, Mexia Planing Mill, Wear Candy Co., Anderson Ice Cream Co., Federal Machine & Supply Co., Radley's Mattress factory.  
 Special Information: Mexia is known as the "Hub of the world's greatest oil field," being within only a few miles of the Mexia oil field, Richland field, Currie and Powell fields. Mexia is also the shopping center for a vast area of the finest farming section of the state.  
**Residential Features:** Mostly one and two-family houses. Limited section devoted to oil-field worker's shacks. One fine residential section with homes averaging around \$10,000.  
**Retail Shopping Section:** Extends from Central avenue on Commerce street to Paris street, a distance of 4 blocks. Parallel to Commerce street are Main and Palestine streets, which are business blocks for two or three blocks each. Running north and south are Central avenue, Sherman, McKinney and Paris streets, with shopping districts of two or three blocks each.  
**Trading Area:** The shopping center of about 25 miles in each direction, covering a vast area of fine agricultural lands, also numerous oil fields.  
 Connected by bus with Waco, 50 miles; Corsicana, 30 miles; Teague, 12 miles; Cooledge, 12 miles; Tehuacana, 6 miles. Has only daily newspaper within a radius of 30 miles.  
**Wholesale Houses:** Groceries, 3.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 2; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 13; department stores, 4; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 4; grocers, 15; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 1; stationers, 2.

**MALLEN, TEXAS**

1920 Population: 6,100.  
 City and Suburban Estimate, 10,000.  
 Native Whites, 60%; Foreign Born, 20%; English Reading, 70%.  
 Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,500.  
 Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.  
 Banks: National, 1; State, 1; Total Resources, \$1,500,000.  
 Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.  
 Location: On Rio Grande River seven miles from Mexico, and 60 miles from mouth of river.  
 Continued on page 228

**Houston Texas Has**

- A population of 210,000 citizens.
- A trade territory of 1½ million population.
- Thirty-three steamship lines carrying exports to all countries.
- Seventeen railroads connecting with all trunk lines.
- The world's largest inland cotton market.
- 54,807 individual savings accounts.
- Savings deposits of over 20 million dollars.
- Bank deposits of 132 million dollars.
- A weekly pay roll of two million dollars.
- An annual jobbing business of \$350,000,000.00.
- Building permits issued at the rate of 2 million dollars monthly.
- An investment of over a hundred million dollars in manufacturing enterprises.
- The Houston Chronicle which covers Houston and its 150 mile territory as does no other medium.

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Leads the Southwest in National Advertising

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TEXAS (Con't)

McAllen (con't)

On Gulf Coast Ry. in what is known as Rio Grande Valley. Franchises and arrangements made for second railway. The county of Hidalgo has more American farmers than any county in the state. McAllen largest city in upper valley.

Principal Industries: No manufacturing. Citrus fruit, grapefruit, oranges, lemons, etc. Special Information: McAllen—the trading center of the valley—14 years old and just beginning to build rapidly. Big Baptist University going this Fall. Never freezes, tropical climate, gulf breeze, 60 miles from Gulf of Mexico.

Residential Features: Mostly all houses owned by residents. Many people from colder climates build homes and live here. A winter resort. City homes average approximately \$4,000.

Retail Shopping Section: Extends along railroad and down Main street about five blocks, and on all side streets for a block or two.

Trading Area: Includes entire Rio Grande Valley, 25 miles wide and 60 miles long.

Wholesale Houses: Groceries, 3; Hardware, 1; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotel stands), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 5; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 3; garages (public), 12; grocers, 7; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 4.

McKINNEY, TEXAS

1920 Population, 6,877. City and Suburban Estimate, 11,000.

Native Whites, 96%; Negroes, 4%; Foreign Born, 1%; English Reading, 95%; Families, usual per cent.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$8,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 2,000.

Location: Located in northeast Texas, on Southern Pacific, L. E. & N., and Texas Electric.

Principal Industries: Cotton oil mill, ice plant, cotton mill, flour mills.

Manufacturing Establishments: 10. Texas Cotton Mills.

Special Information: Specially adapted for the manufacture of anything made of cotton or cotton products.

Residential Features: Well built, principally one and two story frame houses and brick veneer residences. Average in value from \$2,000 to \$15,000.

Retail Shopping Section: The square and one or two blocks in each direction of the square.

Trading Area: Radius 5 to 15 miles.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 3; fruits, 2; furniture, 3; garages (public), 5; grocers, 30; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 1.

NACOGDOCHES, TEXAS

1920 Population, 3,546. (1924, est. 4,455). City and Suburban Estimate, 7,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 85%; Families, 1,400.

Schools: Public Grade, 3; High, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$2,548,618.72; Savings Bank Deposits Total, \$1,872,190.09.

Theatres: Moving Pictures, 3; Total number of seats, 1,000.

Location: On Southern Pacific Lines traversing Eastern Texas—parts of system known as Houston East & West Texas R. R., Texas & New Orleans R. R. and a small line running

across East Texas headed for Alexandria, La., known as the Nacogdoches & Southeastern.

Principal Industries: Frost-Johnson Lumber Co., Nacogdoches Oil Mill, Yuba Refining Co., Nacogdoches Compress Co., Southern Ice & Utilities Co., Nacogdoches Mattress Factory, Mahdeen Hair Tonic Co. Farming and stock raising.

Manufacturing Establishments: 30.

Special Information: Nacogdoches is the largest little city between Beaumont & Dallas, and between Houston and Shreveport. It is the junction of 2 railroads and there is more traffic created here than in any two towns along the line between Houston and Shreveport and Beaumont and Dallas.

Residential Features: Mostly private residences, with one and two story tenant houses. Lately a great many houses of 4 to 30 rooms have been built in the suburbs for the students attending the new state school. This school is a State Teacher's College.

Retail Shopping Section: Surrounds the Square, with the government building in the center, and branching off on Main, Fredonia, Church and North streets.

Trading Area: Covers the entire county of Nacogdoches and draws from the adjoining counties of San Augustine, Angelina, Cherokee, Rusk and Shelby.

Wholesale Houses: Groceries, 2; Meats, 1; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 3; garages (public), 9; grocers, 21; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 11; shoes, 1; sporting goods, 3; stationers, 3; women's apparel, 5.

NAVASOTA, TEXAS

1920 Population, 6,000. Native Whites, 60%; Negroes, 35%; Foreign Born, 5%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 2; High, 2; Number of Pupils, 1,150.

Churches: Baptist, 4; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, \$1,769,944.22.

Theatres: Moving Pictures, 1.

Location: On I. & G. N. R. R., Southern Pacific, Santa Fe.

Principal Industries: Hoop and barrel factory, cotton seed oil mill, cooperage and bottling works.

Special Information: This town is especially located for wholesale supplies.

Residential Features: Mostly five and six room houses occupied by owner.

Retail Shopping Section: Ten blocks of business.

Trading Area: Extends over the whole county and 25 miles in all directions.

Wholesale Houses: Groceries, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 1; delicatessen, 6; dressmakers, 2; druggists, 5; dry goods, 9; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 8; grocers, 8; hardware, 2; jewelry, 2; meat markets, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; restaurants (including hotels), 8; shoes, 1; stationers, 1.

ORANGE, TEXAS

1920 Population, 9,212. City and Suburban Estimate, 15,000.

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 98%; Families, 3,600.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On west bank of Sabine River, 40 miles from the Gulf. Served by Orange & Northwestern R. R. (Gulf Coast Lines) and So. Pac. Ca. Steamship service direct with principal ports of the world.

Principal Industries: Saw mill, creosoting plant, iron and steel fabricating plant, iron foundry, railway car building plant, box factory, machine shops, etc., ship yards, rice, mill.

Manufacturing Establishments: 9; Leading firms: The Lutch & Moore Lbr. Co., The Texas Creosoting Co., The Yellow Pine Paper Mill Co., The Orange Car & Steel Co., The Orange Rice Mill Co., Orange Foundry Co.

Orange Box Mfg. Co., Orange Ice, Light & Water Co., The E. Z. Opener Bag Co.

Annual output: \$10,000,000.

Special Information: Orange is a deep sea port with one of the best fresh water harbors on the Gulf especially adapted to the exportation of lumber, rice, naval stores, and especially adapted on account of its location and facilities for manufacturing industries, particularly those requiring hardwood lumber. Fine churches, schools and hospitals, as well as large oil fields.

Residential Features: Principally one family houses, private homes predominate.

Retail Shopping Section: Fifth St. from Green to Border, three blocks, Front St. from Third to Eighth St., five blocks. Small grocery stores scattered throughout the city.

Trading Area: Extends about 60 miles north, 20 miles west and 70 miles east and northeast.

Wholesale Houses: Groceries, 2; Hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 15; druggists, 7; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; furriers, 1; garages (public), 5; grocers, 35; hardware, 3; jewelry, 4; meat markets, 35; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 20; shoes, 1; sporting goods, 3; stationers, 1.

PALESTINE, TEXAS

City and Suburban Estimate, 15,000.

Native Whites, 80%; Negroes, 20%; Foreign Born, 3%; Industrial Workers, 3,500; English Reading, 80%; Families, 3,600.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; State, 2; Total Resources, \$5,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,000.

Location: International and Great North R. R. and the Southern Pacific, I. & G. N. is an intra state railway entering into Mexico via Laredo from St. Louis. The S. P. is a Texas State leased railway.

Principal Industries: Cotton oil mill, furniture factory, broom factory, foundry, mattress factory, candy factory, salt plant, coal mine, ice factory, fertilizer plant, printing and railroad shops, I. & G. N. headquarters, agriculture, cotton, cucumbers, poultry, watermelons, vegetables.

Special Information: Palestine, Texas, is similar to Palestine of the Biblical lands; here is religion, and it is unquestionably the Garden of Eden of the Western Hemisphere, for there is farm land fertile, coal, oil, gas and other minerals under the surface that but need developing, including iron and clays. The surface will raise anything for its climate; frequent rainfall and good streams; good shipping point via railway; nearly three million dollars being expended on good roads now under construction. On Farrier Highway and Lone Star Highway.

Residential Features: Mostly one and two family homes; many duplex apartment houses due to large transient population, being a railroad town; also large frame apartment houses. Private homes predominate. Values not unreasonable. City has slow but steady and sure growth.

Retail Shopping Section: Business section estimated at 50 blocks; suburban grocers do very good business. Paved streets with grocer's delivery service; also delivery service from majority of stores. Business and principal residential streets all paved. Excellent water, sewer and fire system. Government post office building is center of town; half-million dollar new court house.

Trading Area: Extends throughout the county. Intermittent business is secured from towns on edge of adjoining counties within 30 to 50 miles radius. This trade is both by train and dirt roads kept in passable condition as an inducement to motorists.

Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 1; Hardware, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 1; druggists, 9; dry goods, 12; department stores, 5; electrical supplies, 2; florists, 3; fruits, 4; furniture, 4; garages (public), 8; grocers, 70; hardware, 2; jewelry, 2; meat markets, 70; men's furnishings, 45; men's clothing, 15; merchant tailors, 6; milliners, 9; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; sporting goods, 5; stationers, 3; women's apparel, 13.

PARIS, TEXAS

1920 Population, 15,040.

Schools: Public Grade, 8; High, 2; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1;

Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,000.

Location: Seventeen miles from Oklahoma border; served by the Frisco, Santa Fe, Texas Midland, Paris & Mt. Pleasant and Texas & Pacific. Bus service in every direction. Frisco-Santa Fe terminal and shops of the P. & M. P.

Principal Industries: Furniture factory, box factory, crate factory, iron foundry, handis factory, printing, overalls, flour, cottonseed products, candy.

Manufacturing Establishments: 35. Leading firms, Rogers-Wade Furniture Co., Miller Mfg. Co., Hammond Box Factory, Cummer Mfg. Co., Ames Shovel & Tool Co., Bennett Printing Co., North Texas Iron Foundry, Southern Ice & Utility Co., Texas Power & Light Co., Paris Milling Co., Lamar Cotton Oil Co., Southland Cotton Oil Co., Paris Compress & Warehouse Co., Paris Candy Co., Saundser Candy Co.

Special Information: Municipal water plant; cost \$900,000. Capacity of 4 billion gallons of water in lake; reserve supply of 1 billion gallons; municipally owned abattoir; biggest compress in this end of state; three gins; highways from north to south and east to west junction here; hard surface in all directions. There are grouped here many specialists for treatments of various sorts—dentists, oculists, optometrists—doctors of several cults for the reason that people come from all this section for the treatments. This also adds to the trade area.

Residential Features: One and two-family homes. Only six apartment houses in city. Two principal residential streets. Civic center in which are located six churches, one of which cost \$300,000. Others very handsome and well equipped. High School, new post office; building which will be devoted to junior high school next year; junior college project now being put over; new county hospital to be built; sanitarium which draws people from all southern Oklahoma as well as Northeast Texas.

Retail Shopping Section: Concentrated about Plaza, where street car lines converge and meet bus line; Lamar, Bonham, Grand avenue and Clarksville streets run east and west; about six business blocks on each; Main, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd run north and south. Varying number of business blocks, but an average of about three. About thirty grocery and feed stores scattered in the residential section.

Trading Area: Extends about 25 miles to the east; 30 miles to the west; 20 miles to the south and 30 miles to the north. Good highways leading in each direction, with intersecting dirt roads that are fair. Many cars are owned and there is an especially good rural route distribution—thirty-seven in the trading area.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 1; Hardware, 1; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 150; confectioners (including hotel stands), 75; delicatessen, 1; dressmakers, 30; druggist, 4; dry goods, 10; department stores, 3; electrical supplies, 6; florists, 3; fruits, 50; furniture, 7; garages (public), 14; grocers, 40; hardware, 4; jewelry, 2; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 10; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 12; sporting goods, 6; stationers, 2; women's apparel, 12.

See announcement below

PORT ARTHUR, TEXAS

1920 Population, 22,251; (1924) 42,618. City and Suburban Estimate, 30,000 (1924) 35,000.

Native Whites, 75%; Negroes, 20%; Foreign

The Paris Morning News

Only daily paper with a paid-for circulation in a territory of ten thousand square miles. 4485 last government statement.

Flat rate 3c and carrying most of the National advertising in this territory.

Represented New York, Chicago and Dallas by TEXAS DAILY PRESS LEAGUE



**TEXAS (Con't)**

Born, 5%; Industrial Workers, 65%; English Reading, 90%; Families, 8,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 8,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 1; Total Resources, \$10,000,000; Savings Bank Deposits Total \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 4,000.

Location: S. B. Jefferson County on Port Arthur ship canal, 19 miles from the Gulf of Mexico. On Kansas City South R. R., Southern Pacific and Interurban from Beaumont to Port Arthur.

Principal Industries: Refineries, Gulf Co., The Texas Co., The Atlantic Oil Prod. Co.; Hambrics Co.; shipbuilding, railroad shops, plating mills, bottling works, cigar factory, asphalt plant, box factory, ice plant, sulphur plant.

Manufacturing Establishments: 25. Leading firms, Gulf Refining Co., The Texas Co., Port Arthur Planing Mill Co., McEwan Shipbuilding Co., Pekin Coopers Co., Port Arthur Ice Co., G. & H. Mattress Co., Milk Products Co., Southern Acid & Sulphur Co.

Special Information: The population has doubled in the last four years. Has the finest school system in the South, representing an investment of about \$7,000,000. The fifth port of America. Banks fifth in volume of building permits in State in 1923. Assessed valuation of property in school district more than \$80,000,000. Has a payroll of \$25,000,000 annually. The oil refining center of the world. Home of the largest refinery in the world.

Residential Features: One and two family homes. Section devoted to workingmen's tenements. Noted for beautiful homes. Better homes cost on average of \$8,000.

Retail Shopping Section: Proctor street, 8 blocks; Houston avenue, 7 blocks; Fifth street, 6 blocks; Austin, Ft. Worth, Dallas and Beaumont avenues, 5 blocks.

Trading Area: Extends about ten miles to the north and west and twenty miles to the south. Trolley and bus service.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Miscellaneous Lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; dressmakers, 8; druggists, 35; dry goods, 50; department stores, 5; electrical supplies, 6; florists, 2; fruits, 10; furniture, 8; garages (public), 30; grocers, 350; hardware, 5; jewelry, 10; meat markets, 20; men's furnishings, 20; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 5; sporting goods, 4; stationers, 3.

**RANGER, TEXAS**

1920 Population, 16,000.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 6,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: State, 2; Total Resources, \$1,200,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,000.

Location: Located on main line T. P. R. R. and U. F. R. & F. W. R. R. and on main line Bankhead Highway. T. P. R. R. connects with all main roads at Fort Worth and El Paso. General offices U. F. R. & F. W. R. R. located here. This road connects with M. K. & T. and Frisco at Dabilla.

Principal Industries: Casing head gasoline manufacturing; oil production and refining; crushed stone; brick; flour; railroad shop.

Manufacturing Establishments: 15. Leading firms, Wexman Refining Co., Oil Cities Electric Co., Lone Star Gas Co., T. P. Coal & Oil Co., Prairie Oil & Gas Co., Southern Ice Co., Texas Pipe Line Co., Thurber Earthen Products Co., Southern Gasoline Co., Arab Gasoline Co.

Special Information: Located in heart of Texas' greatest oil and gas fields; adjacent to widely developed soft coal fields; over 5,000,000 gals. of gasoline shipped from Ranger each month.

Residential Features: Mostly one family homes—large number of private homes.

Retail Shopping Section: Business section of city covers about 30 blocks, which is paved with brick.

Trading Area: Extends about 20 miles in all directions.

Wholesale Houses: Groceries, 8; Meats, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 7; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 7; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 10; furniture, 6; garages (public), 10; grocers, 15; hardware, 1; jewelry, 2; meat markets, 8; men's furnishings, 2; men's clothing, 4; merchant tailors, 6; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 1.

**SAN ANGELO, TEXAS**

1920 Population, 10,600.

City and Suburban Estimate, 13,500.

Native Whites, 89%; Negroes, 4%; Foreign Born, 7%; English Reading, 90%; Families, 2,600.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,946.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 4; State, 2; Total Resources, \$9,947,642; Savings Banks Deposits Total \$237,642.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Kansas City, Mexico and Orient and branch of the Santa Fe. Three branch lines of the Santa Fe run out of here to surrounding territory.

Principal Industries: Livestock, sheep, cattle, cotton, alfalfa, oil, production, refining and distribution, wool concentration point, packing house, flour mill, mattress factory, foundry.

Manufacturing Establishments: 21; Leading firms: San Angelo Cotton Seed Oil Mill, Big Lake Oil Co. (gasoline plant) West Texas Elevator & Grain Co., Western Gin Co.

Special Information: Location of the city makes it the banking, marketing and wholesale center of great section of Texas. Health resort, mineral springs, winter resort, large primary wool and mohair market. Distributing center for the great Marathon Field oil fields.

Residential Features: City beautifully situated at confluence of the three Concho Rivers which run through the main part of the city. Homes of all types found in small cities, but many beautiful building sites along the river are occupied by homes costing from \$15,000 to \$40,000.

Retail Shopping Section: Extends along Chadbourne St. from Santa Fe Station on north to Orient on south, a distance of one mile, and on Beauregard and Concho Avenues, two intersecting streets.

Trading Area: Extends 175 miles south, 115 west, 50 north and 45 east. These distances may seem gross exaggerations to Easterners, but in a state like Texas distance gets little consideration. A hundred miles here is like twenty in the Middle West.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 1; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Sash & Doors, 1; Tires, 2; Jewelry, 1; Drugs, 2; Paint, 1; Oil, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 1; automobile accessories, 41; automobile tire agencies, etc., 2; bakers, 4; cigar stores and stands (including hotels), 53; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 5; electrical supplies, 3; florists, 4; fruits, 8; furniture, 6; garages (public), 16; grocers, 47; hardware, 6; jewelry, 5; meat markets, 17; men's furnishings and men's clothing, 2; merchant tailors, 5; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 14; shoes, 14; sporting goods, 3; stationers, 5; women's apparel, 1.

**SAN ANTONIO, TEXAS**

1920 Population, 161,379.

City and Suburban Estimate, 238,436 (total in county).

Native Whites, 92%; Negroes, 2%; Foreign Born, 16%; Industrial Workers, 8%; English Reading, 92%; Families, 38,400.

Schools: High, 2; Junior High, 7.

Churches: Baptist, 17; Christian Science, 2; Congregational, 1; Episcopal, 4; Hebrew, 2; Methodist, 17; Presbyterian, 12; Roman Catholic, 17; Miscellaneous, 16.

Banks: National, 8; State, 6; Total Resources, \$55,000,000.

Theatres: Legitimate, 1; Moving Pictures, 20; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 24,745.

Location: About 100 miles south of geographical center of the State. Served by Southern Pacific, International & Great Northern, M. K. & T., San Antonio & Aransas Pass, San Antonio, Uvalde & Gulf, Artesian Belt Ry.

Principal Industries: Iron and steel shops, flour milling, oil and oil refining, railroad offices and shops, cigar making, saddlery and harness making, cotton seed oil refining, sash, doors and mill work, food and candy manufacturing.

Manufacturing Establishments: 511. Leading firms, Alamo Iron Works; San Antonio Machine

Continued on page 230

**San Antonio Express.**

*Every Morning and Sunday*

**SAN ANTONIO EVENING NEWS**

*Every Evening - Except Sunday*

Largest City Circulation  
Largest Country Circulation  
(Morning, Evening and Sunday)  
Used Singly or in combination

Two Distinct and Separate newspapers with Duplication practically eliminated.

**KEY CITIES**

THROUGHOUT the West, where distances are great, each trade territory is well defined and has its Key City. In each instance the Key City is the one important railroad, jobbing and manufacturing city and controls its trade territory completely. Iowa has one Key City, Des Moines, while Texas, being four or five times as large as Iowa, has four Key Cities, each larger than Des Moines.

It is farther from San Antonio to Dallas (305 miles) than from Des Moines to Minneapolis. From San Antonio to Houston (210 miles) is about equal to the distance from Des Moines to Kansas City.

Just as Des Moines has nothing in common with Minneapolis, Omaha or Kansas City, so San Antonio has nothing in common with Dallas, Fort Worth or Houston.

San Antonio dominates its trade territory completely.

Advertising placed in other Texas cities will not be seen in the San Antonio trade territory because those newspapers are just as foreign to San Antonio as are the Minneapolis papers or the Kansas City papers to the Des Moines territory. San Antonio serves a territory vastly larger than Iowa.

**The Express Excels in all Departments**

The San Antonio Express is an outstanding newspaper with advertisers in that it excels in so many popular advertising classifications. The Express not only leads in the following but has no near contestant in lineage totals except in one classification only:

- |             |               |
|-------------|---------------|
| Local       | Automobile    |
| National    | Accessories   |
| Classified  | Tires         |
| Financial   | Educational   |
| Industrial  | Church        |
| Real Estate | Stock & Bonds |

Space buyers look with suspicion on a solicitation based upon the lineage carried in one and only one classification bolstered up with circulation claims not supported by the A. B. C.

The Express is a well-rounded, complete newspaper in news treatment as well as in advertising classifications. For almost 60 years it has served its field successfully, constantly gaining in prestige and power.

The San Antonio Evening News is a most remarkable newspaper success. Est. 1918. It dominates completely in City circulation.

**The Semi-Weekly Farm Express**

covers the rural field near San Antonio. Est. 1864.

**THE EXPRESS PUBLISHING COMPANY**  
EXPRESS BUILDING, SAN ANTONIO

The John Budd Co., Representatives

New York Chicago St. Louis Atlanta Los Angeles San Francisco Seattle

TEXAS (Con't)

San Antonio (con't)
& Supply Co., Pioneer Mills, Flack Cigar Co.,
Gobhardt Chili Powders Co., Graybill Oil Co.,
San Antonio Drug Co., Straus-Frank Co.,
Stevens Sash & Door Co., Duerler Mfg. Co.

Special Information: San Antonio is the
largest army and aviation center in the U. S.
San Antonio is a scenic and historic city dating
back more than 200 years. Noted Winter and
Summer tourist city, especially Winter. 190
motor buses connect all outlying towns with
San Antonio on convenient schedules. Big
wholesale center for territory 500 east to
west and south to Mexico. Noted for a dozen
private schools and colleges. Art and music
center; an unusually wide diversification of
crops prevails. Here is natural gas, oil, lignite,
artesian water in abundance, 100,000 acres
irrigated. Great cattle, sheep, and goat
country.

Residential Features: One family homes
predominate. Close-in apartments and flats
cater to transients and tourists. Next to New
Orleans more San Antonians own their own
homes free from debt than does any other city
in the U. S. Miles of modern homes in
bungalow and stucco 2 story type have been
constructed since the war. All roofs painted
and everything modern, with much attention
given to landscaping. Average value, \$8,500.

Retail Shopping Section: Includes about 25
blocks reaching from Flores to Alamo Plaza
and extending along Houston and Commerce
streets. Side streets have many small shops.
Four principal neighborhood retail centers are
worthy of attention and special consideration
by manufacturers. Retail sections also in
West Commerce and West Houston streets.
East Commerce street from Alamo Plaza to 3
blocks beyond the Southern Pacific station;
also Flores street for about a mile north and
south of Commerce street.

Trading Area: Retail daily and weekly shop-
ping area extends out 75 miles north and
east, and 100 miles south and west. Entire
territory served by convenient trains and motor
bus lines operating 190 buses on schedule.
Wonderful hard surface roads radiate in all
directions. It never freezes here so we operate
our automobiles 12 months in the year.

Wholesale Houses: Groceries, 12; Meats, 13;
Fruits, 16; Hardware, 4; Dry Goods, 14; Mis-
cellaneous Lines, 117.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 22; commercial auto. agencies, 3; automo-
bile accessories, 104; automobile tire agencies,
92; bakers, 28; cigar stores and stands (in-
cluding hotels), 1,290; confectioners (including
hotel stands), 68; delicatessen, 21; dressmakers,
112; druggists, 126; dry goods, 40; department
stores, 3; electrical supplies, 10; florists, 13;
fruits, 169; furriers, 2; garages (public) 60;
grocers, 791; hardware, 21; jewelry, 35; meat
markets, 245; men's furnishings, 75; men's
clothing, 44; merchant tailors, 13; milliners,
14; opticians, 24; photographers, 25; pianos
(and miscellaneous musical instruments), 7;
radio supplies, 3; restaurants (including hotels),
122; shoes, 74; sporting goods, 15; stationers,
8; women's apparel, 28.

See announcement on page 229

SHERMAN, TEXAS

1920 Population, 15,051.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 7%; Foreign
Born, 3%; Industrial Workers, 15%; English
Reading, 99%; Families, 4,651.

Schools: Public Grade, 6; High, 1; Junior
High, 1; Parochial, 4; Number of Pupils, 4,000.

Churches: Baptist, 9; Christian Science, 1;
Episcopal, 1; Hebrew, 1; Methodist, 6; Pres-
byterian, 3; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources,
\$9,290,093.

Theatres: Moving Pictures, 4; Miscellaneous
(Auditoriums, etc.), 2. Total number of seats,
1,550.

Location: In northern part of the state, on
intersection of two National Highways, served
by Texas Pacific, H. & T. C. M. K. & T.,
cotton belt, Frisco and Texas Electric Co.

Principal Industries: Manufacturing, agri-
culture, flour mills.

Manufacturing Establishments: 47; Leading
firms: A. B. C. Candy Co., Chapman Milling Co.,
Diamond Mill & Elevator Co., G. B. R. Smith
Milling Co., Fant Milling Co., Hardwicke-Etter
Co., Interstate Cotton Oil Refining Co., Pool
Mfg. Co., Sherman Mfg. Co., Texas Nursery
Company.

Special Information: The high location and
fine artesian water make Sherman a healthy
city and her educational and cultural advan-
tages, supported by her large manufacturing
and wholesale business, make Sherman an un-
usually well balanced city and an ideal place
in which to live and rear a family. Sherman's
six splendid colleges and private schools have
given her a name of "Athens of Texas." Two
of these colleges are among the best in the
south.

Residential Features: Number of paved streets
of beautiful homes and apartment houses.
Several large additions with beautiful homes
and parks, also addition for workmen's
homes.

Retail Shopping Section: Extends north, south,
east and west of the Court House, which is
the center of the business district.

Trading Area: Sherman, the county seat of

Grayson County, has a large trade from the
nearby towns.

Wholesale Houses: Groceries, 2; Meats, 2;
Fruits, 3; Hardware, 3; Miscellaneous Lines,
Furniture, 2; 20 others.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 5; commercial auto. agencies, 3; automo-
bile accessories, 15; automobile tire agencies,
10; bakers, 3; cigar stores and stands (in-
cluding hotels), 9; confectioners (including
hotel stands), 5; dressmakers, 15; druggists, 7;
dry goods, 10; department stores, 6; electrical
supplies, 4; florists, 3; fruits, 3; furniture, 4;
furriers, 4; garages (public), 8; grocers, 77;
hardware, 4; jewelry, 4; meat markets, 13;
men's furnishing, 10; men's clothing, 4; mer-
chant tailors, 4; milliners, 3; opticians, 4;
photographers, 2; pianos (and miscellaneous
musical instruments), 6; radio supplies, 4;
restaurants (including hotels), 36; shoes, 10;
sporting goods, 4; stationers, 3; women's appa-
rel, 10.

SULPHUR SPRINGS, TEXAS

1920 Population, 5,558.

City and Suburban Estimate, 8,000.

Native Whites, 85%; Negroes, 8.5%; Foreign
Born, 3%; Industrial Workers, 2%; English
Reading, 95%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Junior
High, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Episcopal, 1; Method-
ist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources,
\$2,000,000.

Theatres: Moving Pictures, 2.

Location: St. Louis & S. W. R. R. and L. E.
& N. of Texas, Bankhead National Highway,
Jefferson National Highway.

Principal Industries: Wholesale ice and re-
frigeration, cotton seed oil, compress, poultry
dressing and shipping, lignite coal mining.

Manufacturing Establishments: Aprons and
bonnets, fire-proof brick, cotton seed oil, ice,
bottling works. Total value of yearly output of
factories, \$2,000,000.

Special Information: Agriculture is the princi-
pal industry; there are 5,500 farms in county.
Average size farm is 83 acres.

Residential Features: All streets in resi-
dential section paved. Private homes pre-
dominate.

Wholesale Houses: Groceries, 4; Fruits, 1.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 12; men's furnishing, 2; men's clothing, 2;
merchant tailors, 3; milliners, 5; opticians, 2;
photographers, 12; pianos (and miscellaneous
musical instruments), 2; radio supplies, 2;
restaurants (including hotels), 5; shoes, 4;
sporting goods, 1; stationers, 1.

SWEETWATER, TEXAS

1920 Population, 8,228.

City and Suburban Estimate, 25,000.

Native Whites, 70%; Negroes, 15%; Foreign
Born, 15%; Industrial Workers, 20%; English
Reading, 100%; Families, 1,000.

Schools: Public Grade, 4; High, 1.

Churches: Baptist, 2; Episcopal, 1; Metho-
dist, 1; Presbyterian, 1; Roman Catholic, 1;
Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources,
\$2,500,000.

Theatres: Moving Pictures, 3; Miscellaneous
(Auditoriums, etc.), 4; Total number of seats,
3,300.

Location: On Texas Pacific, Santa Fe,
Kansas City, Mexico & Orient railways in the
midst of a fertile agricultural section that
produces large quantities of cotton and where
the soil weevil is unknown. Rail facilities
make it an idea wholesale distributing point for
a section of Texas larger than most states.
Ideal winter resort.

Principal Industries: Manufacture, gypsum
products, cottonseed products, agriculture, rail-
road shops, cotton ginning.

Manufacturing Establishments: 35. Lead-
ing firms, United States Gypsum Co., Sweet-
water Cotton Oil Co., Santa Fe Railroad shops,
Western Compress.

Total value of yearly product estimated at
\$5,000,000.

reference to existing rail facilities make it an
ideal distributing center for the most rapidly
growing community in the entire southwest.

Special Information: Location of town with
Million dollar plant of United States Gypsum
Co. put into operation May 1, 1924. Much
building and other development at this time.

Residential Features: Mostly one family
houses with limited number high class apart-
ments. Home owners principally; very few
rented homes.

Retail Shopping Section: Extends from
public square, two or three blocks in each
direction.

Trading Area: Extends 35 miles west, 40
miles north, 20 miles east, 40 miles south.
This is retail trade. Wholesale trade extends
200 miles in some lines.

Wholesale Houses: Groceries, 5; Meats, 1;
Fruits, 2; Hardware, 1; Dry Goods, 1; Mis-
cellaneous Lines, 15.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 5; commercial auto. agencies, 2;
automobile accessories, 5; automobile tire
agencies, 7; bakers, 2; cigar stores and stands
(including hotels), 12; confectioners (includ-
ing hotel stands), 12; dressmakers, 3; drug-

gists, 10; dry goods, 7; department stores, 4;
electrical supplies, 4; florists, 1; fruits, 2;
furniture, 3; garages (public), 10; grocers,
32; hardware, 23; jewelry, 23; meat markets,
5; men's furnishing, 5; men's clothing, 12;
merchant tailors, 2; milliners, 5; opticians, 3;
photographers, 1; pianos (and miscellaneous
musical instruments), 2; radio supplies, 3;
restaurants (including hotels), 11; shoes, 7;
sporting goods, 3; stationers, 3; women's
apparel, 6.

TERRELL, TEXAS

1920 Population, 10,000.

City and Suburban Estimate, 55,000.

Native Whites, 75%; Negroes, 25%; In-
dustrial Workers, 20%; English Reading, 100%;
Families, 2,000.

Schools: Public Grade, 12; High, 1; Junior
High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1;
Episcopal, 1; Hebrew, 1; Methodist, 2; Presby-
terian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources,
\$8,500,000; Savings Bank Deposits
Total \$1,500,000.

Theatres: Moving Pictures, 2; Miscellaneous
(Auditoriums, etc.), 3; Total number of seats,
2,500.

Location: Intersection of Texas Midland
and Texas & Pacific railroads. Terminal of Texas
Interurban from Dallas. On Dixie highway.

Principal Industries: Cotton raising tribu-
tary, with oil mill, seven gins in city.

Manufacturing Establishments: Miller Mfg.
Co., Overalls and Shirts; Terrell Broom factory.
Ice cream factory, candy factory, 2 bottling
plants, flour mill, grain elevator.

Residential Features: Private homes as-
cendant; in south section is a tenement dis-
trict for negro laborers. These homes are
modest in value. North Texas Hospital for the
Insane located here; 250 employees.

Retail Shopping Section: Main shipping
center on Moore avenue which is the heart of
the shopping district. Many outlying suburban
stores.

Trading Area: Covers a radius of 30 miles.
Some trade accrues from jitney service ex-
tending 75 miles, and from Interurban, 40
miles.

Wholesale Houses: Groceries, 3; Meats, 5;
Fruits, 1.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 15; commercial auto. agencies, 5;
automobile accessories, 10; automobile tire
agencies, 25; bakers, 5; cigar stores and stands
(including hotels), 12; confectioners (includ-
ing hotel stands), 26; delicatessen, 3; dress-
makers, 12; druggists, 8; dry goods, 26; de-
partment stores, 5; electrical supplies, 6;
florists, 3; fruits, 5; furniture, 7; garages
(public), 33; grocers, 50; hardware, 5; jewelry,
6; meat markets, 11; men's furnishing, 5;
men's clothing, 12; merchant tailors, 10;
milliners, 6; opticians, 5; photographers, 3;
pianos (and miscellaneous musical instruments),
3; radio supplies, 3; restaurants (including
hotels), 15; shoes, 2; sporting goods, 1;
women's apparel, 3.

TEXARKANA, ARK-TEX.

City and Suburban Estimate: Directory
Census, 25,000.

Native Whites, 60%; Negroes, 20%; Foreign
Born, 20%; Industrial Workers, 60%; English
Reading, 90%; Families, 5,000.

Schools: Public Grade, 14; High, 2; Junior
High, 2; Parochial, 1; Number of Pupils, 6,000.

Churches: Baptist, 6; Christian Science, 1;
Congregational, 1; Episcopal, 1; Hebrew, 1;
Methodist, 6; Presbyterian, 2.

Banks: National, 2; State, 3; Total Resources,
\$16,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4;
Miscellaneous (Auditoriums, etc.), 4; Total
number of seats, 5,000.

Special Information: City lies on State line
of Arkansas and Texas. Missouri Pacific Ry.,
T. & P., K. C. S., St. Louis & Southwestern
M. & O., G. E. Transcontinental Ry., T.
& N., Texarkana & Ft. Smith, Louisiana &
Arkansas. Shipping facilities unexcelled. Dis-
tributing point for territory within radius of
150 miles.

Residential Features: Thrifty population,
large per capita wealth.

Retail Shopping Section: Extends 6 blocks
along Broad street and 20 blocks north and
south.

Trading Area: A radius of 150 miles, com-
prising 60 counties with a population of
1,500,000.

Wholesale Houses: Groceries, 3; Fruits, 1;
Hardware, 3; Dry Goods, 3; Miscellaneous
Lines, 3.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 13; commercial auto. agencies, 3;
automobile accessories, 4; automobile tire
agencies, 3; bakers, 5; cigar stores and stands
(including hotels), 30; confectioners (includ-
ing hotel stands), 14; delicatessen, 10; dressmakers,
12; druggists, 12; dry goods, 20; department
stores, 3; electrical supplies, 3; florists, 3;
fruits, 3; furniture, 6; furriers, 1; garages
(public), 30; grocers, 130; hardware, 6; jewelry,
6; meat markets, 30; men's furnishing, 3; men's
clothing, 8; merchant tailors, 10; milliners, 7;
opticians, 4; photographers, 3; pianos (and mis-
cellaneous musical instruments), 2; radio sup-
plies, 3; restaurants (including hotels), 10;
shoes, 6; sporting goods, 5; stationers, 2;
women's apparel, 5.

TYLER, TEXAS

1920 Population, 12,055; 1923 New City
Directory, 16,078.

City and Suburban Estimate, 20,000; Smith
County, 45,000.

Native Whites, 74%; Negroes, 23%; Foreign
Born, 3%; English Reading, 2%; Families,
5,000.

Schools: Public Grade, 6; High, 2; Junior
High, 1; Parochial, 2; Number of Pupils, 1,200.

Churches: Baptist, 4; Christian Science, 1;
Episcopal, 1; Hebrew, 2; Methodist, 4; Presby-
terian, 1; Roman Catholic, 1; Miscellaneous,
Christian Churches, 2; Lutheran, 1.

Banks: National, 1; State, 2; Total Resources,
\$750,000.

Theatres: Moving Pictures, 2; Miscellaneous
(Auditoriums, etc.), High School Auditorium;
Total number of seats, 1,000.

Location: Central East Texas served by St.
Louis Southwestern Ry., I. & G. N. Ry. and
Lufkin Branch of the St. L. & S. W. Ry. Also
served by Texas-Mexico Branch of Bankhead
Highway, Dixie Highway, Jim Hogg Highway,
Woodrow Wilson, Stone Fort & Hourly Bus
Service to all towns within a radius of 100 miles
of Tyler.

Principal Industries: Long-Hargrave Mfg.
Co., (Overalls); Marcey-Lee Mfg. Co., (Dresses);
Tyler Potato Chip Factory, Woldert Peanut
Factory, Tyler Mattress Factory, Tyler Can-
ning & Pickling Co., Tyler Candy Factory,
Ward Crate & Box Factory, Jensen Veneer Com-
pany, Tyler Fertilizer Plant, Auto Truck Body
Factory, Jewell Battery Company.

Manufacturing Establishments: Leading firm,
Long-Hargrave Mfg. Co., and Woldert Peanut
Factory, Tyler Mattress Factory.

Special Information: Location of Tyler makes
it the financial and jobbing center of the Eastern
part of the State. Also located in the heart
of the berry, truck and fruit region of Texas.

Residential Features: One and two family
homes. Private homes predominate. Excellent
private residential sections surround the city.
flomes average in value \$8,000.00 in the entire
city. Private residential section, \$20,000 and
above.

Retail Shopping Section: Extends all four
sides of Public Square and for two blocks on
each street radiating from Public Square. There
are fifty outlying retail suburban business
houses, usually grocery, confectionery, meat and
small shops.

Trading Area: Extends 40 miles north, 35
miles south, 40 miles west, 40 miles east.
Intermittent business is secured from people
living 75 miles distance because of Bus service.

Wholesale Houses: Groceries, 3; Meats, 2;
Fruits, 4; Hardware, 2; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 15; commercial auto. agencies, 6; automo-
bile accessories, 18; automobile tire agencies,
18; bakers, 4; cigar stores and stands (in-
cluding hotels), 25; confectioners (including
hotel stands), 30; delicatessen, 10; dressmakers,
8; druggists, 8; dry goods, 30; department
stores, 12; electrical supplies, 7; florists, 3;
fruits, 40; furniture, 8; furriers, 1; garage
(public), 20; grocers, 100; hardware, 6; jewelry,
3; meat markets, 16; men's furnishings, 35;
men's clothing, 33; merchant tailors, 2;
milliners, 15; opticians, 6; photographers, 3;
pianos (and miscellaneous musical instruments),
2; radio supplies, 5; restaurants (including
hotels), 22; shoes, 35; sporting goods, 3; etic-
ioners, 9; women's apparel, 12.

WACO, TEXAS

1920 Population, 33,500 U. S. Census (1924
55,000).

City and Suburban Estimate, 60,000.

Native Whites, 73.3%; Negroes, 20.1%;
Foreign Born, 4.6%; Industrial Workers, 6%
English Reading, 69.6%; Families, 6,611 (1920
Census).

Schools: Public Grade, 16; High, 2; Junior
High, 2; Parochial, 1; Number of Pupils,
10,376.

Churches: Baptist, 22; Christian Science, 1;
Episcopal, 1; Hebrew, 2; Methodist, 11; Pres-
byterian, 4; Roman Catholic, 1; Miscellane-
ous, 13.

Banks: National, 6; State, 1; Private, 2;
Total Resources, \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 7;
Vandeville, 1.

Location: M. K. & T. Ry. of Texas, St. L.
S. W. Southern Pacific R. E., Santa Fe R. E.,
S. A. P., I. G. N., Texas Electric-making
12 steam and electric outlets.

Principal Industries: Textile mills, work cloth-
ing, tents and awnings, shoe dressing, foot-
wood working establishments.

Manufacturing Establishments: 150; Leading
firms: R. C. Miller Mfg. Co., Waco Sash &
Door Co.

Residential Features: 12 parks. Many beau-
tiful, substantial homes, numerous 4 to 6 room
homes.

Retail Shopping Section: Austin Street from
Third to Ninth.

Trading Area: A radius of 15 to 20 miles.

Wholesale Houses: Groceries, 4; Meats, 3;
Fruits, 4; Hardware, 2; Dry Goods, 2; Miscel-
laneous Lines, 35—Drugs, Auto Accessories, etc.

Number of Retail Outlets for Nationally Ad-
vertised Products: Passenger automobile agen-
cies, 9; automobile accessories, 5; automobile
tire agencies, 22; bakers, 6; cigar stores and
stands (including hotels), 11; confectioners (in-

# Space Buyers' Guide to Daily Newspaper Markets of TEXAS and UTAH

## TEXAS (Con't)

cluding hotel stands), 35; dressmakers, 27; druggists, 38; dry goods, 21; department stores, 3; electrical supplies, 5; florists, 4; fruits, 10; furniture, 23; furriers, 3; garages (public), 10; grocers, 285; hardware, 11; jewelry, 12; meat markets, 59; men's furnishings, 12; men's clothing, 9; merchant tailors, 12; milliners, 11; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 74; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 9.

## WAXAHACHIE, TEXAS

1920 Population, 7,958.

City and Suburban Estimate, 20,000.

Native Whites, 84%; Negroes, 15%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 100%; Families, 1,550.

Schools: Public Grade, 4; High, 2; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian, 2; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$5,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 650.

Location: Thirty-two miles south of Dallas, 45 miles southeast of Ft. Worth, served by M. K. & T., Southern Pacific, T. & B. V. R. K., Texas Electric Ry.

Principal Industries: Cotton duck, cotton seed products, hosiery, medicine and toilet goods.

Manufacturing Establishments: 30. Leading firms, Waxahachie Cotton Mills, Southland Cotton Oil Co., Planters Cotton Oil Co., Waxahachie Medicine Co., Ellis County Hosiery Mill.

Total value of yearly output of factories estimated at \$500,000.

Special Information: County seat of greatest cotton producing county in United States. Home of Trinity University—only college of the Presbyterian Church in Texas.

Residential Features: Homes are mostly comfortable bungalows of two story brick residences.

Retail Shopping Section: Principally around four sides of the main square, on which is the Court House, and extending one block in every direction from Square.

Trading Area: About 10 miles in all directions.

Wholesale Houses: Groceries, 3; Meats, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 5; grocers, 20; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 2; men's clothing, 10; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 11; sporting goods, 2; stationers, 10; women's apparel, 12.

## WICHITA FALLS, TEXAS

1920 Population, 40,079.

City and Suburban Estimate, 51,500.

Native Whites, 90.1%; Negroes, 4%; Foreign Born, 5.9%; Industrial Workers, 8%; English Reading, 98.4%; Families, 10,000.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 7; Number of Pupils, 7,070.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 8; State, 1; Total Resources, \$4,218,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Total number of seats, 3,000.

Location: On Wichita River in northwest Texas. Served by Ft. Worth & Denver Ry., M. K. & T., Missouri, Kansas & Texas; Wichita Falls & Oklahoma, Wichita Falls & Northwestern, Wichita Valley, and Wichita Falls & Southern. This gives seven outlets into the rich agricultural and oil regions of northwest Texas, and southern Oklahoma. The advantage in freight rates over other cities due to the Texas Commanche Point, makes this an ideal distributing center.

Principal Industries: Bedneries, motor trucks, fruit jars, window glass, brick and tile, railroad and machine shops, flour.

Manufacturing Establishments: 125. Leading firms: Texoma Oil & Refining Co., American Refinery, Panhandle Refinery, Wichita Motors, Ball Bros. Fruit Jar Co., Wichita Falls Window Glass Co., Wichita Mill & Elevator Wichita Falls Brick & Tile Co.

Total value of yearly output of factories estimated at \$24,169,241.

Special Information: Oil center of north

Texas and wholesale and distributing point of a territory of over 700,000 people. Recently completed Wichita irrigation project which will provide water to irrigate 150,000 acres of rich valley land. There are 18 refineries in immediate territory.

Residential Features: Mostly five and six room bungalows. Many beautiful and expensive homes scattered throughout the best residential sections.

Retail Shopping Section: Extends from Sixth street to Tenth on Ohio, Indiana and Scott avenues. A number of small neighborhood sections, with groceries, drug stores, meats, etc.

Trading Area: Extends about five miles in all directions with much business from greater distances because of good highways and bus service.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 5; Hardware, 5; Miscellaneous Lines, 35.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 28; bakers, 9; cigar stores and stands (including hotels), 34; confectioners (including hotel stands), 43; delicatessen, 4; dressmakers, 40; druggists, 15; dry goods, 7; department stores, 6; electrical supplies, 4; florists, 3; fruits, 25; furniture, 7; furriers, 6; garages (public), 28; grocers, 200; hardware, 5; jewelry, 6; meat markets, 48; men's furnishings, 15; men's clothing, 17; merchant tailors, 2; milliners, 14; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 14; shoes, 16; sporting goods, 4; stationers, 5; women's apparel, 15.

## YOAKUM, TEXAS

1920 Population, 6,750.

City and Suburban Estimate, 12,300.

Native Whites, 73%; Negroes, 15%; Foreign Born, 12%; Industrial Workers, 40%; English Reading, 90%; Families, 1,750.

Schools: Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,761.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Resources, \$2,947,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,000.

Location: Midway between Houston and San Antonio on S. A. & A. P. Ry., which makes direct connections with ports at Houston and Port Aransas and a direct line to the lower Rio Grande Valley.

Principal Industries: Railway terminal and shops, tannery, marble works, flour mills, business college, home office of two fire insurance companies, commercial job printing plant, wholesale groceries, wholesale meats.

Manufacturing Establishments: Southern Marble & Stone Co., Texas Hide & Leather Co., Bagging & Tie Co., Quality Candy Co., Bankers Printing Co., Yoakum Mill & Elevator Co.

Residential Features: Mostly one family homes. Small section devoted to workmen's tenements. Private homes predominate. Fine acreage residential section west of city. Homes in that section average \$5,000.

Retail Shopping Section: Extends from intersection of Lott street and Grand avenue 3 blocks north on Lott street, 1 block east on Grand avenue, 3 blocks south on Lott street, 2 blocks west on Grand avenue. Irving street 1 block west and parallel with Lott street is also a business street for four blocks.

Trading Area: Extends about 20 miles west, 15 miles south, 25 miles north and 15 miles east.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2; Miscellaneous Lines, Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 7; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 2; fruits, 6; furniture, 4; garages (public), 8; grocers, 38; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10.

## Standard Surveys of UTAH

### LOGAN CITY, UTAH

1920 Population, 10,000.

City and Suburban Estimate, 12,500.

Native Whites, 86%; Foreign Born, 14%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 10; High, 3; Junior High, 1; Parochial, 1; Number of Pupils, 5,200.

Churches: Christian Science, 1; Episcopal, 1;

Methodist, 1; Roman Catholic, 1; Miscellaneous, Mormons, 12.

Banks: National, 1; State, 2; Total Resources, \$5,500,000; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 10,000.

Location: Utah Idaho Railway Co., electric, and O. S. L. East line connects with all the principal cities in the county and with Preston, Idaho.

Principal Industries: Sugar, dairying, pea canning, knitting factories, candy manufacturing, brick and tile, flour. We have 5 sugar factories, 2 condensed milk factories and a large pea canning factory.

Manufacturing Establishments: Amalgamated Sugar Co., Sego Milk Co., Borden's Condensed Milk Co., Union Knitting Mills, Thatcher Mill & Elevator Co., Gessell Pressed Brick Co., Bline Bird Candy Co.

Annual output, \$7,500,000.

Residential Features: Logan is principally a school town, there being the State Agricultural College and the Mormon Church, Brigham Young College located here. It is a city of homes, where not only the permanent residents live, but many from the farming sections adjacent come in and make their winter home for school purposes.

Retail Shopping Section: Main St. main shopping section with a great many business houses located on Center and First North Sts. There are a great many small retail grocery and small stores located throughout the residential section.

Trading Area: 20 miles north, 15 south, 8 west.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 3; florists, 3; fruits, 1; furniture, 3; garages (public), 8; grocers, 34; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 10.

## OGDEN, UTAH

1920 Population, 32,804.

City and Suburban Estimate, 42,000 (1924).

Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 97%; Families, 7,808.

Schools: Public Grade, 11; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 10,253.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; State, 2; Total Resources, \$23,000,000; Savings Bank Deposits Total, \$8,000,000.

Theatres: Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: In northeastern Utah, in valley of Great Salt Lakes. On main line of U. P., O. S. L., So. Pac., D. & R. G. W., also served by two electric lines. The Bamberger Electric to Salt Lake City, and the Utah-Idaho Central to Northern Utah and Southern Idaho.

Principal Industries: Flour milling, packing houses, sugar, candy, canners, cans, knitting factories, coffee.

Manufacturing Establishments: 75. Leading firms: American Can Co. of Utah, Sperry Flour Co., Globe Grain & Milling Co., Amalgamated Sugar Co., Shupe-Williams Candy Co., American Packing & Pro. Co., Becker Products Co., Ogden-Utah Knitting Co., John Scowcroft & Sons Co., Utah Canning Co., Utah Packing Corp., Van Allen Canning Co., National Packing Corp.

Annual output, \$30,000,000.

Special Information: Ogden is a railroad, manufacturing and wholesale center for a large area, including northern Utah, part of eastern Nevada, southern Idaho and western Wyoming. Because of its location it is a tourist center, its local scenic wonders being a part of this general western attraction.

Residential Features: One-family homes in majority, number of two-family and modern apartment houses. A large percentage own their homes. \$6,000 a good average value.

Retail Shopping Section: From 22d to 26th St. on Washington Ave., Washington Ave. to Wall Ave. on 25th St. (3 blocks), Washington to Lincoln Ave. on 24th St. (2 blocks) Some shops on other streets paralleling Washington Ave. and on cross streets.

Trading Area: At least 25 miles in all directions. Trade area extends south to Kayville, Utah; east to Evanston, Wyo.; north to Malsd. Idaho; west to Montello, Nev.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, fur, 2, auto tires 1, crockery 1, paper 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 15;

bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 12; druggists, 16; dry goods, 8; department stores, 3; electrical supplies, 5; florists, 9; fruits, 5; furniture, 12; furriers, 2; garages (public), 8; grocers, 100; hardware, 7; jewelry, 10; meat markets, 30; men's furnishings, 10; men's clothing, 25; merchant tailors, 20; milliners, 17; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 50; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 17.

## SALT LAKE CITY, UTAH

1920 Population, 118,110.

City and Suburban Estimate, 145,000.

Native Whites, 81.5%; Negroes, 0.5%; Foreign Born, 18%; Industrial Workers, 35%; English Reading, 89%; Families, 26,177.

Schools: Public Grade, 31; High, 2; Junior High, 7; Parochial, 2; Academies, 1; Orphanage, 1; Number of Pupils, 28,376.

Churches: Baptist, 9; Christian Science, 2; Congregational, 4; Episcopal, 8; Hebrew, 3; Methodist, 7; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 73, including 51 ward meeting houses of Latter Day Saints.

Banks: National, 4; State, 2; Savings Banks, 3; Trust Co., 5; Federal Reserve, 1; Total Resources, \$82,648,740.52; Savings Bank Deposits Total, \$32,605,069.54.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 19,700.

Location: In valley of Great Salt Lake, 15 miles east of southern end of the lake, in north central part of state. U. P., So. Pac., D. & R. G. W., and Salt Lake & Los Angeles railroads, and Bamberger and Salt Lake and Utah electric lines.

Principal Industries: Copper, gold and silver mining and smelting, agricultural, manufacturing knit goods, clothing, sugar, candy, canned fruits and vegetables, railroad shops, jobbing center, center of big coal and iron deposits.

Manufacturing Establishments: City, 138. Leading firms, Salt Lake Iron & Steel Co., McDonald Candy Co., Sweet Candy Co., Ford Motor (assembling), Inland Crystal Salt Co., Cudahy Packing Co.

Annual output, \$180,000,000.

Special Information: Center of big coal and iron production, first pig iron from Utah ore being shipped last month (May, 1924). Center of beet sugar producing area of Utah and Idaho, Fort Douglas, U. S. Army Station, just outside city limits.

Residential Features: Large percentage of families own homes. No extremely poor people, comparatively. Fine residential section to east and northeast of city.

Retail Shopping Section: Extends from Tabernacle (South Temple St.) south on Main to So. 4th, four of Salt Lake's regular 600 ft. blocks, paralleled by State St. on east and So. West Temple St. on west, both of which combine retail and wholesale business.

Trading Area: Extends 88 miles north, 50 south, 40 west, mountain range on east. Excellent trolley and auto bus service brings a big amount of retail business from much longer distances, southern Idaho, western Wyoming and eastern Nevada. Distance means much less here than in the east. A drive of 150 to 250 miles is a small matter to the rancher or small town resident for this reason. Salt Lake's retail trading area is almost as large as the wholesale area, really almost 250 miles.

Wholesale Houses: Groceries, 7; Meats, 5; Fruits, 12; Hardware, 3; Dry Goods, 4; Miscellaneous Lines, Shoes 2, Bakers' Supplies 2, Drugs 2, Electric 3, Auto. Supplies 2, Cigars and Tobacco 5, Packing Houses 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 12; automobile accessories, 67; automobile tire agencies, 42; bakers, 73; cigar stores and stands (including hotels), 101; confectioners (including hotel stands), 238; delicatessen, 38; dressmakers, 61; druggists, 62; dry goods, 60; department stores, 6; electrical supplies, 21; florists, 12; fruits, 39; furniture, 18; furriers, 7; garages (public), 29; grocers, 327; hardware, 7; jewelry, 57; meat markets, 77; men's furnishings, 39; men's clothing, 26; merchant tailors, 27; milliners, 71; opticians, 18; photographers, 22; pianos (and miscellaneous musical instruments), 7; radio supplies, 4; restaurants (including hotels), 66; shoes, 43; sporting goods, 4; stationers, 5; women's apparel, 22.

## Editor & Publisher

### Classified Ads Bring Results Become a

### Satisfied Classified Advertiser

VERMONT Daily Newspaper Markets in Standard Surveys

BARRE, VT.

1920 Population, 10,008. Native Whites, 67%; Foreign Born, 33%; Industrial Workers, 75%; Families, 2,419. Schools: Public Grade, 8; High, 1; Number of Pupils, 2,400. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1. Banks: National, 1; State, 2; Total Resources, \$7,615,000. Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500. Location: Six miles south of Montpelier, the capital of Vermont, connected by railroad. 48 miles southeast of Burlington, the largest city in state and situated on Lake Champlain, connected by railroad. Principal Industries: Granite quarrying and mfg. Granite tools and machinery, knitting mills. Manufacturing Establishments: 175; Leading firms: Jones Bros., granite plant, Marr & Gordon, Barclay Bros., granite plants. Annual Output: \$8,449,931. Special Information: Barre ranks second industrially in the state and is center for producing monumental granite, hence the name "Granite Center of the World." 47% of the monumental granite of the U. S. is produced here and the annual cubic feet is over 1,500,000. Residential Features: Mostly one and two family houses, private homes predominating. No limited section devoted to workmen's tenements. Finest residential sections located in eastern part of the city. Retail Shopping Section: Extends along both sides of Main St. for 5 blocks on the right side and 2 blocks on the left. Several smaller neighborhood sections. Trading Area: Extends 6 miles north and about the same distance in each direction into the country towns. Trolley connection north for 6 miles. Wholesale Houses: Groceries, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 12; bakers, 6; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 25; dressmakers, 20; druggists, 12; dry goods, 10; department stores, 3; electrical supplies, 5; florists, 1; fruits, 10; furniture, 6; furriers, 3; garages (public), 15; grocers, 45; hardware, 3; jewelry, 8; meat markets, 10; men's furnishings, 8; men's clothing, 5; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 16; shoes, 15; sporting goods, 3; stationers, 3; women's apparel, 10. See announcement columns 3 and 4.

BRATTLEBORO, VT.

1920 Population, 8,332; present, 10,100. City and Suburban Estimate, 30,000. Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 95%; Families, 2,200. Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 1,571. Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 2; State, 1; Total Resources, \$10,000,000. Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500. Location: On main line of Boston and Maine R. R., 60 miles north of Springfield, Mass. Northern terminus of the New London division of C. V. R. R. Southern terminus of West River Division of same line. Principal Industries: Pipe and reed organs, chairs, wooden toys, overalls, granite memorials, fine cotton goods. Manufacturing Establishments: 27. Leading firms, Estey Organ Co., Presbrey-Leland Granite Co., Fort Dummer Mills, White River Chair Co. Annual output \$40,000,000. Special Information: Home of large pipe organ factory. Large tax list. Highest per capita savings deposits, \$1,008 per person. Residential Features: Composed almost wholly of one and two family houses, very large proportion owned. Limited industrial district. Retail Shopping Section: Four blocks on Main street, and adjoining sections of Flat, Millot, High and Canal streets. Trading Area: All of Windham County, Vt., and adjoining sections of Cheshire Co., N. H. and Franklin Co., Mass. Persons come here from a radius of 25 to 30 miles to trade. Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Miscellaneous line, 1; Shoes, 1; Flour and Grain, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 13; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; garages (public), 8; grocers, 22; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 6. See announcement columns 3 and 4.

BENNINGTON, VT.

1920 Population, 9,982. City and Suburban Estimate, 21,750. Native Whites, 91%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 97%; Families, 2,471. Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,988. Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3. Banks: National, 3; State, 1; Total Resources, \$7,000,000; Savings Bank Deposits Total, \$5,250,000. Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000. Location: On Rutland Railroad in southern Vermont. Principal Industries: Knit underwear, wool goods, paper, furniture, wood novelties, toys, stockings, valises, wrappers, knitting machinery, needles, collars, cuffs, sheetings, china clay, ocre, lumber. Manufacturing Establishments: 32. Leading firms, Holden Leonard Co., Allen A., H. C. White Co., H. E. Bradford Co., H. T. Cushman Co., Bennington Wax Paper Co., George Rockwood Co., Bennington Hosiery Co., Bottum & Torrance Co., E. Z. Walst Co., Largest apple orchard in United States. Annual output \$12,000,000. Special Information: Prosperous small city with such a diversity of manufacturing that business is always good. Average wages high. Popular summer resort. Annual industrial payroll, \$6,940,000. Residential Features: Town of well-to-do business, professional and working people. Homes owned by occupants. Poverty unknown. Retail Shopping Section: Main street, 12 blocks; North street, 8 blocks. Trading Area: Consists of the 16 southwestern towns in Vermont. Bennington is the only market town and trading center for these people. Wholesale Houses: Groceries, 1; Fruits, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel

BURLINGTON, VT.

1920 Population, 22,779. City and Suburban Estimate, 55,000. Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 12%; English Reading, 90%; Families, 5,241. Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2. Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3. Banks: National, 2; Total Resources, \$27,470,654.29; Savings Bank Deposits Total, \$20,077,442.91. Three trust companies. Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Location: Rutland R. R., and C. V. R. R. and Champlain Transportation Co. Principal Industries: Woolen goods, cotton goods, confectionery, evaporators, brush fibres, refrigerators, shade rollers, overalls, food products, brooms, dyes, blinds, boxes, maple products, bobbins, screens and lime. Manufacturing Establishments: American Woolen Co., Wells & Richardson, Porter Screen Co., Crystal Confectionary Co., Fuller Brush Co., branch, Queen City Cotton Co., E. B. & A. C. Whiting Co., brush fibre, O. L. Hinds Co. Annual output \$20,000,000. Residential Features: Burlington is ideally located on a hill above Lake Champlain. Many fine homes and percentage of home owners is large. But few apartment houses. Retail Shopping Section: Centered about Church, St. Paul, Main, College, Cherry and Bank streets. There are no neighborhood sections and few outlying stores. Trading Area: About 35 miles, and within this distance from the city is a population of about 60,000.

Wholesale Houses; Groceries, 4; Meats, 5; Fruits, 2; Hardware, 3; Dry Goods, 2; Miscellaneous lines, Confectioners, 3; Tobacco, 3; Electrical, 1; Automobile Accessories, 3; Lumber, 3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 20; bakers, 13; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 68; druggists, 14; dry goods, 26; department stores, 10; electrical supplies, 5; florists, 3; fruits, 20; furniture, 4; furriers, 2; grocers, 89; hardware, 4; jewelry, 8; meat markets, 22; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 14; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 10. See announcement columns 3 and 4.

MONTPELIER, VT.

1920 Population, 7,125. City and Suburban Estimate, 10,000. Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 93%; Families, 1,400. Schools: Public Grade, 5; Number of Pupils, 1,300. Churches, 8. Banks: 4. Total Resources, \$13,000,000. Theatres, 1. Total number of seats, 950. Location: Montpelier & Wells River R. R. and Central Vermont R. R. Principal Industries: Sawmills, travelling derricks, woodworking and granite. Special Information: Large wholesale grain center, and headquarters for several insurance companies. Residential Features: One-family houses. Retail Shopping Section: Six blocks State, East State, Main and Langdon Sts. Trading Area: Radius of about 8 miles. Wholesale Houses: Groceries, 1; Meats, 1; Hardware, 2; Miscellaneous Lines, Bakery, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; garages (public), 8; grocers, 22; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 6. See announcement columns 3 and 4.

RUTLAND, VT.

1920 Population, 14,954. City and Suburban Estimate, 56,000. Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 97%; Families, 3,630. Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,850. Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3. Banks: National, 4; State, 2; Savings Bank Deposits Total, \$15,500,000. Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 6,500. Location: Rutland R. R. (3 lines). D. & H. Co. (2 lines). Bus service in all directions. Principal Industries: Marble, R. R. equipment, scales, machinery. Manufacturing Establishments: Howe Scale Co., Rutland R. R. C., F. R. Patch Mfg. Co., Lincoln Iron Works. Special Information: Situated midway of the southern range of the Green Mountains, is a manufacturing, railroad, dairying, mercantile and industrial center. Residential Features: Mostly one and two story, either single or double family houses. New addition in eastern part of city rapidly building up. Retail Shopping Section: Mostly situated on Merchants Row, West Wales and Center streets. Few small stores scattered over other sections of the city. Trading Area: Center of trade within radius of 40 miles, several large villages within this territory. Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 3; Hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; garages (public), 8; grocers, 22; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 6. See announcement columns 3 and 4.

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# Space Buyers' Guide to Markets of VERMONT and VIRGINIA

## VERMONT (Con't)

des, 12; commercial auto. agencies, 10; automobile accessories, 9; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; dressmakers, 27; druggists, 7; dry goods, 5; department stores, 4; electrical garages (public), 10; grocers, 61; hardware, 8; jewelry, 4; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 12; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 5.

See announcement on page 232

## ST. ALBANS, VT.

1920 Population, 7,588.

City and Suburban Estimate, 12,500.

Native Whites, 95%; Negroes, .01%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 85% English, 15% French; Families, 2,600.

Schools: Public Grade, 4; High, 1; Parochial, 3.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 1; 2 Trust Companies, Total Resources, \$5,297,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: County seat of Franklin County, 59 miles northwest of Montpelier. On Central Vt. R. R. and location of that railroad's headquarters, shops, &c.

Principal Industries: Clothing, marble, lime, canning, railroad shops, iron foundry, sugar, machinery, publishing, cigars, large creameries, feed and grain works.

Manufacturing Establishments: 11; Leading Industries: Willard Mfg. Co., clothing, St. Albans Grain Co., Missisquoi Lime Co., Foundry Mfg. Co., Universal Flatwork Folder Co., Inc., Farmers Co-Operative Creamery, H. P. Hood & Sons, creameries, Green Mountain Packing Co., canned goods, H. A. Dowling, cigars.

Retail Shopping Section: Main St. 6 blocks, Lake St. 3 blocks, Messenger St. 1 block.

Trading Area: 20 miles.

Wholesale Houses: Meats, 2; Fruits, 1; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 24; furniture, 3; furriers, 2; garages (public), 10; grocers, 21; hardware, 2; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 4.

## ST. JOHNSBURY, VT.

1920 Population, 8,701.

City and Suburban Estimate, 50,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 25%; English Reading, 90%; Families, 1,817.

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Savings Bank Deposits Total, \$8,191,111.79.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,000.

Location: Boston & Maine, St. Johnsbury & Lake Champlain, Maine Central railroads, north, east, south and west, making large trading center.

Principal Industries: Scales, maple sugar center of the world, marble monument works, toys, bobbins, railroad repair work, wood boxes, hardwood flooring, iron and brass foundry, machine repairing, dairy products, condensed milk, agrl. implements, building finishing, cement construction, conf. grist mills and paper mills.

Manufacturing Establishments: 20; Leading firms, Fairbanks Scale Co.

Special Information: Center of a large and prosperous industrial lumbering and dairying section. Western gateway to White Mountains and eastern gateway to Green Mountains. Also main tourist thoroughfare between Boston and New York and Montreal and Quebec.

Residential Features: Mostly one and two family homes. Large part owned by occupants. Beautiful residential place, in charge of town manager form of government, progressive and

effective in maintaining one of the finest residential towns in New England.

Retail Shopping Section: Divided into upper and lower towns with business street connecting the two. One hotel and railroad station in downtown section. Second hotel (largest) in up-town section.

Trading Area: Fifty miles north to Canadian border, 25 miles south to Woodsville, 25 miles east to Whitefield and 40 miles west to Morrisville. Large farm trading area, fine roads and railroad service bringing trade to this natural center.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 4; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; furriers, 2; garages (public), 12; grocers, 14; hardware, 6; jewelry, 3; meat markets, 4; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 7; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 4.

See announcement on page 232

## Standard Surveys of VIRGINIA

### ALEXANDRIA, VA.

1920 Population, 18,000.

City and Suburban Estimate, 25,000.

Native Whites, 74.2%; Negroes, 22.8%; Foreign Born, 3%.

Schools: 9; Number of Pupils, 2,300.

Banks: 3; Total Resources, \$9,500,000.

Theatres: 5; Total number of seats, 6,000.

Residential Features: Mostly one-family homes.

Trading Area: Radius 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 12; druggists, 9; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 4; fruits, 10; furniture, 6; garages (public), 12; grocers, 63; hardware, 5; jewelry, 5; meat markets, 15; men's furnishings, 15; men's clothing, 12; merchant tailors, 9; milliners, 7; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 16; shoes, 18; sporting goods, 2; stationers, 2; women's apparel, 4.

### CLIFTON FORGE, VA.

1920 Population, 6,164.

City and Suburban Estimate, 13,000.

Native Whites, 82%; Negroes, 17%; Foreign Born, .025%; Industrial Workers, 50%; English Reading, 100%; Families, 1,224.

Schools: Public Grade, 3; High, 2; Number of Pupils, 1,500.

Churches: Baptist, 3; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; Total Resources, \$4,100,000; Savings Bank Deposits Total, \$1,900,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Combined, 1. Total number of seats, 625.

Location: Terminal of three divisions of C. & O. Ry. Bus lines east, west and south.

Principal Industries: C. & O. repair shops, second largest on system, employing 1,300 men.

Manufacturing Establishments, 4. All small.

Special Information: Center of iron belt of Virginia, near coal mines. Cheap power furnished by a super-power system. City has mostly high-priced laborers, ranking second in per capita income taxpayers in Virginia.

Residential Features: Nearly all one-family homes, mostly owned. No tenements.

Retail Shopping Section: 5 blocks on Main St., 3 on Ridgeway St. and 2 on Commercial.

Trading Area: Extends 6 miles west, and about 20 north, south and east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 3; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; furniture, 3; garages (public), 6; grocers, 21; hardware, 3; jewelry, 2; meat mar-

kets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 6; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 8.

## COVINGTON, VA.

1920 Population, 5,261.

City and Suburban Estimate, 8,000.

Native Whites, 83%; Negroes, 15%; Foreign Born, 2%; Industrial Workers, 85%; English Reading, 100%; Families, 1,150.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,190.

Churches: Baptist, 3; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$4,000,000; Savings Bank Deposits, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: On the C. & O. Ry. main line. Good bus line to Clifton Forge, Hot Springs and White Sulphur Springs. Midland train through heart of city.

Principal Industries: Paper making, pulp products, machine shops, road building machinery, silk mill, brick yards, iron, flour, lumber mills.

Manufacturing Establishments, 15. West Va. Pulp & Paper Co., Robeson Process, West Va. Pulp Products Co., Covington Silk Mills, Covington Machine Shops, Low Moor Iron Co. of Va., Alleghany Brick Co., McAllister & Bell Flour Mills, Alleghany Milling Co., E. M. Nettleton & Co. Annual output \$8,000,000.

Special Information: Situated in the heart of coal and iron section. Low assessment of property and satisfied workers; 500 automobiles in city proper; 22 miles from White Sulphur Springs and 18 miles from Hot Springs.

Residential Features: Mostly one-family homes owned by occupants.

Retail Shopping Section: Extends from Maple Ave. and Sixth St. to Main and Bridge Sts.; 5 blocks. Also few outlying stores.

Trading Area: Eight miles north, east, south and west.

Wholesale Houses: Groceries, 1; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 45; dressmakers, 3; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 2; florists, 1; fruits, 45; furniture, 4; garages (public), 3; grocers, 52; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 12; men's clothing, 12; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes, 16; sporting goods, 4; stationers, 2; women's apparel, 16.

## DANVILLE, VA.

1920 Population, 21,539.

City and Suburban Estimate, 65,000.

Native Whites, 83%; Negroes, 15%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 90%; Families, 12,000.

Schools: Public Grade, 8; High, 1; Number of Pupils, 4,000.

Churches: Baptist, 6; Christian Science, 1; Hebrew, 2; Presbyterian, 4; Roman Catholic, 1; Episcopal, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$14,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,000.

Location: On the Dan River, in Pittsylvania County, Va. Main lines Southern Railway, Richmond & Danville and Danville & Western Railroads; 3 miles from North Carolina line. Established bus lines to points in both states; 238 miles from Washington, 140 miles southwest from Richmond, 200 miles west from Norfolk.

Principal Industries: Tobacco culture, re-handling and manufacture; textile manufacturing, furniture, elevators, machinery, railroad shops, hosiery, clothing and overalls, silk. Cotton mills operate under Industrial Democracy Plan, economy dividends to operatives.

Manufacturing Establishments, 26. Riverside & Dan River Cotton Mills, cotton fabrics, chambers, sheetings; Westrook Elevator Co., passenger elevators; Boatwright Furniture Co., Danville Lumber & Mfg. Co., Danville Knitting Mills, Dan Silk Mills, Dan Valley Floor Mills. Annual output \$20,000,000, second in state.

Special Information: Over 5,000 vehicles licensed in city and country. In heart of the famous Piedmont region. Ideal climate, good roads in every direction, large tourist travel to and from southern points. City owns electric light and power, water and gas plants, appreciated in excess of city's bonded indebtedness.

Residential Features: Mostly one-family homes with yards and gardens, few two-family homes; ten new apartment houses. Beautiful residential districts, asphalt paving, wide streets.

Retail Shopping Section: 6 blocks lower Main St., 3 blocks Patton St.; 4 blocks North Main St., 4 blocks Union St., 4 blocks Craghead St.

Groceries scattered throughout the residential districts. Suburban village of Schoolfield has two blocks retail stores.

Trading Area: Extends 30 miles north, east, south and west. Convenient local train schedules and bus lines established between Danville and Chatham, Martinsville, South Boston, Leaksville-Spray, Reidsville, Greensboro and Durham.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 3; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 32; druggists, 17; dry goods, 8; department stores, 7; electrical supplies, 4; florists, 3; fruits, 4; furniture, 5; garages (public), 11; grocers, 124; hardware, 8; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 3.

## FREDERICKSBURG, VA.

1920 Population, 5,882.

City and Suburban Estimate, 8,500.

Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Families, 1,500.

Schools: Public Grade, 1; High, 1; Number of Pupils, 1,450.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2; Total Resources, \$5,100,000; Savings Bank Deposits Total, \$1,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: Head of tidewater on Rappahannock. Boat service from Baltimore and Norfolk. Served by Richmond, Fredericksburg and Potomac, Atlantic Coast Line, Seaboard Air Line, Piedmont, Fredericks and Potomac Railroads. Bus service extends 60 miles over 3 separate routes. City located midway between Richmond and Washington, 60 miles from each, one and a half hours by train.

Principal Industries: Lumber, clothing, metal egg crates, silk spinning, flour and grain mills, woodworking, shoe manufacturing, excelsior.

Manufacturing Establishments: 15. G. & H. Mfg. Co., clothing; Washington Woolen Mills Co., clothing; Morganster & Co., clothing; Metal Egg Crate Co., Farmers' Creamery Co., dairy products; Klots Throwing Co., silk spinning. Annual output \$3,000,000.

Special Information: Fredericksburg is situated in rich agricultural section, on main highway between north and south, Quebec and Miami.

Residential Features: Beautiful residential city. Negroes in restricted areas. Few apartments, but mostly all private homes and large percentage owned. Wide, shaded streets.

Retail Shopping Section: From City Park 4 blocks on Commerce St., then to right 4 blocks on Main St. Numerous stores and business houses in other sections.

Trading Area: Extends 60 miles to east on each side of Rappahannock River. Averages 30 miles in other directions. Good roads to all points.

Wholesale Houses: Groceries, 3; Dry Goods, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 7; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 1; fruits, 6; furniture, 3; furriers, 2; garages (public), 6; grocers, 15; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 7.

## HARRISONBURG, VA.

1920 Population, 5,875.

City and Suburban Estimate, 35,000.

Native Whites, 85.9%; Negroes, 13.2%; Foreign Born, .9%; Industrial Workers, 15%; English Reading, 91.2%; Families, 1,320.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,600.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$1,600,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: Southern, E. & O. and Chesapeake Western enter the city. Connection is made with main line of C. & O. at Staunton, 25

Continued on page 235

# The Fingers of Progress and Prosperity Point to the "Old Dominion"

Virginia with its great and diversified natural advantages and its busy, wide-awake cities with their splendid commercial locations, affords unsurpassed opportunities for trade builders. Richmond, Norfolk, and Petersburg are notable examples.

## Some Norfolk Business Eye Openers

Norfolk, Va., has doubled in population within ten years, and is now the center of a metropolitan 18 mile radius area of more than 300,000 people.

Norfolk, Va., has doubled its yearly bank clearings and its yearly postal receipts within ten years.

Norfolk, Va., annually does double the amount of building it did ten years ago.

Norfolk, Va., has nine times the yearly volume of port commerce it had ten years ago.

Norfolk, Va., is now served by eight trunk line railroads and enormous docking facilities that are making it a greater and greater distribution point for the eastern coast section of the United States, and a very accessible and economical gateway to the central and western sections. It is rapidly building a vast foreign trade.

Norfolk, Va., is the center and distributing point of America's greatest trucking section. The United States Department of Agriculture estimates that more than 50,000 acres in the vicinity of Norfolk are now under intensive truck cultivation, much of the land producing from two to four crops annually.

The NORFOLK LEDGER-DISPATCH, Tidewater Virginia's great afternoon newspaper, has doubled its circulation during the past ten years, keeping pace in every way with the steady and permanent progress of its remarkable city. As a newspaper it not only pronouncedly leads its fine field in circulation, but in every classification of advertising.

THE JOHN BUDD COMPANY, New York, Chicago, St. Louis, Atlanta, San Francisco, Los Angeles, Seattle, represent it in the national advertising field.

**NORFOLK LEDGER DISPATCH**

## Richmond, Virginia "The Gateway to the South"

Richmond has a metropolitan population of 210,000 people, is the Capital of Virginia and the largest city in the State. It is a wealthy, healthy and active city of homes, comprising a profitable market.

### Industrial

Richmond has \$97,690,000 invested in manufacturing enterprises which yield annual sales in excess of \$250,000,000. Its strength lies in its diversification of industries including tobacco, iron, paper manufacturing, wood works, printing and flour.

### Transportation

Richmond has six great trunk lines, and railways radiating in eleven directions.

### Financial

Richmond is the seat of the Federal Reserve Bank for the Fifth District. Its banks have combined resources of \$163,551,164 with deposits of \$117,188,000—a growth in 10 years of 270%. Bank clearings amount to \$2,607,658,000, a 10 year gain of over 700%.

### Educational

Richmond is the leading Educational center of the South with a Medical College, the University of Richmond, Westhampton College for Women, a theological seminary, Presbyterian Training School, besides many private and parochial schools.

The Times-Dispatch is the only morning and Sunday newspaper in Richmond and for more than 74 years has been a welcome friend and advisor to the homes of Richmond and Virginia. That it has kept pace with its city's growth is indicated by the fact that it has made the **GREATEST GAINS** in both **CIRCULATION** and **ADVERTISING** of any newspaper in the South in the last 12 months.

Our merchandising department is at your service.

**RICHMOND TIMES DISPATCH**

## PROGRESS-INDEX -- PETERSBURG, VA.

PETERSBURG has only one newspaper, the PROGRESS-INDEX, Evening and Sunday—CIRCULATION nearly 10,000.

Petersburg is the center of a great agricultural section, Peanuts, Tobacco, Cotton, Truck Farming, etc., with a combined value in 1923 of \$25,000,000.

Petersburg is one of the oldest and richest cities per capita in Virginia.

Petersburg has a population, U. S. Census 1920 of 31,012 with a Survey by its Chamber of Commerce in 1924 of 36,181.

Petersburg is a great manufacturing city with over seventy factories including the largest Trunk and Bag Factory in the world.

**National Representatives: BRYANT, GRIFFITH & BRUNSON, 225 Fifth Ave., New York City**

**VIRGINIA (Con't)**

**Harrisonburg (con't)**

miles distant, and with the Norfolk & Western at Elkton, 18 miles distant. Competitive freights and through fast express to Northern cities. Splendid bus service to Winchester, Staunton and Elkton—to be extended to Washington and Richmond.

**Principal Industries:** Leather, elk, shirts, farm implements, incubators, fertilizer, flour and feed, baby chicks, poultry products, ice cream, butter, cigars, building supplies, mountments, canned vegetable, meats and meat products.

**Manufacturing Establishments:** 22; Leading firms: Englund, Walton & Co., Newton Incubator Corp., Stehli Silk Corp., Wise Bros., City Produce Exchange, J. G. Haldeman & Bro., Imperial Ice Cream Co., Rockingham Milling Corp., P. Bradley & Sons, Central Chemical Co.

Total value of yearly output of factories estimated at: \$5,000,000.

**Special Information:** Located in the heart of the Shenandoah Valley on the National Highway (New York to Atlanta) and the Lee Highway (New York to San Francisco). Close to famous limestone caverns—Endless Caverns—Shenandoah Caverns—Luray Grottoes. Over 250,000 tourists pass through city annually. County seat of Rockingham County, which is a leading county in East in poultry products and second county in Virginia in dairy products and live stock.

**Residential Features:** Chiefly one family dwellings, average value of which is about \$8,000. A few apartment houses in various parts of city.

**Retail Shopping Section:** Extends from Court square, which is center of city, along North Main St. 4 blocks; along South Main St. 2 blocks; along East Market one block; along West Market, 2 blocks.

**Trading Area:** Retail trade from Woodstock, 37 miles; Luray, 33 miles; West to the West Virginia line, 12 miles; east to Elkton, 18 miles, and south to Staunton 23 miles. Inter-mittent trade is drawn as far north as Winchester, Franklin, W. Va., east to Standardsville, and south to Lexington and Waynesboro. Good macadam roads in all directions.

**Wholesale Houses:** Groceries, 3; Fruits, 1; Hardware, 1; Miscellaneous Lines, Cigars and Tobacco, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies,

bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 2; department stores, 6; electrical supplies, 3; florists, 1; fruits, 1; furniture, 4; garages (public), 8; grocers, 35; hardware, 3; jewelry, 3; meat markets, 5; men's furnishing, 2; men's clothing, 1; merchant tailors, 1; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 2; stationers, 2; women's apparel, 1.

**HOT SPRINGS, VA.**

1920 Population, 1,000.

**Schools:** Public Grade, 1; Number of Pupils, 312.

**Banks:** 1; Total Resources, \$597,500.

**Theatres:** 2; Total number of seats, 700.

**Residential Features:** Mostly one family houses.

**Trading Area:** Radius 5 miles.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 1; commercial auto. agencies, 1; automobile accessories, 1; automobile tire agencies, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 2; garages (public), 3; grocers, 5; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

**LYNCHBURG, VA.**

1920 Population, 30,070.

**City and Suburban Estimate, 50,000.**

**Native Whites, 71.1%; Negroes, 27.7%; Foreign Born, 1.2%; Industrial Workers, 18%; English Reading, 85%; Families, 8,500.**

**Schools:** Public Grade, 15; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,500.

**Churches:** Baptist, 23; Christian Science, 1; Episcopal, 3; Hebrew, 1; Meth. dist. 13; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 8.

**Banks:** National, 3; State, 6; Total Resources, \$30,000,000; Savings Bank Deposits Total, \$1,500,000.

**Theatres:** Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,500.

**Location:** Situated in Central Virginia, Campbell County, south bank of James River, in what is known as Piedmont section. Served by three trunk lines, Southern, C. & O., Norfolk

& Western. Bus lines into immediate trade territory. All combine to make Lynchburg ideal distributing center.

**Principal Industries:** Shoe manufacturing, textile mill, hosiery mill, dye extract, wagons and buggies, candy, cast iron pipe and pipe fittings, plows, overalls and garments, tobacco, tobacco machinery, phospho-soda, glass works, flour.

**Manufacturing Establishments, 81.** Leading firms, Craddock, Terry Co., Glemorgan Co., Lynchburg Foundry Co., John H. Heald Co., Thornhill Wagon Works, Harris Woodson Co., Consolidated Textile Co., Lynchburg Hosiery Mills, Old Dominion Garment Co., Beasley Shoe Co., Old Dominion Box Co., C. B. Fleet Co., United Cigarette Machinery Co., Suhling & Co., Stalling & Co., Imperial Tobacco Co., Flout Mills. Total value of yearly output of factories estimated at \$75,000,000.

**Special Information:** Lynchburg is large shoe center, shipping annually over 400,000 cases. Has large wagon factory. Large bark extract plant. Large dark tobacco market, selling annually around 15,000,000 pounds. Manufactures 10,000,000 pounds of candy annually. City manager form of Government. Great educational center. Home of Randolph-Macon Women's College and Sweet Briar College. Both Class A institutions. Fine boys' preparatory school. Co-educational college. Assessed valuation on property \$55,000,000. Bonded debt only 4% of assessed valuation. Center of great apple and peach growing belt.

**Residential Features:** Mostly one-family houses. Several fine apartment houses. Private homes predominate. Two large suburban areas being developed. Area within corporate limits 4.78 square miles. Annexation proceedings now under way will include all suburban residential districts. Approximately 8,000 dwelling in total area; 90 miles of streets, 55 miles of pavement. Building permits averaging \$800,000 annually.

**Retail Shopping Section:** Chief retail section included on Main St. running 6 blocks from 5th to 12th Sts. Three blocks on 12th St. Four blocks on 5th St. Four or five blocks on Church St. Four or five small outlying retail centers in residential and suburban areas. Scattering single stores over city, groceries, markets, etc.

**Trading Area:** Lynchburg's immediate trade territory includes Campbell County, Bedford Appomattox, Amherst and Nelson counties. Extends about 25 miles in all directions.

**Wholesale Houses:** Groceries, 9; Meats, 1; Hardware, 4; Dry Goods, 3; Shoes, 5; Cape and Hats, 2; women's wear, 1; Paper, 1; Drugs, 2; Brick, 1; Tobacco, 3; Woodenware, 1; China, 1; Grain and Feed, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 14; Commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including

hotels), 10; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 28; druggists, 20; dry goods, 10; department stores, 5; electrical supplies, 5; florists, 4; fruits, 7; furniture, 15; garages (public), 15; grocers, 175; hardware, 6; jewelry, 7; meat markets, 17; men's furnishings, 11; men's clothing, 12; merchant tailors, 14; milliners, 6; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 21; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 9.

**NORFOLK, VA.**

1920 Population, 115,777.

**City and Suburban Estimate, 280,000.**

**Native Whites, 51%; Negroes, 34%; Foreign Born, 15%; Industrial Workers, 23,500; English Reading 70%.**

**Schools:** Public Grade, 36; High, 2; Junior High, 3; Parochial, 3. Number of Pupils, 24,500.

**Churches:** Baptist, 17; Christian, 10; Episcopal, 11; Hebrew, 4; Methodist, 22; Presbyterian, 11; Roman Catholic, 7; Miscellaneous, 36.

**Banks:** National, 4; State, 9; Total Resources, \$417,592,324; Savings Banks Deposits Total, \$68,460,177.82.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Many small theatres not counted. Total number of seats, 18,000.

**Location:** Centrally located on the Atlantic seaboard, on the Hampton Roads harbor. Steamship sailings to the principal ports of the globe. Most advantageous location as industrial and commercial center. A. C. L. Rd., C. & O. Ry., N. & W. Ry., N. S. Ry., Penn. Ry., S. A. L. Ry., Southern Ry., Virginian Ry.

**Principal Industries:** Lumber, fertilizer, coal, cotton, peanuts, trucking, exports and imports, shipping in all branches. Railroad and steamship terminals. Navy Yard and Naval Base.

**Manufacturing Establishments:** Large Lumber Mills and Wood Working plants of every description. Hardwoods and pines. Fertilizers and Chemicals. Cotton Mills, Silk Mills, Peanut products. Cotton seed and peanut oils and vegetable lards. Ship building, foundries, boiler and machinery, tobacco, cigars, clothing, glass and about seven hundred miscellaneous plants of great variety.

Total value of yearly output of factories estimated at \$140,000,000.

**Special Information:** U. S. Government spending several hundred million dollars in the vicinity of Norfolk in Army and Navy facilities.

**Residential Features:** Has Commission-Manager government. Wide, smooth-paved streets. Beautiful residential city.

**Retail Shopping Section:** The Norfolk-Ports-  
Continued on page 236

**NORFOLK and PORTSMOUTH, VIRGINIA**

**The Twin Cities of HAMPTON ROADS**

Virginia's Great Central Atlantic Port, with their Rich and Progressive Environment and Trading Territory, Are Fully Covered by the

**Virginian-Pilot**

ONLY MORNING NEWSPAPER

CIRCULATION—DAILY 38,000, SUNDAY 43,000

Only One Edition—No Duplication.

Norfolk and Portsmouth, with one of the finest ports in the world, and adequate shipping facilities; with eight Trunk Lines of Railroad, Several Hundred Diversified Manufacturing Plants and Surrounded by one of the Most Productive Market Gardens, offers a per capita purchasing power rarely equalled—

Over 300,000 Buyers of Merchandise

The Virginian-Pilot is recognized as the best medium for reaching this fertile field.

VIRGINIA (Cont'd)

Norfolk (cont')

mouth community, with its strategic location in one of the most fertile sections of the North American continent, has built up a retail trade that for years has formed one of the mainstays of the community's business life.

Trading Area: East, 18 miles; north, 20; west, 40; south, 60. In addition to the trade derived from that wealthy territory within a radius of about one hundred miles of Norfolk and Portsmouth, there is also unusual trade actively during the spring, summer and fall months, by reason of the large number of transient visitors attracted from every section of the country by the recreation facilities of this section.

Wholesale Houses: Groceries, 27; Meats, 14; Fruits, 9; Hardware, 1; Dry Goods, 8; Miscellaneous Lines, 104.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 10; automobile accessories, 24; automobile tire agencies, 20; bakers, 40; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 116; delicatessen, 12; dressmakers, 78; druggists, 53; dry goods, 47; department stores, 12; electric supplies, 14; furriers, 20; fruits, 41; furniture, 37; furriers, 3; garages (public), 14; grocers, 668; hardware, 32; jewelry, 31; meat markets, 77; men's furnishing, 31; men's clothing, 62; merchant tailors, 46; milliners, 18; opticians, 10; photographers, 13; pianos (and miscellaneous musical instruments), 14; radio supplies, 4; restaurants (including hotels), 122; shoes, 36; sporting goods, 6; stationers, 9; women's apparel, 54.

See announcements on pages 234 and 235

NEWPORT NEWS, VA.

1920 Population, 35,596.

City and Suburban Estimate, 100,000.

Native Whites, 54.0%; Negroes, 39.5%; Foreign Born, 5.8%.

Schools: Public Grade, 9; High, 2; Parochial, 2; Number of Pupils, 6,000.

Churches: Baptist, 23; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 8; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Chesapeake & Ohio Ry. Located on James River near mouth of Chesapeake Bay. 34 steamship lines, serving 50 ports, two river

Principal Industries: Drydocks, coal piers, and harbor companies, 8 lines to American ports, shirt factory, knitting factory, mattress factory, auto body works, furniture, shipping, grout elevator, office furniture, screens, warehouses, storage, creamery, fish freezing plant, pickle works.

Manufacturing Establishments, 10: Newport News Shipbuilding & Dry Dock Co., Mason Body Works, Granby Phonograph & Furniture Co., Nelson Creamery Co., Southern Shipyard, Warwick Machine Co., Jos. Lilde Mnting Co., Made-line Pipe Works.

Special Information: The "harbor of a thousand ships," centrally located on Atlantic coast, an ideal "big yard," one of the largest independent railroad yards on eastern coast, 52 warehouses, containing 825,000 sq. ft. of space. C. & O. grain elevator with capacity of 1,000,000 bushels and capable of handling 5,000 bushels of grain per month. Municipal pier, 1,250 ft. long, 36 piers, wharves and docks, etc. Keeps in capacity of 1,500 animals. Has a ship-building and repair docks.

Residential Features: Large handsome residential section on outskirts of city. Mostly one and two story houses. Large number of apartment houses. Offers in various industries. Property steadily increasing in value. Beautiful waterfront section devoted to residences. Rents very reasonable, good housing facilities.

Retail Shopping Section: At least twenty blocks devoted to business houses on Washington, Jefferson and Chestnut Avenues, at least 15 blocks on streets between avenues. Numerous wholesale houses, ship chandlers, repair works, great farming and poultry sections, shipping wharves on outskirts. Large fish, oyster and crab industries and packing houses.

Trading Area: 25 miles north, 10 east, good bus service with paved roads, extending 75 miles.

Wholesale Houses: Groceries, 4; Meats, 5; Fruits, 4; Hardware, 2; Dry Goods, 1; Miscellaneous Lines: Coal, 9; auto bodies, 1; Tob., 2; Paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 1; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 68; delicatessen and grocers, 170;

dressmakers, 5; druggists, 27; dry goods, 6; department stores, 8; electrical supplies, 3; florists, 2; fruits, 5; furniture, 21; garages (public), 3; grocers, 160; hardware, 12; jewelry, 6; meat markets, 8; men's furnishing, 24; men's clothing, 24; merchant tailors, 23; milliners, 3; optician, 3; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 50; shoes, 13; sporting goods, 2; stationers, 1; women's apparel, 17.

NORTON, VA.

1920 Population, 3,068.

City and Suburban Estimate, 5,000.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources, \$1,879,077.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: L. & N., N. & W. Interstate connecting with Southern Ry.

Principal Industries: Coal mining, packing house, fruit growing in its infancy, agriculture.

Manufacturing Establishments: Norton Packing Co. Residential Features: One family houses exclusively. Only one apartment house. Many expensive houses of rich coal operators. Houses for renting scarce. Majority of residents own their homes.

Retail Shopping Section: North side Park Ave. from 4th St. (passenger depot) to 10th St. 6th to 8th Sts. best blocks. Good groceries in suburbs at East Norton (on road to county seat, 4 miles away) and West Norton.

Trading Area: North 20 miles to Jenkins Ky. East 30 miles to Colburn, Toms Creek, St. Paul and Dante. West 14 miles to Appalachia, including a dozen big mining camps.

Wholesale Houses: Groceries, 2; Meats, 5; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 1; druggist, 3; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 4; garages (public), 5; grocers, 50; hardware, 2; jewelry, 2; meat markets, 4; men's furnishing, 5; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 6.

PETERSBURG, VA.

City and Suburban Estimate, 35,612.

Native Whites, 54.4%; Negroes, 43.9%; Foreign Born, 1.6%; Industrial Workers, 39.9%; English Reading, 88%; Families, 7,540.

Schools: Public Grade, 7; High, 2; Parochial, 1; Number of Pupils, 6,230.

Churches: Baptist, 20; Christian Science, 1; Episcopal, 8; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 7; Total Resources, \$21,060,569.76; Savings Banks Deposits Total, \$8,146,236.92.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,951.

Location: Petersburg is situated at the head of navigation on the Appomattox River, and is served by the Norfolk & Western, Seaboard Air Line and Atlantic Coast Line Ry. and Buxton's Steamship Line. Complete transportation facilities for reaching all domestic and foreign points. Improved highways, some paved, reach out in all directions.

Principal Industries: Trunks, valises and handbags, trunk hardware, agricultural implements, fountain pens, pencils, flavoring extracts, drugs, patent medicines, straw hats, shirts, trousers, harness, optical goods, boxes and shooks, machinery, candles, leather, bottle filling machines, brooms, cigars, cigarettes, smoking and chewing tobacco, fireworks, fertilizer, excelsior, mattresses, chemicals, corn meal, and flour.

Manufacturing Establishments: 87; Leading firms: Seward Trunk & Bag Co., Virginia Trunk & Bag Co., British-American Tobacco Co., Export Leaf Tobacco Co., MacLin-Zimmer-McGill Tobacco Co., J. H. MacLin Peanut Co., J. B. Worth Peanut Co., American Cigar Co.

Total value of yearly output of factories estimated at \$60,000,000.

Special Information: Petersburg enjoys the City Manager Form of Government. One of principal trunk and bag manufacturing centers of the world. Petersburg is the market center of a large agricultural community, the main products being cotton, tobacco, peanuts, corn, wheat, hay, vegetables and sweet potatoes. Petersburg's educational facilities rank among the best in the South.

Residential Features: Petersburg offers unusual residential features in Walnut Hill and Colonial Heights; Walnut Hill within the city, and Colonial Heights just outside. Average monthly rent per room below the average.

Retail Shopping Section: Sycamore St. extending north and south, seven blocks; Halifax St., seven blocks.

Trading Area: The trading area of Petersburg takes in the counties of Dinwiddie, Chesterfield,

Prince George, Surry and Sussex. They are all within a radius of fifty miles.

Wholesale Houses: Groceries, 12; Fruits, 1; Hardware, 4; Dry Goods, 3; Miscellaneous Lines, Confectioners, 2; Drugs, 1; Hay, Grain and Feed, 8; Lime and Cement, 3; Lumber, 7; Peanuts, 3; Clothing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 7; druggists, 17; dry goods, 7; department stores, 10; electrical supplies, 1; florists, 5; fruits, 5; furniture, 12; furriers, 1; garage (public), 15; grocer, 165; hardware, 6; jewelry, 7; meat market, 16; men's furnishing, 7; men's clothing, 15; merchant tailors, 14; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 19; shoes, 13; sporting goods, 2; stationers, 2; women's apparel, 16.

See page 234

PORTSMOUTH, VA.

1920 Population, 55,000.

City and Suburban Estimate, 85,000.

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 98%; Families, 18,000.

Schools: Public Grade, 18; High, 3. Number of Pupils, 8,000.

Churches: Baptist, 34; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 5; Total Resources, \$30,000,000.00; Savings Banks Deposits Total, \$6,240,000.00.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 9,000 approximately.

Location: On the south and west side of the Elizabeth River, and is a part of the Port of Hampton Roads. Four great trunk lines—the Penn., The Southern, the Atlantic Coast Line and the Seaboard Air Line. General office and shops of the Seaboard are located here. All railroads of the City and Norfolk are connected with the city by a great belt line with a trackage of 36 miles, used by Norfolk and Western, Chesapeake & Ohio, Virginia and Norfolk Southern. Steamship lines operating from Portsmouth are Baltimore Steam Packet Co., Bennett's North Carolina Line, Buxton Line, Inc., Elizabeth City Boat Line, Inland Steamship Co., Old Dominion Steamship Co., Chesapeake Steamship Co., Chesapeake & Ohio.

Principal Industries: Vegetable oil, coffee, lumber products, creosoting, machine shops, railroad shops, seafoods, hosiery, government operations, fertilizer, shipbuilding, agricultural, hosiery, dyeing, lumber, cotton mills, truck packages, copper smelting, U. S. Navy Yard.

Manufacturing Establishments: Portsmouth Cotton Oil Refining Corp., The Derinell-Wright Co., Parker Hosiery & Dye Mills Inc., Baugh & Sons, Wyckoff Pipe and Creosoting Co., Norman Packing Co.

Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Total expenditures at the navy yard for labor and material will be \$4,750,000, which is for disbursement at the navy yard only, and does not include material purchased elsewhere and shipped to. Disbursements at the naval hospital will be \$900,000, which does not include supplies furnished through government channels, which amount to several hundred thousand dollars in addition. Cash paid to officers and men under training at the naval training station, of which 90 per cent. is estimated to be spent locally, amounts to \$2,000,000.

Trading Area: Center of 300,000 population. 45 miles over new improved concrete highways.

Wholesale Houses: Groceries, 3; Meats, 4; Fruits, 1; Hardware, 8; Dry Goods, 1; Miscellaneous Lines: Candy, 2; Nutons, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 8; automobile accessories, 13; automobile tire agencies, 15; bakers, 9; cigar stores and stands (including hotels), 63; confectioners (including hotel stands), 110; delicatessen, 3; dressmakers, 29; druggists, 26; department stores, 2; electrical supplies, 7; florists, 3; fruits, 18; furniture, 23; furriers, 1; garages (public), 4; grocers, 250; hardware, 13; jewelry, 4; meat markets, 81; men's furnishing, 4; men's clothing, 15; merchant tailors, 20; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 8; restaurants (including hotels), 21; shoes, 9; sporting goods, 4; stationers, 1; women's apparel, 12.

RICHMOND, VA.

1920 Population, 171,667.

City and Suburban Estimate, 210,000.

Native Whites, 67%; Negroes, 30%; Foreign Born, 3%; Industrial Workers, 12%; English Reading, 99%; Families, 39,191.

Schools: Public Grade, 46; High, 3; Junior High, 5; Parochial, 14. Number of Pupils, 45,000.

Churches: Baptist, 81; Christian Science, 1; Episcopal, 25; Hebrew, 4; Methodist, 32; Presbyterian, 16; Roman Catholic, 11; Miscellaneous, 46.

Banks: National, 6; State, 21. Total Re-

sources, \$162,263,650; Savings Bank Deposits Total, \$34,896,966.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

Location: R. F. & P. Ry., A. C. L., Southern, C. & O., and N. & W. Railroads. Richmond-New York Steamship Co. Preferential freight rates due to water competition.

Principal Industries: Tobacco products, iron and steel, printing, bookbinding, American Loco. Works, flour, paper, woodworks. Industries unusually diversified.

Manufacturing Establishments: American Locomotive Works, P. Lorillard Co., Liggett & Myers Tobacco Co., C. F. Sauer Co., Jenkins Book Binding Co., Standard Blotting Paper Co., Virginia-Carolina Chemical Co., Old Dominion Iron & Steel Co., Albemarle Paper Co., Richmond Cedar Works, Southern Stove Works.

Total value of yearly output of factories estimated at \$250,000,000.

Special Information: Fifth Federal Reserve Bank, Railroad and commercial center, factories, many hospitals, wealthy and historical old families, gateway to the south; wholesale center of this section of the south.

Residential Features: Home loving city, beautiful homes in Western section. Suburban sections developing. Negro population practically all in one section. Attractive residential sections, 27% of residences owned by occupants, 35,000 homes, 146 apartments.

Retail Shopping Section: Main St., 6 blocks—Men's furnishings and stationers. Grace St., 11 blocks. Broad St., 13 blocks.

Trading Area: About 50 miles in every direction. Only city, except Petersburg, in this section of the state. Surrounded by large farming section which does all its principal buying here.

Wholesale Houses: Groceries, 23; Meats, 14; Fruits, 5; Hardware, 4; Dry Goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial auto. agencies, 16; automobile accessories, 64; automobile tire agencies, 15; hunkers, 43; cigar stores and stands (including hotels), 327; delicatessen, 6; dressmakers, 92; druggists, 160; dry goods, 62; department stores, 13; electrical supplies, 16; florists, 13; fruits, 287; furniture, 88; furriers, 4; garages (public), 10; grocers, 846; hardware, 35; jewelry, 52; meat markets, 80; men's furnishing, 64; men's clothing, none; merchant tailors, 89; milliners, 22; opticians, 16; photographers, 21; pianos (and miscellaneous musical instruments), 11; radio supplies, 15; restaurants (including hotels), 97; shoes, 43; sporting goods, 10; stationers, 11; women's apparel, 23.

See page 234

ROANOKE, VA.

1920 Population, 50,842.

City and Suburban Estimate, 60,000.

Native Whites, 79.92%; Negroes, 18.35%; Foreign Born, 1.73%; Industrial Workers, 15.28%; English Reading, 97.67%; Families, 10,654.

Schools: Public Grade, 13; High, 1; Junior High, 3; Parochial, 2. Number of Pupils, 13,000.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 12; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 15.

Banks: National, 4; State, 5; Total Resources, \$32,052,662.45; Savings Bank Deposits Total, \$5,900,552.60.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,400.

Location: Central western part of the state between Blue Ridge and Allegheny Mountains. N. & W. main line, N. & W. Roanoke to Hagerstown Div., N. & W. Roanoke to Winston-Salem Div., Virginia Railway main line. All affording excellent railway facilities.

Principal Industries: Railroad locomotives and car shops. Bridge and structural steel, artificial silk, foundries, flour and mill feed, cotton twine, packers' cans.

Manufacturing Establishments, 24: The Viscose Corporation, manufacturing artificial silk. Virginia Bridge & Iron Co., Norfolk & Western Railway Shops. Roanoke City Mills (flour and mill feed).

Annual output, \$60,000,000.

Special Information: Roanoke is the gateway to the coal fields of Virginia and West Virginia. A rich agricultural and stock growing section immediately surrounding the city. An excellent fruit growing section. Spicidid street car service and other public utilities.

Residential Features: Mostly 1-family houses. The northwest, northeast and a part of the southeast sections are devoted to homes of working men. The southwest section including South Roanoke and Raleigh Court Ward, consist principally of the houses of business men.

Retail Shopping Section: On the south side of N. & W. main line from Rauldolph St. on the east to Roanoke St. on the west, a distance of 6 blocks; thence, south, taking in Salem Ave., Campbell Ave., Church St. to Franklin Road. There are several outlying business districts, notably, Northwest, Northeast, Southeast and Southwest, and these are being extended.

Trading Area: Extending west via N. & W. Ry. and turnpikes 40 miles to Radford and East Radford. North 25 miles by N. & W. and improved turnpike to Buchanan; South 25 miles by N. & W. Ry. to Rocky Mount and Martinsville. East 25 miles to Bedford City by way of N. & W. Ry. and improved turnpike.

Wholesale Houses: Groceries, 7; Meats, 4;



# Space Buyers' Guide to Markets of VIRGINIA and WASHINGTON

## VIRGINIA (Con't)

Fruits, 6; Hardware, 2; Dry Goods, 2; Miscellaneous Lines: Drugs, 1; flour and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 19; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; dressmakers, 6; druggists, 33; dry goods, 6; department stores, 5; electrical supplies, 4; florists, 4; fruits, 6; furniture, 13; furriers, 1; garages (public), 25; grocers, 166; hardware, 5; jewelry, 14; meat markets, 14; men's furnishing, 29; men's clothing, 16; merchant tailors, 13; milliners, 11; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 20; shoes, 14; sporting goods, 3; stationers, 4; women's apparel, 12.

### STAUNTON, VA.

1920 Population, 10,627. Present estimate, 12,500.

City and Suburban Estimate, 50,000.

Native Whites, 86.3%; Negroes, 13.2%; Foreign Born, 0.5%.

Schools: Public Grade, 3; High, 2; Parochial, 3. Number of Pupils, 2,550.

Churches: Baptist, 3; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 3; Federal Land Bank, 1; Total Resources, \$3,633,962; Savings Bank Deposits Total, \$2,266,574.76.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On main line of the C. & O. Ry. and branch line of B. & O.; on Lee Highway, Midland Trail, Atlantic and Pacific Highway. Fine hard surfaced highways. Excellent bus service to other valley cities. Bus line to Monterey, picturesque county seat of Highland County.

Principal Industries: Furniture, garments, overalls, printing, floor mills, wood working plants.

Manufacturing Establishments, Staunton and Augusta, 17: Basic Furniture Co., Staunton Mfg. Co., Fulton Witz Co., White Star Flour Mills.

Annual output, \$11,920,103.

Special Information: Principal trade in Staunton is the distribution of farmers' supplies with a trading population of about 100,000. There are 3,759 farms in Augusta County alone, with a total value of \$49,036,772. There are 12,000 acres in commercial orchards. Staunton's principal profession is education, as evidenced by 5 private educational institutions and 1 state school, also 1 of the largest private military academies in the south, one large Presbyterian preparatory school and college for young ladies, and an Episcopal diocesan school. People here are prosperous and able to buy what they want. Staunton has now a new and handsome hotel, costing \$800,000.

Residential Features: Mostly private homes. Large number own their homes. In the two exclusive residential sections, the average value of the homes is \$18,000. Estimated that 20% own their homes and have paid for them.

Retail Shopping Section: Four squares on Main St., 4 on Augusta St., 1 on News St. and 2 on Johnson St., two on Central Ave.

Trading Area: 50 miles west on C. & O. Ry. 25 miles east on same, 25 miles south and 18 miles north on B. & O. 50 miles northwest mostly on macadamized road, in which direction there is no railway.

Wholesale Houses: Groceries, 3; Fruits, 3; Hardware, 2.

Number of Retail Outlets for Nationally Ad-

vertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 7; dry goods, 3; department stores, 5; electrical supplies, 3; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 33; hardware, 3; jewelry, 5; meat markets, 5; men's furnishing, 6; men's clothing, 5; merchant tailors, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

See announcement bottom column 1

### SUFFOLK, VA.

1920 Population, 9,123.

City and Suburban Estimate, 17,400.

Native Whites, 65%; Negroes, 35%; Foreign Born, .03%; Industrial Workers, .00%; English Reading, 99%; Families, 2,280.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches, 20.

Banks: National, 1; State, 3; Total Resources, \$8,210,100.34.

Theatres: Legitimate, 1; Moving Pictures, 2; Academy of Music; Miscellaneous (Auditoriums, etc.), 1.

Location: Norfolk & Western Rd., Southern Ry., Atlantic Coast Line R.R., Seaboard Air Line, Virginia Ry., Norfolk & Southern R.R. 42 passenger trains arrive and leave Suffolk every 24 hours.

Principal Industries: Cleaning, grinding and steeling of peanuts. Salted nut and candy manufacturers do about \$12,000,000 annually in this city. There are 10 plants and 12 storage warehouses to handle the peanut crop.

Manufacturing Establishments: Lumber mills, agricultural machine mfgs., candy factories, knitting mills, overall factories, barrel and box factories, ice plants, casket factory, cigar mfg., bottling works, cotton gins, wagon factory, oil mills, fertilizer plants, machine shops, brick yards, grist mill, packing houses, winnow and door screen factory, vinegar works.

Special Information: Large peanut market.

Residential Features: A city of homes. Fully 50% of the white population own their homes.

Trading Area: East 18 miles and about 50 miles west and south, and 20 miles north. Hard surfaced roads leading from all these sections.

Wholesale Houses: There are 12 wholesale houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 141; hardware, 5; jewelry, 4; meat markets, 35; men's furnishing, 16; men's clothing, 16; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; stationers, 1; women's apparel, 12.

### WINCHESTER, VA.

1920 Population, 6,883.

City and Suburban Estimate, 15,000.

Native Whites, 82%; Negroes, 16%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 1,300 city; 3,100 city and suburban.

Schools: Public Grade, 10; High, 4. Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, \$8,000,000.00.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: In the famous Shenandoah Valley of Virginia, in the heart of the apple belt. Three railroads: B. & O., Penna. R.R. and Winchester & Western. The last named having opened a virgin country of minerals, magnesim and millions of feet of virgin timber. The apple industry in this section has grown to be one of the largest in the world. The Handley Schools are among the finest in the world, building having cost \$750,000 with an endowment fund of \$1,000,000.

Principal Industries: Virginia Woolen Co., 300 men. Lewis Jones Knitting Co., 100 employees. Winchester Woolen Mills.

Manufacturing Establishments: The beautiful location of this thriving little city makes it a haven for tourists and a brand new 100 room hotel, added to former hotel facilities, making it a wonderful stopping place, especially during the Apple Blossom Festival, which is held each year and when the town is flooded with people from all sections.

Residential Features: Town is composed of several residential sections, a business district and small home sections. The residential sec-

tions are among the finest in the state, being made up chiefly of retired farmers and fruit growers. The town as a whole consists of pretty and attractive homes, a great majority of the people owning their own.

Retail Shopping Section: North Main, Piccadilly and Water St.

Trading Area: Extends 20 to 25 miles north, east, south and west, and in some cases as much as 50 miles.

Wholesale Houses: Groceries, 3; Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 53; hardware, 4; jewelry, 4; meat markets, 7; men's furnishing, 3; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 6.

## Standard Surveys of WASHINGTON

### ABERDEEN, WASH.

1920 Population, 15,337.

City and Suburban Estimate, 50,000.

Native Whites, 75%; Negroes, .001%; Foreign Born, 25%; Industrial Workers, 30%; English Reading, 80%; Families, 4,107.

Schools: Public Grade, 7; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, \$3,150,000; Savings Banks Deposits Total, \$3,150,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,500.

Location: On N. & P., Union Pacific and Milwaukee Railroads. Many steamship freight lines to Atlantic ports and Orient on which are operated large lumber carriers.

Principal Industries: Lumber manufacturing, 11 saw mills, shingle mills, bucket and keg factories, door factories, woodworking factories, fruit and fish canneries.

Manufacturing Establishments, 41. Leading firms: Anderson Middleton Mills, and Logging Co.

Special Information: The trade center for all of surrounding territory, having all the big stores, etc. in the district. Center for thousands of tourists during the summer.

Residential Features: Mostly houses of five and six rooms, very few old fashioned dwellings. Less than 100 workmen's shacks. Many fine homes have been and are being built.

Retail Shopping Section: Confined largely to two streets, one of which is given over to groceries, meat markets, etc. Second business street now being built as result of new bridge at main entrance under construction. Complete change in business section certain during next three years.

Trading Area: 35 miles to east and 20 miles west, both sections being spotted with small towns. 20 miles north and south, farms only.

Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 3; Hardware, 2; Logging and Mill Machinery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 44; delicatessen, 1; dressmakers, 16; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 47; hardware, 3; jewelry, 5; meat markets, 17; men's furnishing, 11; men's clothing, 11; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 29; shoes, 17; sporting goods, 1; stationers, 3; women's apparel, 3.

### BELLINGHAM, WASH.

1920 Population, 25,585 (1921 est. 37,168).

Native Whites, 79%; Foreign Born, 21%.

Schools: Public Grade, 12; High, 2; State Normal, 1; Parochial, 2; Total number of Pupils, 6,000.

Churches: 43 Christian religious societies and organizations.

Banks: National, 4.

Theatres: Vaudeville, 1; Moving Pictures, 4.

Location: On Bellingham Bay, one of the best harbors on the Pacific Ocean, also served by four trans-continental railroads—Gt. Northern, North Eastern Pacific, Chicago, Milwaukee & St. Paul, and Canadian Pacific.

Principal Industries: Lumber mills and manufacturers of lumber products, several of largest mills in Northwest located in trading area; headquarters of the Puget Sound salmon canning industry, including largest salmon cannery in world (Pacific-American Fisheries), and home of 12 packing corporations engaged in Alaskan Fisheries, operating fleet of steamers making this their home port and drawing their labor supply from this city; coal mining, Portland cements, poultry products, dairy products.

Manufacturing Establishments: Center of most extensive system of paved highways in northwest, covering Whatcom and Skagit counties. Every town of Whatcom County is connected with every other town by a paved highway, and from Bellingham all the towns of Whatcom or Skagit County may be reached in an hour's drive over a paved road, and the Pacific Highway runs through it, which is all paved from Vancouver, B. C., to the California line, and lacks only 175 miles of being all paved from Vancouver to the Mexican line.

Residential Features: Bellingham is credited with a laboring population with a larger per cent owners of their own homes than any other city on the Pacific Coast.

Retail Shopping Section: Has several retail shopping centers. Principal one comprises Elk and Holly Sts., extending around the bay for a distance of one and a half miles, with one to five blocks of their intersecting streets; the old town of Fairhaven, on Lake Whatcom, the Normal School district, etc.

Trading Area: All of Whatcom, Skagit and San Juan Counties, with a population of 150,000.

Wholesale Houses: Groceries, 3; Hardware, 2; Dry Goods, 3; Miscellaneous Lines, Drugs, 1, Auto Accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 11; cigar stores and stands (including hotel stands), 10; druggists (including hotel stands), 10; department stores, 3; electrical supplies, 7; florists, 5; furniture, 6; furriers, 2; grocers, 81; hardware, 7; meat markets, 19; men's clothing, 9; merchant tailors, 9; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 19; shoes, 16.

### CENTRALIA, WASH.

1920 Population, 7,895.

City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 97%; Families, 1,800.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,830.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 3; Total Resources, \$5,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Midway between Seattle and Portland, 104 miles from each. Served by Nor. Pac., Great Northern, Union Pacific and Milwaukee Railroads. Excellent motor stage service north and south, east and west.

Principal Industries: Lumber and lignite coal.

Manufacturing Establishments: Eastern Ry. and Lumber Co., Lincoln Creek Lumber Co., Centralia Cross Arm Factory, Lumber Transit Co., Victory Coal Mine, Mendota Coal Co., Washington Coal Co., Shean Briquette Co., Olympia Mine, Concrete Pipe Co., Centralia Iron Works, Genge Mfg. Co., Chnrchill Glove Mfg. Co., Polar Ice Cream Co., Pitts Mfg. Co.

Annual output, mills and mines, \$5,000,000.

Special Information: Distributing railroad center for Grays Harbor, Willapa Harbor and eastern Lewis County.

Residential Features: Modern homes, mostly owned by occupants.

Retail Shopping Section: 10 blocks on Tower Ave. north and south, 3 blocks on Main; numerous family groceries in outskirts.

Trading Area: Come from 50 miles in all directions to trade, but exclusive area is probably confined to 20 mile circle.

Wholesale Houses: Groceries, 2; Meats, 4; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 14; grocers, 51; hardware, 6; jewelry, 4; meat markets, 11; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 17; shoes, 6; sporting goods, 5; stationers, 3; women's apparel, 19.

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## WASHINGTON (Con't)

## ELLENSBURG, WASH.

1920 Population, 4,000.

City and Suburban Estimate, 6,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 96%; Families, 1,250, city and suburbs.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; State Normal, 1. Number of Pupils, 1,345. Normal, over 1,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$3,050,772. Savings Bank Deposits Total, \$2,528,294. Largest per capita in state.

Theatres: Legitimate, combined, 1; Moving Pictures, 2. Total number of seats, 4,000.

Location: Ellensburg is located 125 miles east of Seattle and Tacoma, Washington, is located in a highly prosperous irrigated section of northern Yakima Valley on main lines of Northern Pacific and Milwaukee Railroads. Is an inland city but railroad service is excellent. Fine automobile roads east and west to Pacific Coast and east and south. Much freight handled by trucks for shorter hauls. Five great auto highways pass through Ellensburg.

Principal Industries: Ellensburg is a Northern Pacific division point and railroad shops located here. Creameries, lumber, coal mining (near), farming, flour mills, stock raising, hay and grain, wool, fruit, feed mills, hay shipped 65,000 tons, cottonseed locally 30,000 tons. Bushels grain raised annually 500,000. Lumber output approximately 23,000,000 feet.

Manufacturing Establishments: 11. Leading firms, Ellensburg Lumber Co., Kittitas Lumber Co., Tjossem Flour Mills, Consolidated Creamery, Ellensburg Milling Co. This is not chiefly a manufacturing section. The real backing of Ellensburg is the dairying, agricultural and stock raising. Impossible to reduce to an accurate dollar and cent basis.

Special Information: Ellensburg is the buying center of an immensely rich and fertile irrigated section. A \$7,000,000 new irrigation project is now being given final checking surveys by government engineers and construction expected to start by winter of 1924-25. This will be one of the largest irrigating projects in the west and will water 70,000 acres. Near Ellensburg are largest bituminous coal fields in the west, employing thousands of men the year round. Division point on N. P., payroll over \$1,000,000 annually. Three state Normal Schools here, enrollment over 1,000.

Residential Features: Ellensburg is distinctively a city of comfortable homes; few apartments. Most of the occupants own their own homes. Average \$2,500, lowered by the number of inexpensive cottages and small bungalows, and the fact that city property values for lots are not inflated.

Retail Shopping Section: The retail shopping district is practically included in a section of 9 blocks, between 3d and 6th Sts. north and south and Pine St., Pearl St. and Main St. east and west. Pearl is the main business street. Not only are all these streets paved, but the paving extends well into the residential district, there being over 12 miles of paving in city and suburbs.

Trading Area: From the north and northeast about 40 miles, including the large trade from the coal mining and lumber industrial section to the north. On the east a prosperous farm trade for about 15 miles and scattering trade for 40 or 50 miles. On the south the same for about 12 miles and west about 10 miles. The largest towns in this section of Washington are Yakima, 40 miles southeast, and Wenatchee, 75 miles northeast. High mountain ranges completely enclose the valley.

Wholesale Houses: Fruits, 2; Miscellaneous Lines, Lumber 2, Flour 2, Butter 2, Ice Cream 1, Hay and Grain 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 10; grocers, 8; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 6.

## EVERETT, WASH.

1920 Population, 27,744. Present 30,000 to 30,500.

City and Suburban Estimate, 52,000.

Native Whites, 78%; Negroes, 1%; Foreign Born, 21%; Industrial Workers, 14%; English Reading, 90%; Families, 7,514.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 6,341.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 42.

Banks: National, 3; State, 2; Total Resources, \$13,621,194. Savings Bank Deposits Total, \$12,504,211.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Everett holds the very central location on Puget Sound, at the mouth of the Snohomish River, 33 miles north of Seattle. Here the Great Northern, shortest railway route across the continent, first reaches tidewater, and from the port of Everett is the shortest shipping route across the Pacific.

Principal Industries: Lumber, fruit and fish canning, paper manufacturing, steel shingles, brick, milk condensing, stoves, tannery, railroad shops and yards.

Manufacturing Establishments: 294. Leading firms, three Weyerhaeuser Lumber Mills, Sumner Iron Works, Everett Fruit Products Co., Everett Pulp and Paper Mill, Clark-Nickerson, Robinson Mfg. Co., Washington Stove Works, Everett Steel Co.

Annual output, \$50,000,000.

Special Information: Everett is a city of smokestacks. Percentage of population employed in industry is high. Between 30,000 and 35,000 people in city, and 1 of 7 works in a mill or factory. Annual payroll estimated at \$15,000,000. During 1923 there passed through this port manufactured goods, lumber, logs and freight in volume of more than 4,000,000 tons, valued at \$40,000,000. This record indicates an industrial activity that is marvelous for a community of such tender age.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. One of the finest private residential sections in the Pacific Northwest is located on the west shore of the city. Homes in the latter section average \$4,000 to \$15,000.

Retail Shopping Section: Extends from G. N. depot, Hewitt and Bond St., east 20 blocks, then north 4, south 3 blocks from Colby and Hewitt Ave., which forms the heart of business section and terminal for suburban trolley and bus lines. Several smaller neighborhood sections with usual stores.

Trading Area: Extends about 40 miles north and east and 15 miles to the south. Intermittent business from people living at greater distances because of fine trolley and bus service, made possible by Puget Sound Power & Light Co.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 25; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 45; delicatessen, 10; dressmakers, 150; druggists, 11; dry goods, 10; department stores, 2; electrical supplies, 8; florists, 3; fruits, 48; furniture, 8; furriers, 2; garages (public), 42; grocers, 118; hardware, 6; jewelry, 15; meat markets, 28; men's furnishings, 12; men's clothing, 10; merchant tailors, 6; milliners, 12; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 14; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 4.

## HOQUIAM, WASH.

1920 Population, 10,058.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Negroes, .0017%; Foreign Born, 10%; Industrial Workers, 90%; English Reading, 80%; Families, 2,750.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$5,763,914.48; Savings Banks Deposits Total \$5,129,377.01.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On Gray's Harbor in southwest Washington. Connected with Alaska, the Orient, Australia and all important points by excellent steamship service. Served by Chicago, Milwaukee & St. Paul, Northern Pacific, Oregon-Washington, Union Pacific Railways. Very good bus service to western and central parts of the state.

Principal Industries: Lumbering, salmon fisheries, door manufacturing, piano boards, agriculture, bee-keeping, logging machinery. The only whaling station in the United States.

Manufacturing Establishments: 20. Leading firms: Eureka Cedar Lbr. & Shingle Co., Grays Harbor Lbr. Co., National Lumber & Box Co., North Bay Lbr. Co., North Western Lbr. Co., Posey Mfg. Co., E. K. Wood Lbr. Co., East Housman Shingle Co., Robert Gray Shingle Co., American Door Mfg. Co., Home Building & Mfg. Co., Knox & Toombs, Arquette Products Co., Hoquiam Mfg. Co., Grays Harbor Veneer Co., Lamb Machine Co., Chlmen splayards.

Value annual output, \$20,000,000.

Special Information: Noted for production of lumber. Is a leader in lumber shipments with one billion and a quarter feet of saw mill products, in 1923. The 1924 production will be in excess of 1,000,000,000 feet by water alone. Over 11,000 men are employed in the camps and mills. Payroll is \$17,000,000. There are 112 plants in the county, which have a daily capacity of 3,972,000 feet of lumber and 7,100,000 shingles. Log production is 6,000,000 feet per day. In 1923 the fisheries pack of canneries was estimated at \$1,000,000.

Residential Features: Mostly wooden, one-family houses. No special residential section. Section of town populated by foreign born. Not many apartment houses, and no tenement district.

Retail Shopping Section: Business section includes 8th St. Levee, I. J. K. 7th, Lincoln, Washington, Mource, Simpson, Ontario, etc. Approximately 26 business blocks. Three small outlying business districts, with groceries, etc.

Trading Area: People from 50 miles north, Lake Quinsai, come to Hoquiam for supplies; also from 35 miles east, beaches and Indian Reservation.

Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 3; Hardware, 1; Miscellaneous Lines, Logging Equipment, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 6; dry goods, 8; department stores, 6; electrical supplies, 3; florists, 3; fruits, 4; furniture, 9; garages (public), 11; grocers, 30; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 9; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 24; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 12.

## KELSO, WASH.

1920 Population, 8,800.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; Industrial Workers, 50%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1. Savings Bank Deposits Total, over \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,550.

Location: On the Cowlitz River, 3 1/2 miles from the mouth, where it joins the Columbia River. Union Pacific, Nor. Pacific and Great Northern railroads. Served by steamship service with ports on Cowlitz River. County seat of Cowlitz Co.

Principal Industries: Manufacture of lumber products, shingle mills, canneries, can factory, small fishing, coal mines, lumbering, veneer plant.

Special Information: The town of Kelso joins the limits of Longview and to intents and purposes in one city. The Longview Public Service Co. operate a regular schedule of auto buses connecting Longview and Kelso business and residential sections.

Wholesale Houses: Groceries, 1; Meats, 2; Fruits, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 3; grocers, 12; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 9; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 12; sporting goods, 6; stationers, 4; women's apparel, 6.

## LONGVIEW, WASH.

1920 Population, 5,500.

City and Suburban Estimate, 7,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 85%; English Reading, 90%; Families, 1,000.

Schools: Public Grade, 1; High, 1; Number of Pupils, 850.

Churches: Christian Science, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, \$1,000,000.

Theatres: Moving Pictures, 1. New theatre building to cost \$200,000. Total number of seats, 875.

Location: At confluence of Cowlitz and Columbia Rivers in Cowlitz Co. Connected by the Longview, Portland and Northern R. E. with the Nor. Pac., G. N. and U. P. systems. Service by steamship with port on Columbia River. Excellent stage service on Columbia River and Pacific Coast highways.

Principal Industries: Lumber manufacture, straw paper manufacturing, creamery, concrete pipe and brick.

Manufacturing Establishments: 4. Leading firms, Long-Bell Lumber Co., Longview Concrete Pipe Co., Pacific Straw Paper and Board Co., Highland Dairy.

Special Information: Largest sawmill in the world located here.

Residential Features: One-family houses predominate. Inner zoning plan there are 3 residential sections, one having no restrictions, one requiring dwellings to cost \$1,000 or more and the other to cost \$5,000 or more. No business buildings allowed near these sections.

Retail Shopping Section: Main shopping section from Michigan Ave., down both sides of Commerce St. to Hemlock. Smaller sections lo-

cated on Broadway, Hudson, 12th and 14th streets.

Trading Area: People from Kalama, Kelso, Castle Rock, Ostrander and Rauler, covering a radius of 12 miles, make this their shopping center. The newly opened road into Waukegan County will enable people forty miles away to shop here. Longview is a new city and at present it is impossible to say exactly what its trading area is.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 3; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 3; grocers, 5; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 1; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 5; stationers, 2; women's apparel, 2.

## MOUNT VERNON, WASH.

1920 Population, 4,000.

City and Suburban Estimate, 16,000.

Native Whites, 99%; Foreign Born, 60%; Industrial Workers, 15%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 40; High, 8; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; Total Resources, \$2,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Puget Sound midway between Seattle on the south and Vancouver, B. C., on the north. Bellingham 35 miles to the north and Everett 40 miles to the south.

Principal Industries: Dairying, farming and seed raising.

Manufacturing Establishments: Three milk condensers.

Residential Features: Strictly a residential town. Private homes and all of the substantial variety. Beautiful homes, many costing \$15,000 to \$20,000. Average \$7,000.

Retail Shopping Section: Business section covers about 3 blocks wide and 5 blocks long. Several outlying business sections.

Trading Area: Includes a radius of 12 miles. All paved roads and a population of 12,000 outlying. With town population of 4,000 makes a fine trading center.

Wholesale Houses: Meats, 2; Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 15; hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 10; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 6; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 6.

## OLYMPIA, WASH.

1920 Population, 8,537. (Now estimated at 12,500.)

City and Suburban Estimate, 18,000.

Native Whites, 99%; Negroes, less than 1%; Foreign Born, not over 1%; Industrial Workers, less than 10%; English Reading, 90%; Families, 2,250.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,450.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, \$5,139,951. Savings & Loan Associations, 2. Total Resources, including Building & Loan, \$9,540,000. Savings Bank Deposits Total, \$ar. & Loan, \$4,472,512. (\$250 per man, woman and child in trade territory.)

Theatres: Moving Pictures, 4; Vaudeville and Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On extreme southern tip of Puget Sound—navigable waters—freight by Sound boats. Ocean vessels load lumber in harbor. Connected with Seattle and Tacoma by Union Pacific & No. Pacific Railways. Center of bus transportation for S. W. Washington. 25,000 people stop or transfer at Olympia on four main bus lines each month. Six bus lines in all. At intersection of Pacific Highway (paved from Canada to Mexico) and Olympic Highway. Gateway to Olympic peninsula.

Principal Industries: Lumber mills, veneer mills, shingle mills, Will-Wite bathing suits, home of Olympia oyster industry, extracts and spices, fruit and vegetable cancery. Industrial payroll \$1,634,750; commercial payroll \$2,505,000; state, city, county, etc., \$1,210,000; total payroll, \$5,349,750. Other miscellaneous, \$73,341; grand total, \$5,423,091.

Manufacturing Establishments: 43. Leading firms, Washington Veneer Co., Brenner Oyster Co., Olympia Oyster Co., Olympia Veneer Co., Olympia Cauey Co., Olympia Door Co., Olympia Knitting Mills, Tamwater Lumber Mills.

**WASHINGTON (Con't)**

Total value of yearly output of factories estimated at \$8,157,000.

Special Information: County seat of Thurston County. Capital of state, \$12,000,000. Capitol group now under construction. \$900,000 yearly payroll for capitol employes. Center of territory with varied resources, including all branches of agriculture, stone quarries, coal mines, huge forests, dozens of lumber, shingle and tie mills, fishing and oyster raising, etc. Paved highways lead in four directions, making Olympia center of travel for Southwest Washington. Intersection of Olympia and Pacific highways in center of business district, great highway traffic point.

Residential Features: No tenements or so-called poor sections—practically all one-family homes. Several high class apartment houses—city 99% native born Americans and proud of reputation as finest residential city of its size in northwest. Homes average \$3,000 in valuation. Over 50% of homes owned by occupants (estimate Chamber of Commerce).

Retail Shopping Section: Extends from corner of Capitol Way and 4th Ave. (intersection of Olympic and Pacific Highways), four blocks south of Capitol Way from 3d Ave. to 6th Ave., 3d and 4th Aves. for 9 blocks from Water St. to East Bay Drive, 5th and 6th Aves. from Water to Adams. Three neighborhood trading districts in south, east and west parts of city, also supply sections.

Trading Area: 16 miles south, 16 miles west and 12 miles east. Fine bus service brings purchasers from adjacent territories to purchase. 93 buses daily scheduled to arrive and depart on four main bus lines. 6 bus lines in all.

Wholesale Houses: Meats, 2; Fruits, 1; Hardware Jobber, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; automobile accessories, 30; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 7; delicatessens, 2; dressmakers, 19; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 3; fruits, 2; furniture, 8; garages (public), 17; grocers, 32; hardware, 7; jewelry, 6; meat markets, 12; men's furnishings, 3; men's clothing, 7; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

**PORT ANGELES, WASH.**

1920 Population, 10,000.

Native Whites, 98%; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$3,600,000. Savings Bank Deposits Total, \$600,000.

Theatres: Moving Pictures, 3. Total number of seats, \$1,700.

Location: C. M. & St. P. Ry., Puget Sound Navigation Co. Located on Straits of Juan de Fuca. Excellent steamer service to Victoria and Seattle.

Principal Industries: Lumber and paper making and fishing, coopeage.

Manufacturing Establishments: 4. Leading firms, Puget Sound Mill & Timber Co., Washington Pulp & Paper Corporation, Crescent Boxboard, Port Angeles Coopeage Co.

Annual output, \$9,000,000.

Special Information: This city is the outlet for one of the richest dairying districts in the state and is becoming a mecca for tourists. Devilfish are caught quite extensively in the Straits within a few miles of this city and seal fishing is the main industry of Indians in the country.

Residential Features: Mostly one-family houses. Town growing rapidly and ulcer homes being built.

Retail Shopping Section: Extends along two main streets for two blocks, Front and Main Sts. and up Lincoln St. for two blocks.

Trading Area: Extends 72 miles west and 28 east. Fine graveled highways leading through the city from one extreme end of the county to the other bring people from outlying districts.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 4; druggists, 6; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 10; furniture, 5; garages (public), 10; grocers, 18; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

**SEATTLE, WASH.**

1920 Population, 315,312.

City and Suburban Estimate, 400,000.

Native Whites, 72.5%; Negroes, 0.9%; Foreign Born, 23.4%; Industrial Workers, 15%; English Reading, 98.5%; Families, 80,048.

Schools: Public Grade, 62; High, 8; Parochial, 20; Number of Pupils, 68,059.

Churches: Baptist, 19; Christian Science, 5; Congregational, 20; Episcopal, 14; Hebrew, 4; Methodist, 35; Presbyterian, 20; Roman Catholic, 19; Miscellaneous, 48.

Banks: National, 9; State, 12; Total Resources, \$153,554,966.13; Savings Bank Deposits Total, \$27,404,106.27.

Theatres: Legitimate, 2; Moving Pictures, 19; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 25,000.

Location: On Puget Sound and on east shore of Lake Washington. Served by C. M. & St. P., Northern Pacific, Canadian Pacific, Great Northern, Oregon-Washington R. R. and 56 steamship lines connecting Seattle with all parts of the world. Bus and interurban service to all principal towns in western Washington.

Principal Industries: Lumber products, machinery and engines, furniture and woodenware, canned food products, dairy products, fishing, milling.

Manufacturing Establishments: 1,500. Fisher Flour Mills, Seattle-Astoria Iron Works, Knottleton Lumber Co., Fry & Co., Carnation Milk Co.

Annual Output, \$275,000,000.

Special Information: Location of Seattle makes it chief shipping center for all Alaska and Oriental ports, while sale center for Washington and Alaska. Outlet for rich coal mines.

Residential Features: Mostly one and two-family residences, no tenement or slum districts. 46% homes owned. Close proximity to lumber makes cost of building less than in most sections of country. High class residential sections located in several sections of city. Average value of houses in these sections \$12,000.

Retail Shopping Section: Extends from Vesler Way for 10 blocks north to Pine street, and from First avenue to Fifth avenue. Four outlying business districts and 12 smaller neighborhood shopping centers.

Trading Area: Is area within radius of 27 miles of Seattle. Intermittent business is secured from people living at greater distances because of network of motor buses and electric interurban lines, also because Seattle is the metropolis of the Northwest.

Wholesale Houses: Groceries, 16; Meats, 18; Fruits, 27; Hardware, 10; Dry Goods, 17; Miscellaneous Lines—Drugs, 5; Lumber, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 76; commercial automobile agencies, 12; automobile accessories, 95; automobile tire agencies, 89; bakers, 127; cigar stores and stands (including hotels), 160; confectioners (including hotel stands), 99; delicatessens, 20; dressmakers, 170; druggists, 256; dry goods, 256; department stores, 51; electrical supplies, 7; florists, 68; fruits, 49; furniture, 70; furriers, 15; garages (public), 160; grocers, 1,026; hardware, 60; jewelry, 120; meat markets, 274; men's furnishings, 65; men's clothing, 15; merchant tailors, 170; milliners, 43; opticians, 44; photographers, 59; pianos (and miscellaneous musical instruments), 19; radio supplies, 13; restaurants (including hotels), 458; shoes, 63; sporting goods, 12; stationers, 14; women's apparel, 60.

**SPOKANE, WASH.**

1920 Population, 104,437.

City and Suburban Estimate, 141,000 (1924).

Native Whites, 82.9%; Negroes, .007%; Foreign Born, 17.1%; English Reading, 90%; Families, 27,178.

Schools: Number of Pupils, 29,640.

Churches: Baptist, 11; Christian Science, 2; Congregational, 8; Episcopal, 8; Hebrew, 3; Methodist, 23; Presbyterian, 14; Roman Catholic, 13; Miscellaneous, 65.

Banks: National, 2; State, 10.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 13,310.

Location: Spokane is located in the eastern part of Washington, with Seattle 369 miles west, Portland 368 miles southwest, and San Francisco 1,136 miles distant. Natural gateway between Pacific tidewater and a vast rich interior, being served by five transcontinental railroad systems and 12 branch lines. It stands at the only point for 200 miles north and south, at which railroads can cross the Rocky Mountains and reach the Columbia River basin on a reasonable grade. Hub of large railroad mileage. G. N., N. P., C. M. & St. P., U. P., C. P. railroads.

Principal Industries: Paper, meat products, furniture, confectionery, cement, lumber, poles, posts, paints. Annual wholesale business jumped from \$50,000 in 1918 to \$102,000,000 in 1923. Annual new wealth production of the Spokane country (200-mile radius)—farm crops, live stock and wool, \$250,000,000; orchards, \$50,000,000; minerals, \$55,000,000; lumber shipments, \$50,000,000.

Manufacturing Establishments: 384. Armour's most important western packing plant located here. Tru Blu Cicut Co., crackers and confections. Spokane is the commercial center of a territory very rich in natural resources. The Spokane country produces 40% of the nation's

(Continued on page 240)

**TACOMA STILL GROWING**

96,965 (1920 census)

112,000 (1924)

Tacoma, one of the five major markets of the Pacific Northwest is the centre of a rich and prosperous trading territory of nearly 300,000 consumers, of which 160,000 live in the city and immediate suburbs.

Eight counties, comprising Southwest Washington, all of which are dependent upon Tacoma as a jobbing and retail centre, have an assessed valuation of nearly \$425,000,000, with 11,073 farms within their borders valued at \$90,000,000 and a farm crop of \$15,000,000.

Three hundred and fifty-five factories are located in Tacoma. These industries turn out products valued at \$125,000,000, with a payroll of \$23,000,000 per year, divided among 12,700 employes. 20 lumber mills, located within the city limits, shipped products valued at \$36,000,000 last year. Tacoma has 19 furniture factories, manufacturing \$6,000,000 worth of furniture annually.

For distribution, Tacoma is more than adequately situated, having four Trans-Continental Railways, large and commodious harbor with thirty commercial docks, shipping to and receiving merchandise from all parts of the world.

Local Tacoma merchants do not stock goods unless manufacturers use space in Tacoma newspapers, for they know that advertising in Seattle does not affect trade in Tacoma and Pierce Co.

A.B.C. audited circulation—32,583

*This rich and prosperous territory is blanketed by*

**THE TACOMA NEWS TRIBUNE**

Frank S. Baker  
President

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Editor and General Manager

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Chicago, Ill.

WASHINGTON (Con't)

Spokane (con't)

lead; one-ninth to one-eleventh of its wheat, one-fifth to one-seventh of its boxed apples; 37,000,000 lbs. of wool annually; one-third of nation's magnesite. Has extremely large body of white pine.

Special Information: The Spokane country—150-mile radius of Spokane, 522 cities, towns and villages; urban population 389,707, rural 175,000. Per capita buying power, 35% above national average (based on income tax returns), 10,085 miles improved motor roads. Motor registration, 1923, 101,203.

Residential Features: Spokane is a city of homes. Na slums. Private homes predominate. Residential electric lighting customers, 1923, 23,312. In Spokane and the Spokane country, 70,000.

Retail Shopping Section: Retail trading area of Spokane extends approximately 150 miles in every direction, being the metropolis for many people living even beyond that circle. 128 passenger trains, steam and electric, and motor buses entering and leaving daily. Spokane's wholesale houses and jobbers, on account of low freight rates, serve a territory even larger than the retail area, or a field of approximately 1,500,000 people.

Wholesale Houses: Groceries, 5; Meats, 11; Fruits, 7; Hardware, 5; Dry Goods, 2; Miscellaneous Lines—Drugs, 2; Tobacco, 5; Lumber, 4; Paper and Stationery, 5; Paint, 3; Jewelry, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 30; bakers, 36; cigar stores and stands (including hotels), 92; confectioners (including hotel stands), 137; druggists, 51; dry goods, 18; department stores, 19; electrical supplies, 23; garages (public), 72; grocers, 424; hardware, 25; jewelry, 45; men's furnishings and men's clothing, 59; restaurants (including hotels), 202; shoes, 26.

TACOMA, WASH.

1920 Population, 96,965 (Present estimate, 112,024). City and Suburban Estimate, 160,000.

Native Whites, 76.9%; Negroes, 0.9%; Foreign Born, 22.2%; Industrial Workers, 12.7%; Families, 21,512.

Schools: Public Grade, 40; High, 2; Junior High, 6; Parochial, under construction, 6; Number of Pupils, 48,708.

Churches: Baptist, 13; Christian Science, 6; Congregational, 8; Episcopal, 9; Hebrew, 2; Methodist, 28; Presbyterian, 14; Roman Catholic, 12; Miscellaneous, 44; Lutheran, 21.

Banks: National, 3; State, 2; Total Resource (Loan Transactions), \$683,512,000; Savings and Bank Associations (Resumes), \$19,000,000; Savings Bank Deposits Total, \$38,418,000.

Theatres: Legitimate, 2; Moving Pictures, 26; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 23,000. Outdoor Stadium, 40,000 seats.

Location: On shores of Puget Sound. Served by four railroads—Gt. Northern, No. Pacific, Chi. Mil. & St. Paul, and Union Pacific, with direct connections with So. Pacific and Canadian lines. 54 steamship lines dock at Tacoma for ports of the world.

Principal Industries: Lumber, mill work, sash and doors, boxes, veneer, wood pipe, wood columns, furniture, smelting, car wheels, candy, flour, meat and fish packing, ship building, food products, railroad shops.

Manufacturing Establishments: 355. Leading firms, Tacoma & St. Paul Lumber Co., Pacific Box Co., Northwestern Wooden Ware Co., P. S. Iron & Steel Works, Wheeler-Osgood Co., Griffin Wheel Co., American Wood Pipe Co., Cascade Paper Co., Carsten Packing Co., Gregory Furniture Co., Washington Parlor Furniture Co., Carmen Mfg. Co., Biffin Lumber Co., National Coconut Butter Co., Tacoma Smelting Co., Marine Products Co., Tacoma Grain Co., Albers Milling Co., Washington Column Co., Washington Handle Co., Oriole Candy Co., Tacoma Candy & Biscuit Co., Sperry Flour Co.

Total yearly value of factory output, \$123,000,000.

Special Information: "The Lumber Capital of America"—Mill capacity, 5,000,000 cu. ft. of lumber every eight-hour shift or more than 1,500,000 cu. ft. per year. Value of cut, \$33,000,000. Municipal power plant offers lowest lights and power rate in United States. Exports, 1923, were 1,598,686 tons; value, \$82,692,139. Imports, 2,517,151 tons; value, \$73,612,341. Grinds more flour than any city west of Minneapolis and Kansas City. Has 19 fertilizer factories. "The Grand Rapids of the West."

Residential Features: Tacomans own 54.65% of their homes and more than one-half of these are free from incumbrances. One and two-story houses predominate, principally wood construction. Northern part of city holds the finer residences, while on the lake sides, just outside the city limits, are to be found the more palatial homes.

Retail Shopping Section: Extends north and south on following streets: Pacific Ave., Commerce St., Broadway, St. Helen's Ave. and Market St., a distance of from 4 to 10 blocks, varying four to ten blocks, with numerous small shops on the number streets running east and west. There are 6 outlying retail sections and several smaller neighborhood sections with the usual grocery, market and notion stores.

Trading Area: Extends 10 miles north, 20 miles east, 40 miles south, and 30 miles west. Intermittent business extends throughout southeastern Washington, owing to 450 miles of hard surfaced (paved) highways with excellent bus service in every direction, coupled with trains, interurban, steamer and ferry service.

Wholesale Houses: Groceries, 5; Meats, 7; Fruits, 13; Hardware, 5; Dry Goods, 2; Miscellaneous Lines, 49.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 59; commercial auto. agencies, 21; automobile accessories, 67; automobile tire agencies, 12; bakers, 37; cigar stores and stands (including hotels), 65; confectioners (including hotel stands), 126; delicatessen, 8; dressmakers, 80; druggists, 44; dry goods, 23; department stores, 6; electrical supplies, 35; florists, 21; fruits, 35; furniture, 32; furriers, 5; garages (public), 64; grocers, 408; hardware, 27; jewelry, 41; meat markets, 99; men's furnishings, 47; men's clothing, 50; merchant tailors, 64; milliners, 30; opticians, 12; photographers, 19; pianos (and miscellaneous musical instruments), 11; radio supplies, 4; restaurants (including hotels), 120; shoes, 32; sporting goods, 4; stationers, 8; women's apparel, 20.

See announcement on page 239

VANCOUVER, WASH.

1920 Population, 12,637. City and Suburban Estimate, 15,000.

Native Whites, 88.2%; Negroes, 0.2%; Foreign Born, 11.1%; Industrial Workers, 4.94%; English Reading, 92%; Families, 3,146.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,982.

Churches: 14. Banks: 11. Total Deposits Total, \$6,244,155.22.

Theatres: Moving Pictures, 3. Total number of seats, 1,950.

Location: This, the oldest and most historical city in the state of Washington, and second oldest in the Pacific Northwest, is located in southwest Washington, on the Columbia River, and is the gate-way city to Washington from Oregon, California and other Southern States. Vancouver is the county seat of Clarke County, its largest city and principal trading point.

Transportation: Vancouver enjoys most unusual transportation advantages, being served by four great trans-continental railroads, Northern Pacific, Great Northern, O. W. R. & N., and the Spokane, Portland & Seattle. Vancouver lies at the head of deep-water navigation on the Columbia River, one hundred miles from its mouth; it is thus served by vessels from the world's ports, as well as up-river navigation for several hundred miles.

Principal Industries: Its industrial activities consist mostly of modern paper and lumber mills, large veneer and panel plants, electric steel plant, logging truck plant, architectural terra cotta plant, sash and door and planing mills, iron foundry and machine plants, very extensive canneries of fruits and vegetables, woolen mills, packing plants, furniture factories, several creameries, and other smaller industries.

Payrolls: The annual industrial payroll of Vancouver is \$3,338,764. The annual mercantile payroll of Vancouver is \$1,172,148. The payroll of Vancouver is \$4,510,912. The total coazy payroll is over \$8,000,000. There are industrially employed in Vancouver 2,945 men and 1,086 women.

Residential Features: One and two-family houses.

Retail Shopping Section: Extends on Main Washington and part of Broadway.

Trading Area: Extends 30 miles north along Columbia River.

Wholesale Houses: Tobacco, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 12; grocers, 15; hardware, 3; jewelry, 5; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 20; shoes, 3; sporting goods, 2; stationers, 1.

WALLA WALLA, WASH.

1920 Population, 15,503. City and Suburban Estimate, 25,000; county, 32,000; trading radius, 45,000.

Native Whites, 86.8%; Negroes, 0.6%; Foreign Born, 12.6%; English Reading, 98.6%.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 4,658; Whitman College, 505.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 2; Total Resources, \$10,935,419.67. Savings Bank Deposits Total, \$4,685,979.63.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,500.

Location: Union Pac. and Nor. Pac. Railroads.

Inland Empire Highway with hard surfaced road connecting Portland and Spokane, also main travelled highway between Seattle and Spokane. Bus service to principal points. Road program for past several years has made Walla Walla most accessible from large radius in southeastern Washington and northeastern Oregon. Interurban car line to Umapine, Milton and Freewater, Oregon, taps a rich fruit belt, vegetable and hay producing section.

Principal Industries: Wheat growing, vegetables, fruit, milling, harvester manufacturing, vinegar, candy, concrete products, meat products, creamery and dairy products, brick and lumber products.

Manufacturing Establishments: 40. Leading firms, Harris Mfg. Co., Walla Walla Meat and Cold Storage Co., Walla Walla Valley Dairy-men's Assn., Walla Walla Candy Co., Walla Walla Vinegar Co., Walla Walla Iron Works, Walla Walla Construction Co., Enreka Flour Mills, Whitehouse Crawford Co., Walla Walla Lumber Co. and Walla Walla Mill Co.

Annual output, \$4,250,000.

Special Information: Walla Walla is location for Whitman College with more than 500 students. While at College Place, just two miles west, is located the Walla Walla College, a Seventh Day Adventist School, from which pupils are drawn from all parts of the world. Walla Walla shipped following totals last year: Wheat, \$8,500,000; orchard and vegetable products, \$4,500,000; alfalfa, \$350,000; dairy products, \$500,000.

Residential Features: Private homes predominate, large percentage owned. Only 5 apartment houses in entire city. City has to the west large section of orchard and garden tracts on which are located hundreds of modern homes with electric lights, telephones, artesian water and other conveniences.

Retail Shopping Section: 12 blocks on Main St., 8 blocks on Alder St., with intersecting streets. City has tea neighborhood grocery stores.

Trading Area: Radius of 35 miles. Excellent patronage because of hard surfaced roads, excellent bus, interurban and train service. Includes Pasco, Pomeroy, Waukegan, Dayton, Lewesport, in Washington, Milton, Freewater, Weston, Adams, Athena, Pendleton and Umapine in Oregon.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 4; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Cigars, 2, Candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 8; automobile accessories, 5; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 8; dry goods, 6; department stores, 10; electrical supplies, 4; florists, 4; furniture, 6; garages (public), 20; grocers, 37; hardware, 2; jewelry, 6; meat markets, 10; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 4; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 6.

WENATCHEE, WASH.

1920 Population, 6,321; 1924, 10,000. City and Suburban Estimate, 32,000.

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 20%; English Reading, 97%; Families, 2,400.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,991.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 3; Total Resources, \$3,307,239.67; Savings Bank Deposits Total, \$1,205,697.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,900.

Location: At the junction of Columbia and Wenatchee Rivers on the main line of Great Northern Ry., midway between Spokane and Seattle, 175 miles from both. Two branch lines terminating at Wenatchee make it the shipping point for all of north central Washington, consisting of 4 counties.

Principal Industries: Flour milling, manufacturing of fruit boxes, orchard appliances, spray materials and lumber mill. One of the largest plants in the Pacific Northwest. Two nationally advertised fruit products.

Manufacturing Establishments: 12. Leading firms: Pine Box Mfg. Assn., Wenatchee Box Spray Co., Liberty Orchards, manufacturers of apples, Shepard Fruit Products Co., Wenatchee Milling Co.

Annual output, \$6,000,000.

Special Information: One of largest apple shipping points in the world, 19,000 carloads in 1923. One motor vehicle for every 3 persons in Chelan County.

Residential Features: 90% of the homes are modern, and 95% have electric light or gas connections and running water. Private homes predominate. On the outskirts of the city are many 5 and 10 acre orchard home tracts. Average home value \$3,500.

Retail Shopping Section: Extends from Wenatchee Ave. west to Chelan Ave., 3 blocks, south on Wenatchee Ave., Chelan Ave., Mission St., 3 parallel streets, for a distance of 8 blocks.

Trading Area: Six miles south to the mountains, 50 miles east to Euphrata, 23 miles west to Leavenworth, 112 miles north to the Canadian border.

Wholesale Houses: Groceries, 1; Meats, 3;

Fruits, 2; Miscellaneous Lines, Auto. Accessories, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 3; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 14; grocers, 25; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 12; men's clothing, 6; merchant tailors, 2; milliners, 7; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 9.

YAKIMA, WASH.

1920 Population, 18,539. City and Suburban Estimate, 28,000.

Native Whites, 88%; Negroes, 1.5%; Foreign Born, 10.5%; Industrial Workers, 9.8%; heavy agricultural percentage; English Reading, 95%; Families, 4,418.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,906.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 22.

Banks: National, 5; State, 3; Total Resources, \$11,487,233.20; Savings Bank Deposits Total, \$5,540,567.91.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000.

Location: On main line Nor. Pac. Ry., branch of U. P. and Yakima Valley Trans. Co. (elec.). Two latter reach all leading fruit sections near city and branches extend to productive Naches and Moxee valleys. Eleven bus lines to all towns within 60 miles, and auto freight line to all leading communities in county.

Principal Industries: Fruit products, lumber, boxes and woodwork, meat products, flour and cereals, iron and structural steel, bakeries, ice, fruit harvesting machinery, candy, dairy products, auto tops, bodies and woodworking, printing, cement products, teats and awnings.

Annual output, \$8,220. Payroll, \$2,327,400.

Manufacturing Establishments: 69. Leading firms, Cascade Lumber Co., Libby, McNeil & Libby, California Fruit Packing Co., Washington Dehydrator, Yakima Wash. and Box Co., Yakima Candy Co., Jones Bros. Vinegar Co., Yakima Fruit Products Co., Miller Fruit Mills, Yakima Cement Products Co., Granger Clay Products Co., Gibson Packing Co., Fruit Appliance Co., Utah-Idaho Sugar Co.

Special Information: Metropolis of southeastern Washington. On Yellowstone Trail and Inland Empire Highway. 110 miles paved roads in county. Wholesale center for large area. Sixth county in U. S. in value of agricultural products, nearly 40,000,000 annually. Gateway to Mt. Ranier, 75 miles, and Mt. Adams, 64 miles. Diverging point for tourist travel. More than 14,000 auto licenses in county.

Residential Features: Mostly 3 to 8 room dwellings, small sections near Cascade Mill and canning plant occupied by employees' cottages. Several modern apartment houses. Fine residences along Naches Ave. and old part of city, and many modern homes on high land in western section, ranging in value from \$3,000 to \$25,000.

Retail Shopping Section: Extends for 13 blocks on Yakima Ave. and for 1 block on either side on Front, First, Second and Third Sts., also for 3 blocks on Chestnut St. and A St., paralleling Yakima Ave. Five outlying business sections of 2 to 10 stores each.

Trading Area: Extends 8 miles north, 32 miles northwest, 21 miles west, 35 miles southwest, 60 miles southeast, and 10 miles east.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 50; Hardware, 1; Miscellaneous Lines, Plumbing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 5; automobile accessories, 40; automobile tire agencies, 45; bakers, 9; cigar stores and stands (including hotel stands), 30; confectioners (including hotel stands), 45; delicatessen, 12; dressmakers, 20; druggists, 14; dry goods, 12; department stores, 5; electrical supplies, 9; florists, 5; fruits, 2; furniture, 6; furriers, 2; garages (public), 7; grocers, 175; hardware, 5; jewelry, 8; meat markets, 17; men's furnishings, 11; merchant tailors, 10; milliners, 8; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 11; restaurants (including hotels), 110; shoes, 11; sporting goods, 9; stationers, 4; women's apparel, 17.

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## WEST VIRGINIA NEWSPAPER MARKETS

### BLUEFIELD, W. VA.

1920 Population, 15,282; 1924, est. 22,000.  
City and Suburban Estimate, 30,000.  
Native Whites, 80.4%; Negroes, 17.8%; Foreign Born, 1.8%; Industrial Workers, 9.5%; English Reading, 96%; Families, 3,306.  
Schools: Public Grade, 8 White, 4 Colored; High, 1; Number of Pupils, 4,142.  
Churches: Baptist, 3; Episcopal, 1; Methodist, 3; Presbyterian, 2; Hebrew, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 2.  
Banks: National, 3; State, 2; Total Resources, \$13,267,000; Savings Deposits Total, \$2,455,000. 1915 Bank Deposits Total were \$2,226,000, and Total Resources, \$3,573,000.  
Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,700.  
Location: Southernmost point, West Virginia, on southeastern border. 360 miles west of Norfolk, Virginia; 321 miles east of Cincinnati, Ohio; 314 miles east of Columbus, Ohio. Served by Norfolk and Western Railroad. Through service by bus to Welch, W. Va.; Bristol, Tenn.; and Hinton, W. Va. Daily electric line connection, 30 minute service to Princeton, the county seat, and connection with Virginian Railway. Bus connects with C. & O. Railway at Hinton, W. Va.

Principal Industries: Division shops, Norfolk and Western Railway, mine and car foundries, and machine shops; three woodworking plants, four mill, two armature plants, ice cream manufacturing, two printing and engraving plants. Total value yearly output of factories estimated at \$2,500,000.

Special Information: Altitude, 2,557 feet. Delightful summer climate; located on two lakes to Florida Highways. Strategic point for auto tourist to visit Appalachians, the garden spot of the east. Nearest city of consequence to resort district of the Virginias. Trading center for Pocahontas coalfields, both retail and wholesale.

Residential Features: Mostly one-family homes, no tenements. High percentage home owners.

Retail Shopping Section: Five blocks from railway station, west on Princeton avenue. Two blocks on Bluefield avenue and two blocks on Bland and Federal streets running south from Princeton avenue.

Trading Area: Extends 50 miles west, 12 miles east. Trading population, 210,000. All connected by bus lines, interurban lines and improved state roads.

Wholesale Houses: Auto Accessories, 1; Groceries, 3; Confectionery, 2; Meats, 3; Fruits, 2; Hardware, 3; Mine and Mill Supplies, 3; Bottled Soft Drinks, 1; Miscellaneous, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial autos., 7; automobile accessories, 22; automobile tire agencies, 25; bakeries, 4; cigar stores and stands (including hotels), 25; delicatessen, 1; dressmakers, 11; druggists, 11; white, 1; colored, dry goods, 6; department stores, 4; electrical supplies, 2; florists, 3; fruit stores, 4; furniture, 6; garages (public), 12; groceries, 44; hardware, 4; jewelry, 7; meat markets, 13; men's furnishings, 15; men's clothing, 15; merchant tailors, 5; milliners, 9; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 30; shoes, 13; sporting goods, 4; stationers, 3; women's apparel, 19.

### CHARLESTON, W. VA.

1920 Population, 39,608. (July 1, 1924, est., 47,308)

City and Suburban Estimate, 110,000.

Native Whites, 83.5%; Negroes, 11%; Foreign Born, 5.5%; English Reading, 85%; Families, 10,000.

Schools: Public Grade, 23; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 10,040.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 35.

Banks: National, 3; State, 9; Total Resources, \$53,661,953.61; Savings Bank Deposits Total, \$9,353,774.73.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 10,000.

Location: At confluence of Great Kanawha and Elk Rivers, with two-thirds of the population and three-fourths of the area of state within a radius of 100 miles. C. & O., N. Y. C., B. & O., K. & W. Va. and Virginian Ry. Steamboats to Ohio River. Bus service to eastern and western points of the state.

Principal Industries: Steel plants, chemical plants, metal working plants, electrical plants, glass plants, brick and clay, oil and gas and coal, paper and pulp plants, milling plants.

Manufacturing Establishments: 71; Leading firms: Libby-Owens Glass plant, Owens Bottle Co., Kelley Ax and Tool Co., Ward Boiler Works, Kanawha Mfg. Co., Morgan Lumber & Mfg. Co.

Annual output: \$16,434,264.

Residential Features: Private homes predominate. Quite a few big apartment houses. No tenements. Restricted residence section in suburbs.

Retail Shopping Section: Extends from Elk River to Broad St., about 10 squares, and from Kanawha River to the hill, about 10 squares, and 20 squares up Washington and 20 squares down Charleston St., which is a part of Washington St. It extends down Virginia St. for

distance of 10 squares. There are two outlying business sections and several small neighborhood sections with small shops.

Trading Area: 100 miles north, south and east, 50 miles west.

Wholesale Houses: Groceries, 4; Meats, 5; Fruits, 6; Hardware, 6; Dry Goods, 4; Miscellaneous Lines, Milling, 3; Shoes, 2; Conf., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 4; dressmakers, 3; druggists, 43; dry goods, 10; department stores, 10; electrical supplies, 8; florists, 4; fruits, 20; furniture, 7; furriers, 2; garages (public), 30; grocers, 250; hardware, 23; jewelry, 10; meat markets, 20; men's furnishing, 11; men's clothing, 11; merchant tailors, 13; milliners, 8; opticians, 6; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 16; restaurants (including hotels), 25; shoes, 15; sporting goods, 5; stationers, 6; women's apparel, 10.

See columns 3 and 4

### CLARKSBURG, W. VA.

1920 Population, 27,869.

City and Suburban Estimate, 80,000 within 18 mile limit.

Native Whites, 88.5%; Negroes, 4.5%; Foreign Born, 7%; Industrial Workers, 25%; Families, 6,453.

Schools: Public Grade, 22; High, 4; Parochial, 2; Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 21; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 26.

Banks: National, 3; State, 5; Total Resources, \$20,000,000; Savings Bank Deposits Total, \$10,100,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,000.

Location: On main line of B. & O., 276 miles west of Cincinnati and 276 miles west of Washington. Branch lines radiate in all directions: The W. Va. Short Line operating to Wheeling and west, the W. Va. & Pittsburgh branch to Richwood, Charleston and points south, while the Monongahela R. R. branch gives direct connection to Pittsburgh and the north and west. The Monongahela, West Penn. Public Service Co., also operates a pass and frt. service over 65 miles of interurban lines to Fairmont, Weaton and intermediate points with its terminal at Clarksburg. Bus service to adjoining towns.

Principal Industries: Coal, oil, gas, glass, pottery, tin plate, carbon electrodes, tin cans, glass moulds, caskets, toy marbles, boxes, macaroni, zinc spelter, brick, tile machinery, glass novelties, tables, kitchen cabinets, porch swings.

Manufacturing Establishments: 25; Leading firms: Weirton Steel Co., D. B. McNeil Pottery Co., National Carbon Co., Grassell Chem. Co., Owens Bottle Co., Hazel Atlas Glass Co., Thatcher Mfg. Co., Akro-Agate Co., Phelps Can Co., Pittsburgh Plate Glass Co., Lafayette Glass Co., Clarksburg Glass Co., Rolland Glass Co., Lang & Crist Box and Lumber Co., Interstate Window Glass Co., West Virginia Macaroni Co., Imperial Ice Cream Co.

Annual output valued, \$10,000,000.

Coal is also a big industry in Clarksburg. The value of coal produced in the Clarksburg district annually is \$14,000,000. In the northern West Va. district of which Clarksburg is the headquarters, \$57,500,000 is invested in coal properties and equipment, 28,500 men employ in 563 coal mines.

Residential Features: Majority one and two story houses, numerous workmen's houses. Several very fine residential sections where houses costing \$10,000 to \$50,000 are located.

Retail Shopping Section: Extends for 10 blocks on Main St. and about 8 blocks on Pike St., also 5 blocks on side streets crossing these main streets. Almost in the center of this trading area is an interurban electric station, which line stretches out over a trading area for 25 miles in several directions. Five outlying retail sections where are located small stores.

Trading Area: Extends within a radius of 50 miles and includes prosperous mfg., mining and farming territory. Trolley lines, bus lines and railroads provide adequate transportation facilities for the 150,000 people in the Clarksburg trading district.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 3; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Milling, 1; Confectionery, 2; Drugs, 1; Ice Cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 20; druggists, 25; dry goods, 12; department stores, 6; electrical supplies, 10; florists, 3; fruits, 10; furniture, 10; furriers, 2; garages (public), 16; grocers, 200; hardware, 12; jewelry, 11; meat markets, 15; men's furnishing, 15; men clothing, 12; merchant tailors, 10; milliners, 12; opticians, 10; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 16.

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WEST VIRGINIA (Con't)

ELKINS, W. VA.

1920 Population, 6,788. City and Suburban Estimate, 9,588, including Leadville district. Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; English Reading, 90%; Families, 2,000, includes Leadville district. Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,300. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2. Banks: National, 3; State, 1; Total Resources, \$4,800,000. Theatres: Moving Pictures, 2. Total number of seats, 2,600. Location: Located in a beautiful valley of the Allegheny Mountains, Elev. 2,000 feet. The B. & O. and the W. M. K. R. enter the city in three directions. Principal Industries: Tanned leather, brick and tile, refrigerators and plating mill products, railroad shops, furniture, limestone and limestone products. Foundry and machine products. Manufacturing Establishments: 12; Leading firms: Bishop Plating Mill, Elkins Brick Co., Elkins Refrigerator Co., Hardman Lbr. Co., Keytons Mfg. Co., Klister Leather Co., Elkins Tannery, Wilkins Extract Works, Randolph Plating Mill. Special Information: Elkins possesses natural advantages which up to the present have been little utilized. It is located within five miles of extensive coal fields near large clay deposits and in the midst of valuable hardwood forests. Residential Features: Essentially a city of fine and comfortable homes. Very few apartment houses, and those built are only four family type. Wide, well-paved streets. Retail Shopping Section: Extends north to Fourth St. from the river and east from the railroad to Henry Ave. Trading Area: Wholesale houses ship within a radius of 75 miles. Retail stores do business within a radius of 35 miles. Wholesale Houses: Groceries, 5; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 3. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 7; garages (public), 9; grocers, 25; hardware, 4; jewelry, 5; meat markets, 5; men's furnishing, 4; men's clothing, 7; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 14; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 8.

FAIRMONT, W. VA.

1920 Population, 17,851. City and Suburban Estimate, 35,000. Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 21%; English Reading, 95%; Families, 4,218. Schools: Public Grade, 9; High, 2; Number of Pupils, 4,300. Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6. Banks: National, 2; State, 4; Total Resources, \$15,000,000. Theatres: Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,200. Location: On B. & O. R. R. and Monongahela Railroad. Principal Industries: Glass bottles, fiber board, building and paving brick, coke and by-products, mining machinery, ammonia, coal mining. Residential Features: Mostly one-family houses. Retail Shopping Section: Seven blocks on Main St. and scattered stores on side streets. Trading Area: Radius of 15 miles. Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 4; Hardware, 1; Miscellaneous Lines, Furniture, 1; Stationery, 1; Confectioners, 4. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 39; commercial auto. agencies, 15; automobile accessories, 14; automobile tire agencies, 23; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 23; druggists, 10; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 6; furniture, 9; furriers, 3; garages (public), 14; grocers, 130; hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 13; men's clothing, 16; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 28; shoes, 11; sporting goods, 2; stationers, 5; women's apparel, 7.

GRAFTON, W. VA.

1920 Population, 8,517. City and Suburban Estimate, 15,000. Native Whites, 80%; Negroes, 3%; Foreign Born, 11%; Industrial Workers, 75%; English Reading, 98%; Families, 2,500.

Schools: Public Grade, 8; High, 3; Parochial, 1; Number of Pupils, 4,684. Churches: Baptist, 1; Congregational, 5; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 1; State, 3; Total Resources, \$6,608,000; Savings Bank Deposits Total, \$3,594,000. Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,050. Location: Junction point of main B. & O. line between Baltimore and Cincinnati, with original main line B. & O. between Baltimore and Wheeling, W. Va. One stem runs south to Elkins, W. Va., and connects with Western Maryland R. R. and C. & O. R. R. Principal Industries: B. & O. railroad shops, glass, lumber, earthenware and mining. Manufacturing Establishments: 17; Leading firms: Hazel-Atlas Glass Co., Tysarto Valley Glass Co., Carr China Co., Excelsior Mangle Co., Curry Lumber Co., Crystal Ice Co., Imperial Ice Cream Co., Hofner & Maysville Milling Machine Co. Special Information: Location of city makes it greatest distributing center in West Virginia, possessing railroad service unequaled by any city in State. On main line B. & O. from New York to St. Louis and Junction point for lines north to Pittsburgh and south to Charleston, W. Va. and great Kanawha coal fields. Is located in the center of the great coal fields of W. Va. and is county seat of Taylor County, having forty operating coal mines and largest railroad shops west of Baltimore on B. & O. Residential Features: Mostly one-family houses. Citizenship made up mostly of thrifty skilled workers such as mechanics, boiler-makers, plumbers, glass-workers, potters and business men who have built a residential section that is enviable to any city of its size in the state. Home in city average \$9,000. Retail Shopping Section: Is located in the heart of city. Extends three blocks entire length of Latrobe St. Begins at Post Office on Main St. and extends east to B. & O. passenger station, taking in 8 blocks. All the leading retail stores, banks, jewelry stores and theatres are situated on Main St. Trading Area: Extends about 22 miles east, 15 miles south, 16 miles west and 18 miles north. Has no trolley service to these points but has excellent bus and passenger train service. Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 3; Hardware, 1; Dry Goods, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 14; furniture, 5; garages (public), 9; grocers, 57; hardware, 5; jewelry, 4; meat markets, 6; men's furnishing, 9; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants, (including hotels), 9; shoes, 4; sporting goods, 1; stationers, 5; women's apparel, 7.

HUNTINGTON, W. VA.

1920 Population, 56,208. City and Suburban Estimate, 75,000. Native Whites, 89.1%; Negroes, 7.0%; Foreign Born, 3.3%; Industrial Workers, 30%; English Reading, 98%; Families, 13,000. Schools: Public Grade, 18; High, 2; Junior High, 6; Parochial, 2; Number of Pupils, 17,699. Churches: Baptist, 13; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 17; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 19. Banks: National, 2; State, 1; 6 independent banks; Total Resources, \$28,803,616.92. Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 21,626. Location: On the Ohio River 300 miles west of Pittsburgh, B. & O. C. & O., Virginian and N. & W. Excellent traction and bus service to southern part of Ohio, northwestern part of Ky. and southwestern part of W. Va. Principal Industries: Products of iron, glass, clay and wood. Manufacturing Establishments: 125; Leading firms: C. & O. Ry. Co., International Nickel Co., West Va. Glass Mfg. Co., Washington Mfg. Co., American Thermos Bottle Co., Huntington Tumbler Co., National Window Glass Mfg. Co., Minter Homes Corp., Perry-Norvell Co., H. E. Wylie China Co., West Va. Rail Co., Nicholson-Kendle Furn. Co., Penn Table Co., Armstrong Mfg. Co. Special Information: Location of the city makes it the meeting place of southwestern Virginia and eastern Kentucky outlets for coal. An ideal location for the production and distribution of anything which iron, steel, wood, clay, raw material enter into. Residential Features: Many workmen's homes available, both for rent and to be purchased at reasonable rental and purchase costs. Many handsome homes on the hills surrounding the city. Retail Shopping Section: Extends from 3rd Ave. south for 4 blocks and from 12th St. west, 4 blocks. West Huntington has its shopping district and 20th St. and East Huntington as well. Trading Area: 20 miles west, 10 miles east on the Ohio River., 75 miles back into coal mining district. Wholesale Houses: Groceries, 8; Meats, 4; fruits, 5; hardware, 5; dry goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 66; commercial auto. agencies, 4; automobile accessories, 29; automobile tire agencies, 26; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 26; druggists, 40; dry goods, 11; department stores, 23; electrical supplies, 10; florists, 9; fruits, 5; furniture, 26; furriers, 2; garages (public), 54; grocers, 446; hardware, 16; jewelry, 14; meat markets, 23; men's furnishing, 16; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 19; pianos (and miscellaneous musical instruments), 14; radio supplies, 5; restaurants (including hotels), 180; shoes, 17; sporting goods, 5; stationers, 3; women's apparel, 25.

KEYSER, W. VA.

1920 Population, 6,003. City and Suburban Estimate, 8,100. Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 28%; English Reading, 94%; Families, 1,301. Schools: 5; Number of Pupils, 1,159. Churches: 4. Banks: 3; Total Resources, \$3,100,000. Theatres: 2; Total number of seats, 1,125. Residential Features: One family houses. Retail Shopping Section: Three blocks center of town. Trading Area: Ten miles. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 11; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 9; grocers, 50; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 4.

MARTINSBURG, W. VA.

1920 Population, 12,515. City and Suburban Estimate, 35,000. Native Whites, 88%; Negroes, 8%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 95%; Families, 2,846. Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,400. Churches: Baptist, 4; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8. Banks: National, 2; State, 4; Total Resources, \$7,000,000. Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,800. Location: 75 miles from Washington on B. & O. and Pennsylvania Railroads. Principal Industries: Flour, carriages and wagons, woollens, timber, kilt goods, canning, quarrying, textile, car shops. Manufacturing Establishments: 48. Total value of yearly output of factories estimated at \$12,275,000. Special Information: 300,000 barrels of apples are shipped yearly. Residential Features: One-family houses. Retail Shopping Section: Total of about two miles on King, Queen, Burke and Martin Sts., and several good neighborhood sections. Trading Area: Radius of about 25 miles. Wholesale Houses: Groceries, 2; Fruits, 1; Miscellaneous Lines, Tobacco 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 14; automobile accessories, 19; automobile tire agencies, 28; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 6; druggists, 8; dry goods, 11; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5.

furniture, 5; furriers, 2; garages (public), 16; grocers, 83; hardware, 4; jewelry, 3; meat markets, 17; men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 9; sporting goods, 1; stationers, 3; women's apparel, 8.

MORGANTOWN, W. VA.

1920 Population, 12,117. City and Suburban Estimate, 1924, 21,000; City, 14,000; Suburban, 7,000. Native Whites, 87%; Negroes, 6%; Foreign Born, 7%; Industrial Workers, 45%; English Reading, 92%; Families, 6,800. Schools: Public Grade, 9 White; High, 1 White; Junior High, 1; Parochial, 1; Number of Pupils, 3,571 White; 72 Colored. Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5. Banks: National, 1; State, 5; Total Resources, \$12,485,659.10; Savings Bank Deposits Total, \$1,032,782.70. Theatres: Legitimate, 2; Moving Pictures, 4 inc. leg.; Vaudeville, 1; Burlesque, 1; Total number of seats, 5,368. Location: Baltimore & Ohio and L. E. & M. (Monongahela- owned by Penna.) Railroads, Monongahela river navigable and used for freighting. Auto bus routes being laid out with increase in permanent road construction will rapidly increase in use and numbers. Principal Industries: Coal mining, glass factories, account transportation, natural gas, coal, glass, sand, and shale. City is destined to become manufacturing center. Manufacturing Establishments: Leading firms: Mississippi Glass Co., Economy Glass Co., Seneca Glass Co., Beaumont Glass Co., Pressed Prism Glass Co., American Sheet Tin Plate Co., Christian Machine & Foundry Co. Total value of yearly output of factories estimated at \$10,000,000. Special Information: Natural gas. Millions of tons of coal. Rail and river transportation. Residential Features: Mostly two story. Brick is predominating in construction. Four outlying sections of frame working men's homes. Many apartments in business section. Mostly over business houses. W. V. University adds greatly to city as a home city. Retail Shopping Section: High street, 5 blocks; University avenue, 1 1/2 blocks; Pleasant street, 2 blocks; Walnut street, 2 blocks; Spruce street, 1 block. High-University-Spruce parallel each other; Walnut and Pleasant parallel each other. Trading Area: 10 miles south, 15 miles north, east and west. Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Hardware, 1; Miscellaneous Lines: Candy, 2; Bottling, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 10; automobile accessories, 31; automobile tire agencies, 32; bakers, 10; cigar stores and stands (including hotels), 35; confectioners, 12; druggists, 11; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 3; fruits, 14; furniture, 5; furrier, 1; garages (public), 14; grocers, 67; hardware, 5; jewelry, 6; meat markets, 46; men's furnishings, 5; men's clothing, 14; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 17; sporting goods, 4; stationers, 2; specialties not above listed, 4.

PARKERSBURG, W. VA.

1920 Population, 20,069. City and Suburban Estimate, 40,000. Native Whites, 91%; Negroes, 4%; Foreign Born, 2%; English Reading, 98%; Families, 6,000. Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 6,727. Churches: Baptist, 7; Christian Science, 1;

Parkersburg is the trading center of a prosperous section including nine counties in West Virginia.

The Parkersburg News

"A Seven Day Morning Paper"

covers the field with a comprehensive circulation

Eastern Representative: MacQuoid Agency 103 Park Avenue New York City

Western Representative: I. S. Wallis & Son First National Bank Bldg. Chicago, Ill.

**WEST VIRGINIA (Cont'd)**

Episcopal, 3; Hebrew, 1; Methodist, 16; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 4; State, 4; Total Resources, \$50,000,000; Savings Bank Deposits Total, \$5,561,742.14.

Theatres: Legitimate, 1; Moving Pictures, 4; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,400.

Location: At the junction of the Ohio and Little Kanawha Rivers. Two main lines, B. & O. and Little Kanawha R. R. Boat lines to all parts of the Ohio. Connects with C. & O. at Huntington and Penna. System at Marietta.

Principal Industries: Iron and steel, insulating plant, Vitrolite Co., glass works, oil well supplies, refinery, porcelain, electrical plant, above manufacturing company, manufacture and distributor of oil well supplies.

Manufacturing Establishments: 127; Leading firms: Parkersburg Steel Corp., Baldwin Tool Works, General Porcelain Co., Vitrolite Mfg. Co., Donovan Boiler Works, Parkersburg Rig & Reel, Chair Co., Standard Oil Co., Seward Wire Co., Graham-Rumgardner Shoe Co.

Special Information: Parkersburg is ideally located for both steam and water transportation. Also center of a network of improved pike for motor transportation.

Residential Features: Practically all private homes. Few ideal apartment houses. No tenements. Large percentage owned. Home in unrestricted section average \$7,000.

Retail Shopping Section: From Second St. extending six blocks north on Market and Julian Sts. with cross street about four blocks each. East on 7th St. for 12 blocks. Local business section for several blocks on St. Mary Ave., North End and South Side. Usual local grocers and confectioners.

Trading Area: Parkersburg has a steady drawing trade of 25 miles in every direction with scattered trade up to 50 miles up Little Kanawha River.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 3; Hardware, 3; Dry Goods, 2; Miscellaneous Lines, Fuel, 2; Auto Supplies, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 103; dressmakers, 50; druggists, 12; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 2; fruits, 13; furniture, 15; furriers, 3; garages (public), 10; grocers, 150; hardware, 5; jewelry, 11; meat markets, 30; men's furnishing, 6; men's clothing, 17; merchant tailors, 9; milliners, 15; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 47; shoes, 3; sporting goods, 1; stationers, 8; women's apparel, 8.

See announcement on page 242

**POINT PLEASANT, W. VA.**

1920 Population, 4,500. City and Suburban Estimate, 4,500.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1/4%; Industrial Workers, 30%; English Reading, 100%; Families, 1,100.

Schools: Public Grade, 3; High, 1; Number of Pupils, 786.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Total Resources, approx. \$2,500,000. Three Building & Loan Associations and One Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,400.

Location: New York Central and Baltimore & Ohio Rys. systems, with the Hocking Valley Railroad just across the Ohio River. Rail services, East, West, North and South. City situated at the junction of the Kanawha and Ohio Rivers giving water transportation North and South on the Ohio and to the interior of the state on the Kanawha River.

Principal Industries: Machinery, boats, barges and other floating craft, malleable castings, and children's play suits.

Manufacturing Establishments, 9. Leading firms: Merietta Mfg. Co., Itellanca Mfg. Co., West Virginia Malleable Iron Co. and the Kanawha Dock Co.

Total value of yearly output of factories estimated at \$5,000,000.00.

Special Information: First battle of the Revolutionary War fought here. Ideal location for water and rail shipments. Surrounded with coal of the Kanawha series. Excellent factory sites.

Residential Features: Mostly one-family residences. Very high percentage property owners, and own their own homes.

Retail Shopping Section: Main Street from First Street to Sixth Street, and Sixth Street from Main to Viand.

Trading Area: Up the Ohio River about twenty miles and down the Ohio River about ten miles and up the Kanawha River for about twelve or fifteen miles.

Wholesale Houses: Groceries, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical

supplies, 3; fruits, 1; furniture, 2; garages (public), 8; grocers, 16; hardware, 3; jewelry, 2; meat markets, 3; men's furnishing, 1; men's clothing, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 3; stationers, 1.

**SISTERSVILLE, W. VA.**

1920 Population, 3,238. City and Suburban Estimate, 20,000, 25 mile radius.

Native Whites, 94%; Negroes, 3%; Foreign Born, 3%; Industrial Workers, 30%; English Reading, 90%; Families, 4,153.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$325,000; Savings Bank Deposits Total, \$998,591.84.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,200.

Location: On the Ohio River. B. & O., Ohio River packets. Bus service between Friendly and Sistersville, traction lines to Middlebourne (county seat) and New Martinsville (Wetzel County seat).

Principal Industries: Oil and gas, gasoline, glass factory, printing and oil and gas well supply houses, machine shops.

Manufacturing Establishments: 4; Leading firms: Noll Wagon Works, J. B. Wilson Cigar Factory, Carter Oil Co., Sooby Sheet Glass Co.

Special Information: Connected or about to be connected with hard surfaced roads to 25 mile radius, accessible by automobile or boat. Traction line, etc. Town is natural trading center of this radius.

Residential Features: Mostly one and two story houses. Fine residential section in south end of the city. Valuation probably around \$1,000,000.

Retail Shopping Section: Wells St. is principal shopping center, while running parallel are Diamond, and Charles which have a number of business houses.

Trading Area: Extends in all directions about 25 miles. Into Ohio as well as West Va., north and south down the river.

Wholesale Houses: Groceries, 1; Fruits, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 4; furniture, 1; garages (public), 3; grocers, 8; hardware, 2; jewelry, 2; meat markets, 2; men's furnishing, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 3; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 4.

**WELLSBURG, W. VA.**

1920 Population, 4,918. City and Suburban Estimate, 2,500 suburban.

Native Whites, 90%; Negroes, 3%; Foreign Born, 7%; Industrial Workers, 72%; English Reading, 85%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 (Latter Day Saints).

Banks: National, 1; State, 2; Total Resources, \$2,800,000; Savings Bank Deposits Total \$900,000.

Theatres: Moving Pictures, 2; Vandeville, 1; Total number of seats, 1,015.

Location: Penns. main line between Pittsburgh and Wheeling. River packets also make deliveries here. Fast trolley service between Wheeling and Steubenville and ample local trolley service.

Principal Industries: Coal, gas, paper bags, steel, rope, paper, glassware, tinware.

Manufacturing Establishments: 24. Leading firms: Engle Mfg. Co., George & Sherrard Paper Co., Hammond Bag & Paper Co., Riverside Glass House, Erskine Glass Co., Pittsburgh-W. Va. Coal Co.

Annual Output, \$40,000,000.

Residential Features: The average American home is to be found here with about 25% above the average. Mostly self-owned.

Retail Shopping Section: Main and Charles Sts. 4th to 27th.

Trading Area: 15 square miles.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 3; druggists, 2; dry goods, 5; electrical supplies, 3; fruits, 4; furniture, 4; garages (public), 7; grocers, 19; hardware, 3; jewelry, 1; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

**WHEELING, W. VA.**

1920 Population, 56,208.

City and Suburban Estimate, 157,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 85%; Families, 4,962.

Schools: Public Grade, 12; High, 2; Parochial, 3; Number of Pupils, 6,755.

Churches: 23.

Banks: 18; Resources, \$60,157,000.

Theatres: 22; Total number of seats, 9,500.

Location: On Ohio River in northern part of state; served by Wheeling & Lake Erie, Pennsylvania and B. & O. Railroads.

Principal Industries: Structural steel, car shops, pig iron, lithographing, brick and fire clay products, steel rails, flour, tobacco, window glass, cigars.

Special Information: Wheeling is located in the heart of a very large coal mining and steel making territory. By way of the Ohio River large shipments of all kinds are made to points south and west.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Shopping district extends about 3 blocks on the two principal streets and two blocks each way on side streets.

Trading Area: The trading area of Wheeling extends throughout the Ohio Valley to Belleme, Martins Ferry, Steubenville, and other cities in Ohio and to Sistersville, Moundsville and Wellsburg in West Virginia.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 3; Tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto agencies, 12; automobile accessories, 29; automobile tire agencies, 25; bakers, 17; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 74; delicatessen, 6; dressmakers, 68; druggists, 31; dry goods, 23; department stores, 4; electrical supplies, 9; florists, 10; fruits, 13; furniture, 15; furriers, 2; garages (public), 42; grocers, 279; hardware, 13; jewelry, 16; meat markets, 39; men's furnishings, 29; men's clothing, 69; merchant tailors, 13; milliners, 24; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 63; shoes, 24; sporting goods, 3; stationers, 5; women's apparel, 25.

See announcement below

**WILLIAMSON, W. VA.**

1920 Population, 10,000.

City and Suburban Estimate, 13,000.

Native Whites, 54%; Negroes, 6%; Foreign

Born, 40%; Industrial Workers, 40%; English Reading, 90%; Families, 2,600.

Schools: Public Grade, 4; High, 2; Junior High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, \$16,000,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 5,000.

Location: Norfolk & Western Ry.

Principal Industries: Coal mining section. Mines and maintenance of railway principle activities.

Manufacturing Establishments: 8; Leading firms: Waugh Foundry, Williamson Tile Works, Mingo Lime & Lumber Co.

Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Located in the heart of the famous billion dollar coal field. Draws trade from territory for fifty miles. More than a hundred coal mines within a radius of 25 miles of the city.

Residential Features: Mostly one-family homes. Outskirts of business section devoted to apartment houses of first class, peopled by families in professional and business class. Home average in value from \$5,000 to \$15,000. Real estate unusually high. Suburban lots (where available) \$2,000 to \$5,000.

Retail Shopping Section: Begins in heart of city extending in all directions for four blocks. Two outlying business sections. East and West Williamson population of each suburb about 2,500.

Trading Area: Covers area of 50 miles in all directions. Center for three branch lines. Bus line service on all roads for 20 miles in each direction. Branch and main line roads in four directions.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 1; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 50; druggists, 4; dry goods, 18; department stores, 7; electrical supplies, 4; florists, 1; fruits, 25; furniture, 3; furriers, 1; garages (public), 12; grocers, 16; hardware, 2; jewelry, 3; meat markets, 8; men's furnishing, 6; men's clothing, 30; sporting goods, 3; stationers, 6; wooling, 12; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 20; men's apparel, 6.

**Wheeling THE REGISTER**

*West Virginia's Largest City and Best Newspaper for Results.*

**NATIONAL**

Copper and Brass Research Association —March 29, 1924

“Although Wheeling has less than one-third the population of the smallest other city of 27 cities included in the advertising schedule, returns received to date from the Register are much larger than those of many newspapers in cities of 200,000 and more.”

**LOCAL**

Whitmar Land Company, Wheeling, W. Va.—November 18, 1924

“The Register created unprecedented demand for lots in Whitmar Hills. . . Our experience shows the superior pulling power of the Register.”

Representatives

**Bryant, Griffith & Brunson, Inc.**

9 East 41st St. New York, N. Y.    Walton Bldg. Atlanta, Ga.    201 Devonshire St. Boston, Mass.    825 Straus Bldg. Chicago, Ill.

# WISCONSIN Daily Newspaper Markets in Standard Surveys

## ANTIGO, WIS.

1920 Population, 8,451.

City and Suburban Estimate, 10,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 75%; English Reading, 90%; Families, Antigo, 2,000. Langlade County outside of city, 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 3; Seventh Day Adventist, 1.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Chicago & Northwestern R. R. Division point of C. & N. W. Ry.

Principal Industries: Interior finishing plants and other woodworking industries, sawmills, machine shops, canning factory, cheese factory and creameries, broom handle factory, railroad shops, printing.

Manufacturing Establishments, 12. Leading firms: Faust Lumber Co., Antigo Bldg. & Supply Co., Antigo Canning Co., Langlade Lumber Co., Henshaw Lumber Co., Faust Dyeing Lumber Co. and Supply Co., Antigo Mfg. Co., Metcalf Bros. Co., Langlade Co., Creamery Co.

Special Information: Antigo is in center of large hardwood belt, and the soil of surrounding territory is fertile. It is well located for a distributing center. It is one of the best dairy centers of the state.

Residential Features: With the exception of a few large homes, the smaller type of houses predominate. Most all families are home owners. The city is well laid out, has wide streets and good pavements.

Retail Shopping Section: Antigo has two principal business streets. Fifth Ave. business section runs 9 blocks. Superior St. runs 6 blocks. There are some 8 or 9 small grocery stores in outlying sections.

Trading Area: Antigo has a wide trading area. The largest bulk comes from north, business coming as far as 75 miles. From the east about 40 miles. From west 20 miles and from south 25 miles. Five bus lines operate out of here, bringing in people to trade from distance of 75 miles.

Wholesale Houses: Meats, 1; Fruits, 1; Confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 3; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 2; druggists, 6; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 10; hardware, 5; jewelry, 2; meat markets, 5; men's furnishing, 4; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2.

## APPLETON, WIS.

1920 Population, 20,000.

City and Suburban Estimate, 60,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 95%; Families, 5,000.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 3; Total Resources, \$13,079,921.80. Savings Bank Deposits Total, \$3,337,372.95.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,100.

Location: On north shore of Fox River near Lake Winnebago. Served by C. & N. W. Ry., Soo Line, C. M. & St. P. Ry. River navigation, freighters and passenger boats. Excellent half hour interurban service with adjoining towns. Sixteen bus lines enter city.

Principal Industries: Paper and paper products, mill machinery and paper mill accessories, wood products, knit goods, 4 knitting mills, farm machinery, wire works.

Manufacturing Establishments: Fox River Fibre & Paper Co., Interlake Pulp & Paper Co., Appleton Wire Works, Appleton Machine Co., J. J. Plank Co., Valley Iron Works, Appleton Superior Knitting Works, Zwickler Knitting Works, Eagle Mfg. Co., Appleton Fox Tractor Co., Wisconsin Wire Works, Standard Mfg. Co., Appleton Wood Products Co., Appleton Chair Co., Appleton Furniture & Toy Co., Kimberly-Clark Co.

Special Information: Noted for manufacture of paper and paper products. One of the great dairying centers in the U. S.; has large herds of pure bred cattle. Noted for net-work of paved roads with adjoining territory.

Residential Features: One-family houses mostly. Private homes predominate. No undesirable residence sections. No slum district. Banks

high in home ownership. No shacks, practically all well built or new homes, 200 built within past year.

Retail Shopping Section: College Avenue, running east and west for about 2 1/2 miles, east portion of College Avenue is exclusive residence section. College Avenue principal business street is intersected by Appleton St., Oneida St., Morrison St., which form the centrally located business district. There are six smaller "neighborhood" sections with the usual grocery, confectionery, meat and smaller shops.

Trading Area: Extends about six miles south, 20 miles east, 30 miles north and 35 miles west. 21 villages and cities are included in this area.

Wholesale Houses: Groceries, 2; Meats, 3; Fruits, 2; Hardware, 1; Candy and Cookies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 32; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 18; druggists, 5; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 3; fruits, 9; furniture, 4; furriers, 2; garages (public), 30; grocers, 55; hardware, 8; jewelry, 8; meat markets, 22; men's furnishing, 12; men's clothing, 15; merchant tailors, 9; milliners, 10; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 11; shoes, 8; sporting goods, 10; stationers, 2; women's apparel, 9.

## ASHLAND, WIS.

1920 Population, 12,000.

City and Suburban Estimate, 15,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 30%; English Reading, 85%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 600.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 2; Total Resources, \$4,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,500.

Location: On Chequamegon Bay, Lake Superior. Served by water and by the Northern Pacific, Northwestern, Omaha and Soo Rys. Also has service to points in Northern Wisconsin.

Principal Industries: Pig Iron foundries and shipments of iron ore to Lake Erie points from Gogebic range. Railroad center, manufacture of lumber.

Manufacturing Establishments, 20. Leading firms: Charcoal Iron Co., Schroeder Lumber Co., Scott-Taylor Co., Bretting Mfg. Co.

Special Information: Has fine harbor on the Great Lakes, handling thousands of big boats each summer without the use of tugs. Ore and coal docks valued at six to eight million dollars.

Residential Features: Mostly one and two-story houses, no expensive residences.

Retail Shopping Section: Second Street about fifteen blocks long. Small grocery, confectionery stores and meat markets scattered all over the city.

Trading Area: Twenty-five miles.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 1; Hardware, 1; Candies, 1; Flour, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 50; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 3; electrical supplies, 4; florists, 2; fruits, 40; furniture, 5; garages (public), 5; grocers, 65; hardware, 5; jewelry, 4; meat markets, 8; men's furnishing, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; sporting goods, 4; stationers, 4; women's apparel, 2.

## BARABO, WIS.

1920 Population, 5,638.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 70%; English Reading, 100%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$4,950,000. Savings Banks Deposits Total, \$584,975.92.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,300.

Location: Chicago & Northwestern R.R. Several bus and Truck lines.

Principal Industries: Farming, woolen mill, and small factories.

Manufacturing Establishments: Island Woolen Mills, McArthur Linen Mills, 2 Creameries, Branch of Janaveille Clothing Co., Humane Stanton Works, Wrench Factory, Wholesale Grocery House, 3 Bakeries, 2 Wholesale Ice Cream Factories.

Special Information: City located near Devils Lake, a great summer resort on main trails across country bringing thousands of tourists to the city. Wisconsin Dells are near here.

Residential Features: Mostly one-family homes, with beautifully kept lawns.

Retail Shopping Section: Branching in all directions from the Court House Square. Twelve blocks of business houses. Trading area extends from the city about 15 miles in four directions. Many come from 30 miles away by auto and Soo R.R. service. Estimated 10,000 trade here.

Trading Area: 15 miles.

Wholesale Houses: Groceries, 1; Fruits, 1; Olympia Candy Kitchen, 3; Ice Cream Factories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 3; furriers, 1; garages (public), 7; grocers, 25; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 4; women's apparel, 4.

## BEAVER DAM, WIS.

1920 Population, 7,992.

City and Suburban Estimate, 8,500.

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 30%; English Reading, 85%; Families, 2,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Greek, 1; Lutheran, 2.

Banks: National, 2; State, 1; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$875,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,800.

Location: On C. M. & St. P. Ry. Northern Division.

Principal Industries: Malleable iron, shoes, stockings, barn equipment, silo, ranges, overalls.

Manufacturing Establishments, 8. Leading firms: Western Malleable Co., Malleable Iron Range Co., Bear Brand Hosiery Co., Weyenberg Shoe Co.

Special Information: Located on Beaver Dam Lake, 63 miles northwest from Milwaukee. One of largest malleable iron plants in the middle west located here, rich dairying center.

Residential Features: Mostly individual residences, few flats, most homes are owned by occupants.

Retail Shopping Section: Two blocks on Front Street, two blocks on Spring, one on Center all within four blocks of one another.

Trading Area: Extends within a radius of ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 10; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 8; druggists, 3; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 3; furriers, 4; garages (public), 9; grocers, 13; hardware, 3; jewelry, 4; meat markets, 7; men's furnishing, 3; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 5; sporting goods, 1; stationers, 4; women's apparel, 6.

## FOND DU LAC, WIS.

1920 Population, 23,447 (1921, est. 30,000).

City and Suburban Estimate, 65,000.

Native Whites, 75%; Negroes, 1-10%; Foreign Born, 24 9-10%; Industrial Workers, 20%; English Reading, 95%; Families, 7,000.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 6,019.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources, \$12,599,500.91; Savings Bank Deposits Total, \$6,086,801.90.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On south shore of Lake Winnebago. Beginning of fertile Fox River Valley. Served by C. & N. W., Soo Line and St. Paul R. R. and Wisconsin power and light company interurban line. Bus lines connect it with surrounding cities on all sides. Some thirty buses in and out daily besides the over 60 passenger trains. The hub of this section of Wisconsin.

Principal Industries: Leather, refrigerators, shoes, tires, typewriters, wagons and sleighs, furniture, cheese factory equipment, railroad shops of Soo Line and C. & N. W. and caskets.

Manufacturing Establishments, 70. Leading firm, Fred Rueping Leather Co., Gurney Refrigerator Co., Sautery Ref. Co., Menzies Shoe Co., Latex Tire Co., Demountable Typewriter Co., Fond du Lac Table Mfg. Co., Winnebago Furniture Co., Damrow Bros. Co. (cheese factory supplies), B. F. & H. L. Sweet Co., Moore & Galloway Lumber Co., Northern Casket Co. Total value of yearly output of factories estimated at 18 to 20 million dollars.

Special Information: Located in one of the richest dairying districts. Trade area extends for 35 miles in three directions. Lake Winnebago is the largest lake entirely in one state in the Union and thousands of tourists visit Fond du Lac every summer. Fifteen of the state roads lead through our main street and form a solid cement highway from St. Louis on the south to the extreme end of Green Bay on the north, some 600 miles.

Residential Features: Mostly one-family residences. Manufacturing section and business section are distinctly separate. Residential section in general is exceedingly pleasant owing to the great mileage of pavements and care of homes. Growth has demanded the building of approximately 200 houses a year for past two years, and still holding at the same rate.

Retail Shopping Section: Principally one street (Main) and extends block off in east and west directions. Main shopping section is 10 blocks long. Neighborhood corners, including grocery, meats and general stores on a number of outlying corners.

Trading Area: About 10 miles north on west shore of Winnebago; 40 miles west, 30 miles south and 29 miles east, with a northeastern extension to 30 miles.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 15; automobile accessories, 9; automobile tire agencies, 11; bakers, 9; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 20; druggists, 4; dry goods, 6; department stores, 9; electrical supplies, 7; florists, 2; fruits, 90; furniture, 6; furriers, 3; garages (public), 17; grocers, 90; hardware, 7; jewelry, 5; meat markets, 30; men's furnishing, 11; men's clothing, 9; merchant tailors, 8; milliners, 13; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 15; restaurants (including hotels), 9; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 7.

## GREEN BAY, WIS.

1920 Population, 31,017.

City and Suburban Estimate, 74,000.

Native Whites, 88.2%; Negroes, 0.1%; Foreign Born, 11.5%; Industrial Workers, 30%; English Reading, 90%; Families, 6,914.

Schools: Public Grade, 14; High, 3; Parochial, 11; Number of Pupils, 6,400.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 8; Lutheran, 5; Miscellaneous, 6.

Banks: National, 3; State, 6; Total Resources, \$17,190,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,400.

Location: Northeastern Wisconsin at junction of Fox River and Eastern River. Four railway systems radiate from this point.

Principal Industries: Four paper mills, motor trucks, canned meats, canned vegetables, shipyards, flour, lumber, grass rags, foundries, index dies, wagons, gloves, saab, doors and blinds.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: About 18 blocks.

Trading Area: About 25 miles north and west, 15 miles south and east to lake.

Wholesale Houses: Groceries, 5; Meats, 5; Hardware, 1; Dry Goods, 1; Confectioners, 5; Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 8; automobile accessories, 22; automobile tire agencies, 6; bakers, 11; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 27; dressmakers, 49; druggists, 17; dry goods, 12; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 8; furriers, 3; garages (public), 18; grocers, 114; hardware, 13; jewelry, 12; meat markets, 21; men's furnishings, 4; men's clothing, 20; merchant tailors, 4; milliners, 16; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 34; shoes, 26; sporting goods, 2; stationers, 4; women's apparel, 8.



**WISCONSIN (Con't)**

**JANESVILLE, WIS.**

1920 Population, 18,293, according to United Census Report for 1920.

City and Suburban Estimate, 90,000.

Native Whites, 83.3%; Negroes, .3%; Foreign Born, 16.3%; Industrial Workers, 20%; English Reading, 94%; Families, 4,300.

Schools: Public Grade, 8; High, 1; Junior High, 3; Parochial, 3; Number of Pupils, 3,250.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 9; Miscellaneous, 14.

Banks: National, 2; State, 3; Total Resources, \$9,844,093.75; Savings Bank Deposits Total, \$4,462,970.18.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,390.

Location: In center of Rock County on Rock River. Geographical entrance to state and the radiating point for 5 cross-state highways. On C. M. & St. P. Ry., with lines to Chicago, Milwaukee, Madison and points west. Also on C. & N. main line between Chicago, Minneapolis, St. Paul and Duluth. Also connections over the line for Madison and Fond du Lac and points north. Rockford Interurban line runs south to Beloit and Rockford carrying passengers and freight. Makes connections for Chicago. Excellent bus service can be had from Janesville to strategic points within a 75-mile radius of Janesville.

Principal Industries: Automobile assembly, automobile body manufacturer, fountain pen manufacturer, porch shades, union suits, sweaters, bathing suits, cotton bats, shirts and overalls, woolen fabrics, coaster wagons, sugar refining, steel fencing, furniture, cigar and paper boxes, thread, metal stampings, foundry, tents, and awnings, corsets and brassieres, lightning rods, shearing machines.

Manufacturing Establishments, 85. Leading firms, Parker Pen Co., Chevrolet Motor Co., Fisher Body Corp., Lewis Knitting Co., Janesville Shirt & Overall Co., Knott Porch Shade Co., Rock River Cotton Co., Rock River Woolen Mills, Janesville Products Co., Rock River Sugar Co., Bower City Stamping Co., Wisconsin Thread Co., Janesville Fence & Post Co., Gosard Co., Hanson Furniture Co., Northrup St. & Awing Co., Thoroughgood Paper Box Co. Total value of yearly output of factories estimated at \$26,000,000.

Special Information: Located in the heart of the famous dairy region of Wisconsin, and with great diversity of industry within its city limits, Janesville presents one of the most prosperous and constant markets in the country. Mech. female labor makes it a good market for cosmetics. It is the third county in point of automobile registration, having over 12,000 passenger cars in 1924. Janesville has one of the highest percentages of American citizens within its city limits, and presents one of the best food products markets in the state.

Residential Features: The city has mostly one-family frame and brick houses. There are several apartment buildings. The city is free from any tenement sections. The city is termed "The Bower City" because of the wonderful shade trees over the residential streets. The average valuation for a Janesville home is approximately \$4,500.

Retail Shopping Section: Extends from Main St. Milwaukee Sts., the geographical center of the city 4 blocks east on E. Milwaukee St., 4 blocks north on N. Main St., 11 blocks west on W. Milwaukee St., and 4 blocks south on S. Main St. There are three outlying retail business sections with the usual retail grocery, meat and confectionery stores. Note—The streets parallel to Main St. for 11 blocks west and 4 blocks east are business streets for the same length as Main St.

Trading Area: Extends about 10 miles south and about 25 southeast, east, north, west and southwest. Beloit is south of Janesville and our trading territories conflict in this southern portion. Much trade is secured from this and even greater distances, due to the fact that Janesville is the radiating point for five splendid state highways, several main railway lines and southern Wisconsin bus services—tapping this rich territory.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 16; automobile accessories, 20; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 52; confectioners (including hotel stands), 67; dressmakers, 15; druggists, 9; dry goods, 9; department stores, 4; electrical supplies, 5; florists, 5; furniture, 4; garages (public), 29; grocers, 50; hardware, 5; jewelry, 5; meat markets, 17; men's furnishing, 11; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 39; shoes, 12; sporting goods, 5; stationers, 2; women's apparel, 8.

**KENOSHA, WIS.**

1920 Population, 40,472.

City and Suburban Estimate, 55,000.

Native Whites, 68.3%; Negroes, .5%; Foreign

Born, 31.4%; Industrial Workers, 27%; English Reading, 80%; Families, 8,068.

Schools: Public Grade, 17; High, 1; Junior High, 3; Parochial, 8; Number of Pupils, 10,163.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 9; Miscellaneous, 14.

Banks: National, 3; Total Resources, \$16,778,000; Savings Bank Deposits Total, \$3,419,600.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,050 (theatres only).

Location: On Lake Michigan midway between Milwaukee and Chicago. Served by Chicago Northwestern Railway, Chicago North Shore & Milwaukee Railway, Milwaukee, Racine & Kenosha Electric Line, and motor buses running north, south and west.

Principal Industries: Fire apparatus, automobile, machinery supplies, metal beds and furniture, wire rope, hosiery, underwear, plumbing supplies, brass rods, sheets, tubes and shapes, furniture, mattresses, springs, auto and bicycle lamps, wagons, leather.

Manufacturing Establishments, 20. Leading firms, Simmon Co., Nash Motors, Allen Tannery, Allen Co., Cooper Underwear Co., American Brass Co., Frost Mfg. Co., Hamm's Mfg. Co., Bain Wagon Co., Vincent-Alward Co., MacWhite Co., Hall Lamp Co., Wells Machine Co., Peter Pirsch & Sons Co. Total value of yearly output of factories estimated at \$110,800,000.

Special Information: Very low death rate. Sixty-five per cent of Kenosha people own their own homes. Monthly payroll over \$2,000,000. Over 5,000 automobiles owned in the city. City manager form of government.

Residential Features: Mostly one and two-family houses. Private homes predominate.

Retail Shopping Section: Main business section comprised of about 16 city blocks.

Trading Area: Extends about five miles north, thirty miles west, and ten miles south.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 4; Miscellaneous Lines, Tobacco, 2; Confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 43; automobile tire agencies, 10; bakers, 18; cigar stores and stands (including hotels), 263; confectioners (including hotel stands), 275; delicatessen, 5; dressmakers, 22; druggists, 19; dry goods, 27; department stores, 5; electrical supplies, 14; florists, 6; fruits, 6; furniture, 11; furriers, 1; garages (public), 23; grocers, 135; hardware, 10; jewelry, 10; meat markets, 70; men's furnishing, 19; men's clothing, 19; merchant tailors, 20; milliners, 17; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 39; shoes, 26; sporting goods, 7; stationers, 7; women's apparel, 11.

**MADISON, WIS.**

1920 Population, 33,378.

City and Suburban Estimate, 48,000.

Native Whites, 86%; Negroes, .6%; Foreign Born, 13.4%; Industrial Workers, 11%; English Reading, 97%; Families, 10,213. (7,200 pupil population not included in census figures.)

Schools: Public Grade, 15; High, 3; Junior High, 2; Parochial, 7; Number of Pupils, 9,102.

Churches: Baptist, 7; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 19.

Banks: National, 2; State, 8; Total Resources, \$30,896,655; Trust Companies, 3.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,600.

Location: In south central Wisconsin on the Four Lakes. Served by the Chicago and North Western, Chicago, Milwaukee & St. Paul, and the Illinois Central railroads. Very good bus service in practically all directions. Motor truck service also in several directions.

Principal Industries: Machine tools, turret lathes, dry cell batteries, including radio batteries, flashlights, inkblotter, hospital furniture, time-recording devices, chemicals, farm machinery, gas engines, shoes, drugs, candy, sugar, rennet extract, cheese cod, ice cream and butter.

Manufacturing Establishments, 60. Leading firms, Gisholt Machine Co., Fuller & Johnson Mfg. Co., Burgess Battery Co., French Battery & Carbon Co., Madison-Kipp Lubricator Corp., Scanlan-Morris Co., Badger State Shoe Co., General Laboratories, Marshall Dairy Laboratory, Madison Plow Co., United States Sugar Co., M. W. Keeley, Teckmeyer Candy Co., Madison Candy Mfg. Co., Kennedy Dairy Co., Masfield-Canghey Co., and the American Ice Cream Co. Total value of output of factories estimated at \$16,000,000.

Special Information: Madison is nearer the center of population in Wisconsin than any other city. It is said to be the greatest motor tourist gathering point east of the Rocky Mountains, in the heart of the richest dairy region in America. An important battery center, one-tenth of the batteries and dry cells made in the country being made here. Home of the University of Wisconsin.

Residential Features: Mostly one and two-family houses. A few apartment houses, 14 having 10 or 12 apartments, and one having 34 apartments. Three very fine suburbs, one of them, Lakewood, being especially well laid out.

A large percentage of the people own their own homes.

Retail Shopping Section: The streets around the Capitol Square and State and King Sts. are principal shopping district, and terminal for street cars and bus lines from other cities. Packer St., 3 blocks, Main St., 4 blocks, Carroll St., 3 blocks, Milfill St., 3 blocks, State St., 6 blocks, King St., 2 blocks. There are five outlying retail business sections and several smaller "neighborhood" sections with the usual grocery and meat shops.

Trading Area: The retail trade area takes in a 40-mile radius around the city; have a population of 305,000.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 6; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 10; automobile accessories, 6; automobile tire agencies, 10; bakers, 24; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 31; delicatessen, 3; dressmakers, 60; druggists, 33; dry goods, 30; department stores, 5; electrical supplies, 15; florists, 5; fruits, 6; furniture, 6; furriers, 5; garages (public), 15; grocers, 130; hardware, 16; jewelry, 12; meat markets, 45; men's furnishing, 11; men's clothing, 23; merchant tailors, 24; milliners, 7; opticians, 3; photographers, 13; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 95; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

**MANITOWOC, WIS.**

1920 Population, 17,854; 1923 estimate, 20,000. City and Suburban Estimate, 60,000.

Native Whites, 87.1%; Negroes, .1%; Foreign Born, 12.8%; Industrial Workers, 53%; English Reading, 91%; Families, 4,176.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,000.

Location: On west shore of Lake Michigan. Served by the Chicago & North Western Railway and Lake Michigan ports. The Godrich & Hill steamboat lines and the Ann Arbor and Pere Marquette lines run in and out daily. Excellent bus service to south, west and northern part of the State.

Principal Industries: Manitowoc being a leading aluminum center has for its largest industry aluminum, next comes its large shipbuilding corporation, and another being the wood-working, furniture, and boiler works.

Manufacturing Establishments, 23. Leading firms, The Aluminum Goods Mfg. Co., The Manitowoc Shipbuilding Corp., Portland Cement Co., The Burger Boat Co., The American Seating Works; The Weisse Laboratory Furniture Co. Total value of yearly output of factories estimated at \$41,600,000.

Special Information: The excellent bus and train service of Manitowoc makes it the shopping center of a 30-mile radius.

Residential Features: Mostly one and two-family houses. Manitowoc has no special residential features to speak of, all classes of people mingle and live in about the same sections. Manitowoc is kept and is known as a clean town. Private homes predominate.

Retail Shopping Section: Extends from 25th and Washington Ave. to 8th and Washington Ave. down to Buffalo St. N., which forms the heart of the business section. Washington and 8th Sts. are business streets of 15 blocks in length. There are the usual smaller "neighborhood" sections with the usual grocery, confectionery, meat, and other small shops.

Trading Area: Extends about 30 miles west, 15 miles northeast and 20 miles south. A large amount of business is secured from tourists that travel through this city, 3 months of the year, June, July and August. The city has provided excellent tourists parks, where we have tourists camping and registering up to 55 per day. A large amount of business is secured from Two Rivers, 7 miles east of here.

Wholesale Houses: Groceries, 2; Fruits, 1; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 29; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, 16; druggists, 7; dry goods, 8; department stores, 7; electrical supplies, 5; florists, 4; fruits, 7; furniture, 5; garages (public), 21; grocers, 50; hardware, 8; jewelry, 5; meat markets, 15; men's furnishing, 8; men's clothing, 13; merchant tailors, 7; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 20; shoes, 9; sporting goods, 6; stationers, 2; women's apparel, 6.

**MARINETTE, WIS.**

1920 Population, 13,610.

City and Suburban Estimate, 45,000.

Native Whites, 65%; Negroes, 1%; Foreign Born, 34%; Industrial Workers, 25%; English Reading, 95%; Families, 2,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 8; Number of Pupils, 5,631.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4; Lutheran, 5.

Banks: National, 2; State, 2; Total Resources, \$8,450,000; Savings Bank Deposits Total, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,855.

Location: On splendid deep water harbor on Green Bay opening off Lake Michigan. Served by Chicago & Northwestern, Chicago, Milwaukee & St. Paul and Ann Arbor and Wisconsin & Michigan R. R. in conjunction with the Soo Line. Because of Ann Arbor service, Marinette is a 100% shipping point with Chicago routes to eastern and southern points.

Principal Industries: Paper, lumber and lumber products, pianos, cutlery, specialties, gloves, excelsior, knitted goods, granite monuments, matches.

Manufacturing Establishments, 25. Leading firms, Sawyer Goodman Co., Marinette & Menominee Paper Co., Victory Bag & Paper Co., Marinette Knitting Mills, Boreal Mfg. Co., Pike River Granite Co., Kreiter Piano Co., Aerial Cutlery Co., Marinette Green Bay Mfg. Co. Total value of yearly output of factories estimated at \$7,000,000.

Special Information: Leading lumber manufacturing center in the state. Some of the greatest hardwood forests left standing in the Northwest are to be found within 50 miles of the city.

Residential Features: Mainly one and two-family houses. A few flats, but no tenements. Many beautiful residences are to be found throughout the city, principally on Riverside Ave., Marinette Ave. and State St.

Retail Shopping Section: Centers on Dunlap Square and extends up Main St. four blocks and down Hall Ave. for 5 to 8 blocks. Small neighborhood stores distributed liberally throughout the city.

Trading Area: Extends approximately 20 miles south, 40 to 50 miles north and northwest and 25 to 30 miles west. In the Christmas shopping period and in all holiday periods people in a radius of 50 to 75 miles come to this city to trade.

Wholesale Houses: Groceries, 1; Dry Goods, 1; Butter, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 19; dressmakers, 35; druggists, 8; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; furriers, 2; garages (public), 11; grocers, 46; hardware, 3; jewelry, 6; meat markets, 17; men's furnishing, 6; men's clothing, 3; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 4.

**MARSHFIELD, WIS.**

1920 Population, 7,394.

City and Suburban Estimate, 20,000.

Native Whites, 96%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 99% Families, 2,706.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 2,200.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$4,226,455.92; Savings Bank Deposits Total, \$3,436,392.25.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Geographic center on Soo, Chicago & Northwestern and Omaha railroads.

Principal Industries: Cheese and butter, steel

**Marshfield, Wisconsin**  
**DAILY NEWS**  
Marshfield population 8,000 — trading territory 25,000 additional — largest cheese shipping station in world—main business street paved 2 miles long, 100 feet wide. Factories never idle—farmers very prosperous. Our advertising department is always at your service for statistical information or surveys.

## WISCONSIN (Con't)

## Marshfield (con't)

culverts and barn equipment, veneer and wood products, furniture and rough lumber, beds, mattresses, springs, etc.; cheese and butter tubs, canisters, flour mills, rannet and dairy equipment, milk cans, lightning rods.

**Manufacturing Establishments, 25.** Leading firms, Roddis Lumber Co., Upham Furniture Co., Fellers Bros. Mfg. Co., Blum Bros. Box Factory, Johnson Glove Co., M. Bedding Co., M. Milling Co., M. Mfg. Co., Kraft Bros. Cheese Co., Blodgett Cheese Co., Ripon Co., Puerner Creamery Co., etc.

**Special Information:** Large manufacturing and shipping point for cheese. Excellent railroad service on two concrete state highways, with total of 14 miles paved streets in city and 140 in county.

**Residential Features:** Mostly one-family houses with about 60% owning their own. Valuation of homes averages about \$11,000.

**Retail Shopping Section:** Central Ave. for 16 blocks, with a few outlying grocery stores in outlying residential or industrial sections of city and for 14 blocks along Central Ave. business houses prevail for a block each way.

**Trading Area:** From 30 miles west, 40 miles north, 20 miles east and 20 miles south.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Miscellaneous Lines, Butter, Eggs, Farm Produce, Foodstuffs, 1 each.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 65; dressmakers, 15; druggists, 3; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 45; furniture, 3; garages (public), 20; grocers, 45; hardware, 3; jewelry, 2; meat markets, 9; men's furnishing, 9; men's clothing, 9; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 12; shoes, 2; sporting goods, 8; stationers, 3; women's apparel, 7.

See announcement on page 245

## MERRILL, WIS.

1920 Population, 8,068.

Native Whites, 6,468; Foreign Born, 1,000; Industrial Workers, 85%; English Reading, 70%; Families, 800.

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,000.

**Churches:** Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, Lutheran, 4; Seventh Day Adventist, 1.

**Banks:** National, 1; State, 2; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$1,000,000.

**Theatres:** Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,000.

**Location:** C. M. & St. P. Ry. On Wisconsin River and Prairie River 18 miles north of C. & N. W. main line: 32 miles south of Bradley, important distribution point of Soo R. R.

**Principal Industries:** Lumber, woodworking, paper, toys, candies, knit goods, pulp, electric power, machinery supplies.

**Manufacturing Establishments, 20.** Leading firms, Stange Lumber Co., Kluse Lumber Co., Merrill Woodware, Lincoln Box, Merrill Handle Co., Anson-Gilkey, Hurd, Heineman Lumber Co. and Grandfather Falls Co. Total value of yearly output of factories estimated at \$30,000,000.

**Special Information:** Location of the city makes it an ideal manufacturing center. Water Power sites on the Wisconsin River, now being harnessed, provide electric power. Merrill is situated in center of dairy and rich agricultural area.

**Residential Features:** Majority one-family homes and few two-home residences. Private homes predominate. Merrill has residential district that is noted throughout the Middle West for its natural scenic beauty. Magnificent homes.

**Retail Shopping Section:** Eastern section extends from Park St. on Main St. to Blaine St. Western section of business district is enveloped in a triangle, as follows: Four blocks on Grand Ave., 3 blocks on West Main and 5 blocks on State St. South and North Foster St. and West Main St. in the Sixth Ward.

**Trading Area:** Extends about 28 miles west, east and north. Intermittent business is secured from people living at a greater distance on account of the fine railroad and bus transportation service.

**Wholesale Houses:** Meats, 1; Fruits, 1; Ladies' Garments, 1; Knitting Mills, 3; Shoes, 1; Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 18; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 45; dressmakers, 20; druggists, 14; dry goods, 15; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; furriers, 2; garages (public), 14; grocers, 30; hardware, 7; jewelry, 3; meat markets, 15; men's furnishing, 10; men's clothing, 12; merchant tailors, 4; milliners, 11; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 10; sporting goods, 7; stationers, 2; women's apparel, 12.

## MILWAUKEE, WIS.

1920 Population, 457,147; 1921, 469,111; 1922, 470,003; 1923, 484,595.

**City and Suburban Estimate, 577,757** (Immediate suburbs. "Greater Milwaukee").

**Native Whites, 75.4%; Negroes, .5%; Foreign Born, 24.1%; Industrial Workers, 22%.**

**Schools:** Public Grade, 67; High, 8; Parochial, 44; Lutheran, 31; Non-sectarian, 1; Number of Pupils, 102,127.

**Churches:** Baptist, 13; Christian Science, 5; Congregational, 13; Episcopal, 10; Hebrew, 9; Methodist, 26; Presbyterian, 12; Roman Catholic, 48; Miscellaneous, Adventist, 3; Christian, 2; Evangelist, 7; Lutheran, 68.

**Banks:** National, 4; State, 29; Savings Bank Deposits Total, \$73,157,239.66; Total Deposits, \$225,706,435.13.

**Theatres:** Legitimate, 3; Moving Pictures, 86; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 41. Milwaukee Auditorium seating 10,000. Total number of seats, 75,000.

**Location:** Chicago & Northwestern, Chi., Mil. & St. Paul, Chi. & North Shore, steamboat lines. Crosby Trans., Grand Trunk, Pere Marquette, W. S. Goodrich Transit Co., freight and passenger service across lake and to Chicago. Located on Lake Michigan, mouth of Milwaukee River, Milwaukee has ideal location for commercial purposes. Bus lines to all parts of the state, excellent trans-lake car-ferry system.

**Principal Industries:** Machinery manufacturing, leather and tanning, soap, candy, cheese, paint, glass, motorcycle, auto parts, dairying, farming, trucks, utensils, doll vehicles, shoes, grain, textiles and hosiery.

**Manufacturing Establishments, 1,627.** Leading firms, Allis-Chalmers Mfg. Co., Robert A. Johnson Co., Palmolive Co., Ellins, Inc., Hoteproof, Phoenix and Everwear Hosiery Companies, Pabst Corp., Bucyrus Co. (steam shovels), Cutler Hammer Co., Harley Davidson Co., National Ensmelling & Stamping Co. Total value of yearly output of factories estimated at \$754,880,621; 129,553 employees.

**Special Information:** Eleven of Milwaukee manufacturing plants are the largest of their kind in the country. Milwaukee leads United States in diversity of industries. One of country's leading cities in building activity.

**Residential Features:** Mostly duplex flats and single dwellings. More than 20,000 duplexes. Two fine suburbs, Wauwatosa and Shorewood. Manufacturing district well confined. City fire department one of the best in nation.

**Retail Shopping Section:** Extends about 20 blocks east on Wisconsin St. and west on Grand Ave. about six blocks north from Grand. Several outlying business and shopping centers as well as neighborhood groups of small stores.

**Trading Area:** Thirty miles south and west and about 20 miles north. Less frequent, but steady, trade from all over state and from upper Michigan.

**Wholesale Houses:** Groceries, 75; Meats, 25; Fruits, 32; Hardware, 5; Dry Goods, 11; Miscellaneous Lines, 98.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 245; commercial auto. agencies, 17; automobile accessories, 99; automobile tire agencies, 132; bakers, 263; cigar stores and stands (including hotels), 65; confectioners (including hotel stands), 265; dressmakers, 26; druggists, 316; dry goods, 140; department stores, 19; electrical supplies, 75; florists, 112; fruits, 69; furniture, 80; furriers, 49; garages (public), 289; grocers, 2,288; hardware, 112; jewelry, 117; meat markets, 754; men's furnishing, 79; merchant tailors, 70; milliners, 98; opticians, 16; photographers, 84; pianos (and miscellaneous musical instruments), 85; radio supplies, 75; shoes, 393; sporting goods, 93; stationers, 15; women's apparel, 187.

## MONROE, WIS.

1920 Population, 4,852.

**City and Suburban Estimate, 6,000.**

**Native Whites, 75%; Foreign Born, 25%; English Reading, 90%; Families, 1,100.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,250. One Normal School.

**Churches:** Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, Universalist, Union, Lutheran, United Brethren in Christ.

**Banks:** National, 1; State, 2; Total Resources, \$4,639,244.87, March 31, 1924; Savings Bank Deposits Total, \$978,965.94, March 31, 1924.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

**Location:** Southern part of Green County, Wis., on the C. M. St. Paul R. R. & Illinois Central. Excellent bus service to Madison twice daily, and to Janesville twice daily. Concrete roads east, west, north and south through county, State, Trunks 31, 20, 61 and 59 intersect in Monroe, county seat.

**Principal Industries:** Dairying, Borden's Condensed Plant, Blumer's Products Co., Harvey Gifford Paper Products Co., Monroe Dairy Products Co. Monroe is the center of the Swiss cheese industry in the U. S., Green County producing \$7,418,491 in Swiss cheese, \$320,742 in limburger and \$2,670,218 in brick, total \$12,409,435 in cheese production. Population of Green County 23,000. Per capita of wealth, \$3,200.

**Manufacturing Establishments, 4.** Leading firms, as above mentioned.

**Special Information:** Monroe, the county seat of Green, is considered the Swiss cheese capital

of the U. S. Very easily reached by auto due to the fact that concrete roads lead from all directions. Green County produces more foreign type cheese than any other county in the U. S. of like area. Settled by Swiss, straight from the mighty Alps, Switzerland, in 1848.

**Residential Features:** Mostly one and two-family homes. Private homes predominate. Fine residential district all directions from the public square, estimated value about \$5,000 each.

**Retail Shopping Section:** Extends from Public Square (which forms heart of business section) one block each direction. There are two outlying business sections (retail) with the usual grocery, confectionery, meats and small shops. Also wholesale cheese storage cellars at C. M. & St. Paul Railway.

**Trading Area:** North 20 miles, east 16 miles, south 12 miles, west 10 to 15 miles. Very good trade is secured at intermittent periods due to the fine concrete roads, and excellent bus service passing through the smaller cities surrounding.

**Wholesale Houses:** Foreign type cheese, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 6; grocers, 10; hardware, 3; jewelry, 3; meat markets, 8; men's furnishing, 3; men's clothing, 3; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 6; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 6.

## OSHKOSH, WIS.

1920 Population, 23,162.

**City and Suburban Estimate, 100,000.**

**Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 23%; English Reading, 95%; Families, 8,500.**

**Schools:** Public Grade, 11; High, 2; Junior High, 1; Parochial, 10; Number of Pupils, 7,091. State Normal.

**Churches:** Baptist, 2; Christian Science, 3; Congregational, 2; Episcopal, 4; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, Lutheran, 12.

**Banks:** National, 2; State, 2; Total Resources, \$15,809,298; 1 Trust Co.; Savings Bank Deposits Total, \$12,754,901.

**Theatres:** Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 6,000.

**Location:** Heart of the Fox River Valley direct water route to Great Lakes, via Green Bay, West Shore of Lake Winnebago at mouth of Fox, served by Chicago & Northwestern, Soo Line, C. M. & St. Paul Ry. Entire Fox River Valley connected with Interurban Electric Service and bus lines as feeders to all the important points of state. Center of dairying industry, 31 passenger and 40 freight arrive and depart daily on steam lines.

**Principal Industries:** Metal, 1; 29 factories, including auto, truck, saw engines, boilers, farm lighting plants, concrete mixers, tools, castings for all sorts, winding machines, etc. Woodworking: 24 factories, including sashes, doors, blinds, millwork, auto bodies, boxes, caskets, furniture, matches, toys, store and office fixtures, trunks, wagons, cisterns and tanks. Textile mills, a leather, including shoes. Dairy products \$3,500,000.

**Manufacturing Establishments, 153.** Leading firms, Diamond Match Co., Paine Lumber Co., Morgan Millwork Co., Oshkosh Overall Co. (B'Gosh), Waite Grass Carpet Co., Deltex Co., Oshkosh Four Wheel Drive, Gould Mfg. Co., The Buckstaff Co. (Caskets), The Lench Co., Oshkosh Trunk Co., C. A. Libby Co., J. L. Clark Mfg. Co., Fuller-Golden Co., Giant Grip Mfg. Co., Oshkosh Wrapper Co., Universal Motor Co. Total value of yearly output of factories estimated at \$32,500,000.

**Special Information:** Oshkosh is situated on the largest inland fresh water lake in the U. S. It is the gateway to The Land of Lakes, the popular summer resort territory in this section of the country. Pure bred cattle are shipped over the entire world from Oshkosh. Wholesale center for the Fox River Valley.

**Residential Features:** Practically all one and two-family houses, two blocks devoted to workmen's tenements. Private homes predominate. In a small town adjacent to Oshkosh, but depending on Oshkosh for its buying the finest residential section in Central Wisconsin is located. This town has in the neighborhood of fifteen millionaires connected with the manufacture of paper and their homes are the most beautiful in the country; 62% of the residents in Oshkosh own their own homes.

**Retail Shopping Section:** Extends from City National Bank Building, which is in the heart of the shopping district and on the most important corner of Oshkosh, 14 blocks and on Cease, Otter, Wango, Washington, Church, Merritt, Alcoma and High for several blocks each, the last named streets crossing Main in the retail section; Oregon St. for 9 blocks on the south side of the river and West Algoma for 4 blocks on the west side. Oshkosh also has the usual corner grocery and meat markets.

**Trading Area:** Extends within a radius of 47 miles north, west and south. Lake Winnebago on east for 14 miles to the north and 20 miles to the south. People come from 70 miles to the

north for trading on account of the excellent train and bus service; 40 miles from the west on bus service.

**Wholesale Houses:** Groceries, 4; Meats, 3; Fruits, 3; Miscellaneous Lines, Shoes, 1; Notions and Paper, 1; Confectionery, 4; Paper 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 14; bakers, 14; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 30; druggists, 15; dry goods, 5; department stores, 3; electrical supplies, 21; florists, 6; fruits, 6; furniture, 11; furriers, 3; garages (public), 23; grocers, 113; hardware, 10; jewelry, 9; meat markets, 28; men's furnishing, 7; men's clothing, 7; merchant tailors, 8; milliners, 13; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 32; shoes, 13; sporting goods, 6; stationers, 4; women's apparel, 10.

## PORTAGE, WIS.

1920 Population, 5,500.

**City and Suburban Estimate, 33,000.**

**Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%.**

**Schools:** Public Grade, 5; High, 1; Parochial, 2.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

**Banks:** National, 1; State, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.

**Location:** C. M. & St. P. and Soo.

**Principal Industries:** Hosiery, shoes, underwear, metal.

**Manufacturing Establishments, 5.** Leading firms, Portage Hosiery, Portage Shoe Co., Freedman Tank Co., Underwear Co.

**Special Information:** We have the C. M. & St. P. Ry. main line shops, direct headquarters and offices of this division; 525 employees living here and a payroll of \$320,000 yearly.

**Residential Features:** Mostly one-family houses; private homes predominate. One of the finest small town residential places in the state.

**Retail Shopping Section:** On Dewitt and Cook Sts.

**Trading Area:** Comprising about 8 blocks. The city is so located with good roads extending from the city over all of Columbia County and reaching a population of 35,000.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 11; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 10; grocers, 8; hardware, 3; jewelry, 3; meat markets, 5; men's furnishing, 4; men's clothing, 4; merchant tailors, 6; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

## RACINE, WIS.

1920 Population, 58,593. Present population, 66,050.

**City and Suburban Estimate, 29,000; Total, 95,000.**

**Native Whites, 73%; Negroes, 1%; Foreign Born, 26%; Industrial Workers, 57%; English Reading, 90%; Families, 12,000.**

**Schools:** Public Grade, 14; High, 1; Junior High, 3; Parochial, 5; Number of Pupils, 13,000.

**Churches:** Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 1; Methodist, 8; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, 10.

**Banks:** National, 2; State, 4; Total Resources, \$15,400,000; Savings Bank Deposits Total, \$3,500,000.

**Theatres:** Moving Pictures, 8; Legitimate, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,000.

**Location:** On the west shore of Lake Michigan at mouth of Root River, served by the Chicago & Northwestern and the Chi. Mil. & St. Paul. Excellent interurban service. Two lines to Milwaukee and Chicago. Bus service to north, south and west.

**Principal Industries:** Automobiles and agricultural implements. Manufacture of malted milk, electrical devices, shoes, leather and leather products, camp furniture, automobile accessories, floor wax, large manufacturers of all kinds of castings. Total value of yearly output of factories estimated at \$125,000,000.

**Manufacturing Establishments:** Leading firms, Horlick's Malted Milk, Johnson's Floor Wax, Harvey Springs, Signal and Racine Shirts and Overalls. The Ajax Motor Co. (owned by the Nash Motors Co.) is soon to begin production.

**Special Information:** Racine has the reputation of paying the highest wages in all the West. Has excellent shipping facilities, both lake and electric (bus lines all run through Racine). Its ideal location on Lake Michigan, nearby lakes and resorts, transportation facilities, make it an ideal place to live. Recreation facilities are unsurpassed; golf, fishing, boating, bathing, professional baseball and football.

**Residential Features:** Private homes predominate. Residential sections annually well kept due to high average pay to labor in this city.

**WISCONSIN (Con't)**

Lake Shore roads south and north of city contain many beautiful homes.

**Retail Shopping Section:** Downtown (main district). Starts at Main and 6th, with four blocks on Main St., six blocks on 6th, also scattered business houses on 7th (six blocks) and side streets. State St. starts at Main and contains 15 blocks of business houses. Junction district—five blocks on Washington Ave. and one on Junction Ave. West Racine—Three blocks on Washington Ave. There are five other good sized neighborhood sections.

**Trading Area:** North, 10 miles. Racine draws considerable trade from Kenosha, city and county. West 30 miles. Concrete roads, excellent bus service, trade from Burlington. North 20 miles—concrete roads, two electric lines, bus service.

**Wholesale Houses:** Groceries, 7; Meats, 3; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 7; automobile accessories, 20; automobile tire agencies, 25; bakers, 32; cigar stores and stands (including hotels), 38; delicatessen, 8; druggists, 30; dry goods, 45; florists, 16; furniture, 18; furriers, 5; garages (public), 63; grocers, 134; hardware, 17; jewelry, 13; meat markets, 79; men's furnishings, 28; men's clothing, 23; merchant tailors, 12; milliners, 15; opticians, 4; photographers, 11; pianos (and miscellaneous musical instruments), 15; radio supplies, 10; restaurants (including hotels), 57; shoes, 21; sporting goods, 4; stationers, 4; women's apparel, 23.

**RHINELANDER, WIS.**

1920 Population, 6,656.

City and Suburban Estimate, 9,000.

**Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 90%; English Reading, 90%; Families, 1,500.**

**Schools:** Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,700.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 3.

**Banks:** National, 2; State, 1; Total Resources, \$3,200,000; Savings Banks Deposits Total, \$2,750,000.

**Theatres:** Moving Pictures, 2; Total number of seats, 1,400.

**Location:** On Soo Line, Chicago & Northwestern, Wisconsin River.

**Principal Industries:** Paper mill, lumber mills, refrigerator factory, napkin factory, boat factory, hardwood flooring factory, paper bag factory, veneer factory.

**Manufacturing Establishments:** 15. Leading firms, Rhinelander Paper Co., C. C. Collins Lbr. Co., Thunder Lake Lbr. Co., Wisconsin Veneer Co., Rhinelander Refrigerator Co., Daniels Mfg. Co., Glessing Bag & Specialty Co., Rhinelander Boat Co., Rhinelander Box & Lbr. Co., C. P. Crosby Lumber Co.

Annual output, \$8,000,000.

**Special Information:** Famous Wisconsin "Land O' Lakes Region." Water power, potato belt.

**Residential Features:** City of homes, fine shaded trees, mostly one family houses.

**Retail Shopping Section:** Brown street, 4 blocks (both sides); Stevens street, 4 blocks (both sides); Davenport street, 2 1/2 blocks; King street, 1 block; East River street, 2 blocks; Thayer street, 2 blocks.

**Trading Area:** 30 miles radius.

**Wholesale Houses:** Groceries, 2; Fruits, 3; Miscellaneous Lines, Potato warehouses, 8; Grain, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 12; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 4; electrical supplies, 4; florists, 2; fruits, 15; furniture, 2; garages (public), 12; grocers, 40; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 6.

**SHEBOYGAN, WIS.**

1920 Population, 30,955. Present population over 38,000.

City and Suburban Estimate, 200,000.

**Native Whites, 73.3%; Foreign Born, 26.7%; Industrial Workers, 30%; English Reading, 90%; Families, 7,500.**

**Schools:** Public Grade, 10; High, 1; Parochial, 8. Number of Pupils, 10,000.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 20.

**Banks:** National, 3; State, 3; Total Resources, \$15,000,000; Savings Bank Deposits Total \$8,267,531.20.

**Theatres:** Legitimate, 1; Moving Pictures, 8; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

**Location:** Located on the shores of Lake Michigan in Eastern Wisconsin, the county seat of Sheboygan County. Served by 2 lines of C. & N. W., the Milwaukee Northern Electric and Eastern Wis. Elec. and the steamships. The Milwaukee Northern has a fast parlor car service between here and Chicago. The Goodrich and Crosby steamships operate daily between here and all ports on the Great Lakes. This is the headquarters of the C. Reiss Coal Co. and immense coalers anload here and coal is shipped to the entire Northwest.

**Principal Industries:** Enamelware of all kinds, bath tubs, furniture and toy wagons, wood-working machinery, aluminum ware, harnesses and knitted products.

**Manufacturing Establishments, 154.** Leading firms: Vollrath Co., Northfield Co., Crocker Chair Co., Badger State Tanning Co., C. Reiss Coal Co., Alieu A. Co., Northern Furniture Co., Lincoln Plywood Co., Frost Seating Co., Polar Ware Co., Kohler Co., located at Kohler, a suburb of Sheboygan.

Total value of yearly output of factories estimated at \$50,000,000.

**Residential Features:** One family homes predominate in Sheboygan although there are some double flats. About 90% of the people of this city own their homes. Beautiful residential sections all over city. Big home building and industrial building boom has existed here for past few years and is still continuing.

**Retail Shopping Section:** Shopping district extends on 8th or Main Street from Indiana Ave. for 13 blocks, also 4 blocks on Pennsylvania Ave. 5 blocks on Michigan Ave., 5 blocks on Calumet Drive, 2 blocks on South 15th St., 4 blocks on South 12th St. There are also many neighborhood groceries and markets in various sections in the city.

**Trading Area:** Extends approximately 25 or 30 miles north, and from 30 to 40 miles west and 20 miles south of Sheboygan. Improved State and County Highways throughout this section leading to Sheboygan together with the bus and interurban service make this city an ideal place to trade in.

**Wholesale Houses:** Groceries, 2; Meats, 5; Fruits, 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 15; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 20; delicatessen, 3; dressmakers, 50; druggists, 12; dry goods, 5; department stores, 4; electrical supplies, 7; florists, 2; fruits, 20; furniture, 8; furriers, 4; garages (public), 22; grocers, 6; hardware, 7; jewelry, 5; meat markets, 33; men's furnishings, 11; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 9; sporting goods, 3; stationers, 6; women's apparel, 8.

**STEVENS POINT, WIS.**

1920 Population, 11,371.

City and Suburban Estimate, 38,000 (Trade Area).

**Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 30%; English Reading, 95%; Families, 2,325 (Estimated city only).**

**Schools:** Public Grade, 7; High, 1; Parochial, 4; Number of Pupils, 2,194. State Normal—Enrollment, 1,000.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 2; Lutheran, 2.

**Banks:** National, 2; State, 1; Total Resources, \$4,795,739.27; Savings Bank Deposits Total, \$2,556,450.64.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vandeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,300.

**Location:** On Soo Line, Green Bay & Western, State trunk highways 10, 18, 54 and 66 with motor bus connections. Center of State, gateway to the great northern lake region. Wisconsin River.

**Principal Industries:** Paper mfg., fishing tackle, lumber and building materials, toys, boxes, barn equipment, soft drinks, tanning, furniture and general woodworking.

**Manufacturing Establishments, 39.** Leading firms: Whiting-Plover Paper Co., Wisconsin River Paper & Pulp Co., Joerns Bros. Furniture Co., Frost Fishing Tackle Mfg. Co., Weber Like Fly Co., George W. Frost & Sons (fishing tackle), Vetter Mfg. Co. (bldg. materials), Automatic Cradle Mfg. Co., Farmers' Barn Equipment Co., Stevens Point Box Co., Stevens Point Tanning Co.

Total value of yearly output of factories estimated at \$30,000,000.

**Special Information:** Stevens Point is centrally located in its natural trading area, Portage County, of which it is the county seat and only city. It built a half-million dollar hotel as a civic undertaking. Is center of vast hydro-electric power development and connected with a half-dozen such plants. A natural distributing center for central and northern Wisconsin. Division point on Soo Line, with 1,000 employees.

**Residential Features:** Practically all one-family houses, a great majority occupied by owners. Paving, sewer, water and gas well distributed.

**Retail Shopping Section:** Main St., 8 blocks including Public Sq. Adjoining retail streets: Strougs Ave., 2 blocks; North 2nd St., 1 block; South 3rd St., 1 block; North 3rd St., 1 block; South 2nd St., 1 block. South side retail section adjacent to square takes in four blocks. Also numerous neighborhood stores.

**Trading Area:** Radius of 25 miles, connected by state maintained roads.

**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Miscellaneous Lines, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 12; delicatessen, 1; dressmakers, 8; druggists, 6; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 2; fruits, 30; furniture, 5; furriers, 1; garages (public), 8; grocers, 58; hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 12; men's clothing, 15; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 24; sporting goods, 4; stationers, 7; women's apparel, 11.

**STOUGHTON, WIS.**

1920 Population, 5,101.

**Native Whites, 4,907; Negroes, 4%; Foreign Born, 25%; Industrial Workers, 50%; English Reading, 90%; Families, 1,000.**

**Schools:** Public Grade, 4; High, 1; Junior High, 1.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 4; Norwegian, Lutheran.

**Banks:** National, 2; State, 1.

**Theatres:** Legitimate, 1; Moving Pictures, 1.

**Location:** Chicago, Milwaukee & St. Paul Ry.

**Principal Industries:** 2 wagon factories, condenser shoe factory warehouses.

**Manufacturing Establishments, 2.** Leading firms: Stoughton Wagon Co., Moline Plow Co., Stoughton Shoe Mfg. Co.

**Residential Features:** One-family homes predominate. Few made over into two-family and a few flat hldgs. Private homes predominate. Average value of homes, \$3,000.

**Retail Shopping Section:** Mostly on Main St. for about 5 or 6 blocks. Few neighborhood grocery stores.

**Wholesale Houses:** Groceries, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; automobile accessories, 10; bakers, 2; cigar stores and stands (including hotels), 3; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 11; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; women's apparel, 4.

**SUPERIOR, WIS.**

1920 Population, 39,671.

**Native Whites, 71.5%; Negroes, .2%; Foreign Born, 28.3%; Families, 8,692.**

**Schools:** Public Grade, 12; High, 2; Junior High, 11; Parochial, 7; Number of Pupils, 8,583.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 10; Miscellaneous, 21; Lutheran, 18.

**Banks:** National, 2; State, 5; Total Resources, \$12,726,548.22. Savings Bank Deposits Total, \$7,123,397.04.

**Theatres:** Moving Pictures, 6; Vandeville, 21; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 6.

**Location:** Located at the head of Lake Superior, the shipping point for the great Northwest. Great Northern, Northern Pacific, Chicago & Sanit Ste. Marie, Duluth, South Shore & Atlantic, Canadian National Ry., Chicago & North Western, Lake Superior Terminal Ry., Northern Navigation Co.

**Principal Industries:** Chairs, briquets, marine and shipbuilding, linseed oil, salt.

**Manufacturing Establishments:** Webster Mfg. Co., Scott Briquet Co., Superior Shipbuilding Co., Morton Salt Co., Spuecker-Kellogg Co.

**Residential Features:** Residential section largely one and two-family homes. A restricted residential section on the river near the city's largest park.

**Retail Shopping Section:** Ten blocks on Tower Ave., between 5th and 15th St. Seven blocks on 6th St. between Lambert Ave. and Tower Ave. Five outlying center and several neighborhood sections.

**Trading Area:** Ten to fifteen miles south, southeast and southwest. Intermittent shopping from a distance of 30 to 35 miles south as the roads are excellent and bus service maintained the largest part of the year.

**Wholesale Houses:** Groceries, 2; Fruits, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; automobile accessories, 8; bakers, 9; cigar stores and stands (including hotels), 25; delicatessen, 4; dressmakers, 25; druggists, 20; dry

goods, 9; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 10; furriers, 2; garages (public), 10; grocers, 123; hardware, 12; jewelry, 14; meat markets, 30; men's furnishings, 6; men's clothing, 10; merchant tailors, 15; milliners, 6; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 53; shoes, 17; sporting goods, 4; stationers, 2; women's apparel, 10.

**WATERTOWN, WIS.**

1920 Population, 9,299.

**Native Whites, 99%; Foreign Born, .1%; English Reading, 90%; Families, 2,564.**

**Schools:** Public Grade, 3; High, 1; Parochial, 5; Number of Pupils, 2,300.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 21; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 4.

**Banks:** National, 2; State, 2; Total Resources, \$4,250,000.00; Savings Bank Deposits Total, \$568,000.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000.

**Location:** Chicago, Milwaukee & St. Paul Ry. Chicago, Northwestern, Mil. Elec. Ry. and Light Co. Ou Highway 19, halfway between Milwaukee and Madison. Situated on Rock River. Bus service in all directions. North and South on Highway 26. East and West on Highway 19.

**Principal Industries:** Cutlery, table slides, paper boxes, shoes, flour, women's clothing boilers, condensed milk, bricks, caued peas.

**Manufacturing Establishments, 27.** Leading firms: Village Blacksmiths Fuhs, G. B. Lewis, Bearaw Supplies, Brandt Dent, Electric Fixtures, T. L. Henry Co., Paper boxes, Brandt Automatic Cashier, Monarch Tractor Co., Wolfman Shoe Co., Beals-Tratt Shoe Co., Watertown Table Slide, Perfections Table slide, Globe Milling Co., Bickett Rubber Produce Corp., Van Camp Packing Co., Jaeger Milling Co., Otto Biefeld Co.

**Special Information:** Location is ideal for rural trading center, also, very good shipping facilities. A monthly fair which draws farmers for miles around.

**Residential Features:** One-family homes mostly. Private homes predominate. Some of the finest residential sections in this part of the state. The majority of the people own their own homes. Homes average in value \$7,000.

**Retail Shopping Section:** Extends from College Ave. to Washington St., which forms the heart of business section, from east to west, 14 blocks. Several blocks from north to south with the usual groceries and markets.

**Trading Area:** Extends about fifty miles north, south, west. Intermittent business secured from people living a greater distance, because of good roads and our well stocked stores.

**Wholesale Houses:** Groceries, 1; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 35; delicatessen, 5; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 5; grocers, 30; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 2; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 10; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 6.

**WAUKESHA, WIS.**

1920 Population, 12,558.

City and Suburban Estimate, 14,000.

**Native Whites, 84.7%; Negroes, .9%; Foreign Born, 14.9%; English Reading, 10,500; Families, 3,200.**

**Schools:** Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,100.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 11; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

**Banks:** National, 2; State, 1; Total Resources, \$6,500,000.

**Theatres:** Legitimate, 2; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,800.

**Location:** On Little Fork River 19 miles west of Milwaukee, C. M. & St. F. Ry., C. & N.W. Ry., Soo Line Ry., Milwaukee Elec. Ry. Excellent shipping facilities. Waukesha is in the center of a most successful dairy county.

**Principal Industries:** Motor work, agricultural machinery, 2 aluminum work, malleable iron, brass foundry, Steel working mills, church furniture, Aeroshade factory, Lux Fibre, iron foundry, malted milk, bottling works.

**Manufacturing Establishments, 40.** Leading firms: Motor Works, The Quality Aluminum Co., Wera Aluminum Works, White Rock Spring and Bethesda Spring Bottling Works, Thompson Malted Milk, Samson Tractor, Aeroshade Co., Lux Fibre Co., Waukesha Foundry Co., National Milling Machine Co., Waukesha Silurian Mineral Spring Co.

**Special Information:** Waukesha has since 1860 been popular as a summer resort because of medicinal spring waters, but in the later years, manufacturing has become the more important

# WISCONSIN and WYOMING Markets in Standard Surveys

## WISCONSIN (Con't)

### Waukesha (con't)

feature. The dairy interests about Waukesha are very extensive and have been a source of greatly increased wealth during 15 years past.

**Residential Features:** Mainly single residences, a few flats with a tendency to larger flat buildings. Fine residence section.

**Retail Shopping Section:** On main St. east and west, 1/2 mile; on Broadway, 1/4 mile; on Madison St., 2 blocks. There are several outlying grocery stores, etc.

**Trading Area:** Extends about 12 miles in each direction and some trade is secured from greater distance.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 2; fruits, 5; furniture, 2; garages (public), 7; grocers, 8; hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 6; sporting goods, 1; women's apparel, 2.

## WAUSAU, WIS.

1920 Population, 18,661 (1923, 20,527).

City and Suburban Estimate, 56,000.

Native Whites, 60%; Foreign Born, 40%; English Reading, 90%; Families, 5,000.

**Schools:** Public Grade, 10; High, 1; Parochial, 5; Number of Pupils, 5,000.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Lutheran, 7; Evangelical, 1; Miscellaneous, 10.

**Banks:** National, 2; State, 2; Total Resources, \$11,652,648.70; Savings Bank Deposits Total, \$4,246,076.58.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,700.

**Location:** In the heart of Wisconsin on the Wisconsin River, served by the C. & N.W. and C. M. & St. P. Rys. Also on two principal state highways.

**Principal Industries:** Lumber, granite, paper, veneer, shoes, electric motors, sash and doors, sand paper, electric power, etc.

**Manufacturing Establishments:** 60. Leading firms: Curtis & Yale Co., Marathon Paper Mills Co., Underwood Veneer Co., Marathon Shoe Co., Marathon Electric Co., Wausau Abrasives Co., Wisconsin Valley Electric Co., Menasha Paper & Carbon Co.

**Total value of yearly output of factories estimated at \$35,000,000.**

**Special Information:** Unlimited electrical power. Big tourist center.

**Residential Features:** Living conditions very good. Mostly one and two-family houses. No tenement districts. About 75% home owners.

**Retail Shopping Section:** East Side extends from corner Forest St. and Grand Ave. west to Third St. north from Forest St. for 7 blocks to Franklin St. east and west for four blocks between these points. This is main business section.

**West Side** all of Clinton St. one block of First Ave., two blocks on Clarke St. There are four outlying smaller retail sections with the usual grocery, confectionery meat and small shops.

**Trading Area:** Extends from 25 to 50 miles in all directions. Roads very fine. Wausau easily reached.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 3; Hardware, 1; Plumbing, 1; Autos, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 18; commercial auto. agencies, 9; automobile accessories, 25; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 20; druggists, 9; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; furriers, 2; garages (public), 20; grocers, 73; hardware, 7; jewelry, 10; meat markets, 15; milliners, 3; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 10; sporting goods, 6; stationers, 2; women's apparel, 6.

## Standard Surveys of WYOMING

### CASPER, WYO.

1920 Population, 11,447 (32,276 present allowed by A. B. C. Oil Development).

City and Suburban, 45,000.

Native Whites, 78.3%; Negroes, .7%; Foreign Born, 21%.

**Schools:** Public Grade, 8; High, 2; Number of Pupils, 6,800.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, German Lutheran, Swedish Lutheran, Adventist, Christian.

**Banks:** National, 4; Total Resources, \$15,750,000; Savings Bank Deposits Total, \$2,994,995. Two Trust Companies.

**Theatres:** Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.). Total number of seats, 4,000.

**Location:** Chicago & Northwestern Ry. and Chicago Burlington & Quincy Ry., also Wyoming North & South Ry. Bns service from Casper to Lavoie, Midwest and Salt Creek, and to Rawlins, Wyo.

**Principal Industries:** Oil refining, large gasoline refineries. Great daily output of gasoline. Center of oil producing section. Second largest wool market in the United States. Cattle center. Oil well supplies.

**Manufacturing Establishments:** 50. Leading firms, Standard Oil Co., Ind. The Texas Co., the White Eagle Refining Co.

**Value manufactured products annually, \$200,000,000.**

**Special Information:** Casper ships phenomenal tonnage of oil and gasoline daily. Casper's population has increased 180% in four years. Bank debts have increased 1,100% in six years. Annual pay roll approximately \$12,000,000. Building permits, 1923, \$4,063,618. Heavy tonnage motor trucks are a prominent feature of Casper's street traffic.

**Residential Features:** Mostly one-family residences. Big colonies of summer homes in Casper mountains and foot hills. Best residential sections all paved. Twenty-nine miles of paving including contracts now under way. Model city plan being developed by community extension. Homes in best residential sections cost from \$6,000 to \$125,000.

**Retail Shopping Section:** Extends from Court House 4 blocks south, on Center street. Walcott parallel to Center on east 2 blocks. Durbin parallel to Walcott 2 blocks. David parallel to Center on west 2 blocks. First street (east and west) David to Durbin 3 blocks. Second street parallel to First. Ash to Grant 8 blocks. Midwest avenue parallel to Second. David to Durbin 3 blocks. Fifth street south of Midwest avenue. Center to Durbin 2 blocks.

**Trading Area:** Forty-five miles north; 125 miles west; 35 miles south; 50 miles southwest; 50 miles east.

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 2; Paper and Woodware, 1; Auto Accessories, 3; Miscellaneous Lines, Furniture, 1; Tobacco, 1; Produce, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 25; commercial auto. agencies, 1; automobile accessories, 14; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessen, 1; dressmakers, 6; druggists, 8; dry goods, 8; department stores, 2; electrical supplies, 5; florists, 3; fruits, 7; furniture, 8; furriers, 2; garages (public), 20; grocers, 73; hardware, 5; jewelry, 11; meat markets, 20; men's furnishings, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 44; shoes, 11; sporting goods, 6; stationers, 8; women's apparel, 9.

## CHEYENNE, WYO.

1920 Population, 13,829.

City and Suburban Estimate, Laramie County, 18,948.

Native Whites, 70%; Negroes, 3%; Foreign Born, 27%; Industrial Workers, 50%; English Reading, 85%; Families, approximate, 3,500.

**Schools:** Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,967.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

**Banks:** National, 4; State, 1; Total Resources, \$17,987,327.81; Savings Bank Deposits Total, \$6,500,000.

**Theatres:** Legitimate, 1; Moving Pictures,

2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,600.

**Location:** Southeast portion of state and is served by the main line of the Union Pacific Railroad, by the C. B. & Q. and the Colorado & Southern.

**Principal Industries:** Railroad shops, cattle and sheep.

**Manufacturing Establishments:** None other than usual, creamery, ice cream and like establishments. Largest shops on the Union Pacific system furnish the industrial employment of the city.

**Special Information:** Capitol City of State of Wyoming. County seat of Laramie County. Division point on U. S. trans-continental air mail route.

**Residential Features:** Mostly one and two-family houses with the south side composed of small semi-modern dwellings housing shop workers. The better residential districts have several apartment houses, but private homes predominate.

**Retail Shopping Section:** Extends north from Union Pacific depot on Capitol, Caray and Pioneer avenues for four blocks and intersecting streets (Fifteenth, Sixteenth, Seventeenth and Eighteenth), being business streets. South Cheyenne (reached by viaduct over the Union Pacific yards), has a small business district. There are the usual scattered "neighborhood" groceries and markets.

**Trading Area:** Territory surrounding Cheyenne very thinly populated and devoted chiefly to cattle and sheep raising. Business dependent almost entirely on city population.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 2; Hardware, 4; Miscellaneous Lines, Farm Implements, 2; Drug, 1; Cigar and Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 27; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 7; cigar stores and stands (including hotels), 88; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 6; electrical supplies, 5; florists, 5; fruits, 2; furniture, 5; garages (public), 14; grocers, 4; hardware, 5; jewelry, 7; meat markets, 14; men's clothing, 16; merchant tailors, 12; milliners, 3; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 25; shoes, 11; sporting goods, 4; stationers, 3; women's apparel, 12.

## LARAMIE, WYO.

1920 Population, 9,000.

City and Suburban Estimate, 10,000.

Native Whites, all; English Reading, 98%; Families, 2,200.

**Schools:** Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,800.

**Churches:** Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 2; State, 1; Total Resources, \$5,601,300.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

**Location:** On main line of Union Pacific Railroad and Colorado, Wyoming and Eastern Railroad.

**Principal Industries:** Railroad Shops, Standard Oil Co. (Ind.), Ohio Oil Co., Plaster Mills.

**Manufacturing Establishments:** 4. Leading firms, Standard Oil Co. (Indiana), Overland Cement & Plaster Co., Certainseed Products Co.

**Special Information:** City valuation \$8,700,000. Annual payroll \$7,000,000. Seat of University of Wyoming. Large Pacific Fruit Express Co. re-icing station on the Union Pacific System, valued at \$1,000,000.

**Residential Features:** Mostly one and two-story family houses. No workmen's tenements. Homes do not exceed \$3,000 in value generally.

**Retail Shopping Section:** Extends west from University avenue on First, Second and Third streets for five blocks. Few small stores in residence district.

**Trading Area:** Twenty-five miles west, forty miles north, ten miles south and east.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 1; Hardware, 2; Miscellaneous Lines, Creamery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 1; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; grocers, 13; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 7; sporting goods, 1; stationers, 4; women's apparel, 4.

## SHERIDAN, WYO.

1920 Population, slightly under 9,000, but this figure was of old corporate limits.

City and Suburban Estimate, 15,000 immediately suburban.

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 10%; English Reading, 99%; Families, 3,000.

**Schools:** Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,640.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, German Lutheran, Swedish Lutheran, Northside Christian and First Christian.

**Banks:** National, 2; State, 3; Total Resources, \$3,927,713. Savings Bank Deposits Total, \$850,373.

**Theatres:** Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,850.

**Location:** At the extreme northern portion of Wyoming, at the base of the Big Horn Mountains, fed by Big Goose and Little Goose Streams and Tongue River, and served by the Chicago, Burlington and Quincy, R. R. (North and South Railroad from Miles City, Montana to Casper, Wyoming, through Sheridan, as headquarters now in process of completion). Adjoins the vast wheat fields of the Crow Indian Reservation to the north, and the famous Wyoming Oil fields on the south.

**Principal Industries:** Center of rich coal mining section. Peabody Coal Co., Sheridan-Wyoming Coal Co., Holly Sugar Corp., Sugar refining, dairying, flour milling, stock raising. Burlington R. R. shops (N. & S. R. R. shops will be centered here) printing and binding. Headquarters for tourists and Custer battlefield, curing plant, coal, irrigated lands, sheep, wool, hogs.

**Manufacturing Establishments:** 6 substantial factories. Leading firms, Holly Sugar Co., J. W. Benio Milling Co., Sheridan Pressed Brick and Tile Co., Sheridan Iron Works, San-I-Dairy Creamery, Barrett Planing Mill, Otto F. Ernest Saddlery, Jersey Creamery, Pallas Candy Co., Hamm Appliances, Sheridan Meat Co., Mills Co., Printers, binders, Sheridan Brewing Co., Sheridan Mfg. Co., Beckton Roller Mills, J. W. Liles & Co. (stock and poultry feeds), B. T. Denbrink (cigarmakers).

**Special Information:** Sheridan is in the heart of the most fertile part of the state of Wyoming, it is a growing city catering to the manufacturing, stock raising, and agricultural interests of this section.

**Residential Features:** Mostly one and two-family homes. Several modern first class apartment houses. Limited section in northeast portion of town for railroads' quarters. Private homes predominate. Southern and western portions of Sheridan fast becoming fine residential portion. Homes averaging from \$6,000 to \$12,000.

**Retail Shopping Section:** Seven solidly built-up blocks, flanked on either side by substantial department stores, banking institutions, apparel, drug, sporting goods, news, and utility concerns interspersed. On the outskirts are many groceries, aside from solid section seven blocks north and south, and three blocks east and west. Sheridan covers wide territory. Restaurants, confectionery stores, and theatres on Main street generally speaking. Garages and auto service station on "wing" streets running into central section to interurban lines.

**Trading Area:** Sheridan, the "Hub of Wyoming's North" is the center of a rich trading area, a market unit distinct in its ideal locations, and caters to an area of 400 square miles on all sides. Draws from Johnson, Weston, Sheridan, Campbell and Crook Counties in Wyoming and Big Horn and Custer counties of Montana. Sheridan is the wholesale center for this great section, and cattlemen, ranchers, agriculturalists, and adjoining business interests look to Sheridan as the hub of "continual shopping."

**Wholesale Houses:** Groceries, 4; Meats, 1; Fruits, 1; Hardware, 3; Dry Goods, 1; Miscellaneous Lines, 3 large wholesale oil and grease plants, feed and grain, foundry.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 24; automobile tire agencies, 21; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 27; delicatessen, 4; dressmakers, 6; druggists, 6; dry goods, 9; department stores, 2; electrical supplies, 6; florists, 4; fruits, 8; furniture, 7; furriers, 2; garages (public), 12; grocers, 37; hardware, 5; jewelry, 5; meat markets, 12; men's furnishings, 10; men's clothing, 15; merchant tailors, 5; milliners, 10; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 14; shoes, 11; sporting goods, 15; stationers, 14; women's apparel, 14.

Editor & Publisher

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## ALBERTA

### CALGARY, ALBERTA, CAN.

1920 Population, 70,000.  
City and Suburban Estimate, 78,479.  
Native Whites, Very small foreign population. Practically all English speaking whites, who read and write English.  
Schools: Public Grade, 53; High, 6; Number of Pupils, 14,066.

Churches: Baptist, 10; Christian Science, 1; Congregational, 4; Episcopal, 13; Hebrew, 1; Methodist, 13; Presbyterian, 12; Roman Catholic, 6; Miscellaneous, Latter Day Saints, 1; 7th Day Adventist, 1; Lutheran, 8; Brethren, 2; Disciples, 1; Unitarians, 1; Pentecostal Church of the Nazarene, 1.

Banks: National, 12; 9 sub branches.  
Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 7,735.

Location: Largest business centre in Alberta, on main line of C. P. R. There are five separate lines of railways centering on Calgary. Calgary-Edmonton-Calgary-MacLeod, main line of C. P. R. Montreal to Vancouver, 2 C. N. R. lines. Geographical and industrial centre of Alberta. Main distributing point for Alberta. Over 1,000 commercial travelers make Calgary their headquarters.

Principal Industries: Flour milling, malting, brewing, \$5,000,000 oil refinery, the largest oil refinery in Canada. Meat packing, lumbering, large centre for dairying industry, exporting large shipments of butter, cheese, eggs and ice cream. The central shipping point for the Western Canada Grain Route.

Residential Features: Mostly one family houses, large proportion bungalow style. Small area devoted to workmen's houses, but most workmen own their own homes—in fact, in Calgary by far the largest number of homes are owned by the people who live in them. Homes in the better residential districts average in value from \$10,000 to \$30,000.

Retail Shopping Section: Eighth Avenue—8 blocks. 7th Avenue—6 blocks. First Street—5 blocks. There are a number of outlying business sections forming small business communities of their own. In some cases these reach quite respectable proportions.

Trading Area: One hundred miles north, south, east and west.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 11; Hardware, 7; Dry Goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 18; automobile tire agencies, 6; bakers, 34; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 53; dressmakers, 8; druggists, 30; dry goods, 14; department stores, 2; electrical supplies, 14; florists, 5; fruits, 11; furniture, 10; furriers, 10; garages (public), 37; grocers, 150; hardware, 11; jewelry, 11; meat markets, 13; men's furnishings, 10; men's clothing, 13; merchant tailors, 31; milliners, 10; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 3; restaurants (including hotels), 70; shoes, 22; sporting goods, 6; stationers, 5; women's apparel, 9.

### EDMONTON, ALBERTA, CAN.

1920 Population, 58,827. (1924, est., 63,160.) City and Suburban Estimate, 150,000 in radius of 25 miles.

Industrial Workers, 4316; Families, 13,250.

Schools: Public Grade, 49; High, 21; Junior High, 3; Number of Pupils, 12,784.

Churches: Baptist, 13; Christian Science, 1; Episcopal, 18; Hebrew, 1; Methodist, 16; Presbyterian, 19; Roman Catholic, 13; Miscellaneous, 34.

Banks: National, 15; Total Resources, Assets of Canadian Banks, \$2,638,776,000; Savings Bank Deposits Total, \$18,000,000 in Edmonton branches.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: On North Saskatchewan River, Canadian National Ry. System, Canadian Pacific Ry. Edmonton Dunvegan & B. C. Ry. and Alberta & Great Water Ways Ry.

Principal Industries: Meat packing, flour milling, lumbering, coal mining, clothing, butter making, brick making, R. E. shops, furs, auto accessories, cereal foods, biscuits, printing, canoe and small boats, sashes and doors, house furnaces, oil and greases, bread, jams, confectionery, sheet metal products, crosscutting plant, fur garments, boxes (wood).

Manufacturing Establishments: 80; Leading firms: Swift Canadian, Ltd., P. Burns, Co., Ltd., Norwood Foundry Co., Pavey Candy Co., McGavin's Ltd., Sheet Metal Products, Ltd., Northwest Biscuit Co., Great West Garment Co., Emery & Co., Canadian National Ry., Western Steel Products, W. H. Clark Co., D. E. Fraser

Co., Alberta Motor Boat Co., Northern Box Co., Alberta Brick Co.

Total value of yearly output of factories estimated at \$33,000,000.

Special Information: Edmonton's location makes it the Gateway to one quarter of the area of Canada. Centre of 50,000,000 acres of grazing, timber and mineral lands. Lies opposite lowest pass through the Rocky Mountains from prairies to the Pacific Ocean. Growing R. R. centre, 1,800 railway employes live here. Seat of the Provincial University and educational centre of the province.

Residential Features: Private homes predominate. Several well conducted and appointed apartment houses. City has excellent natural gas supply. Several excellent residential areas, bordering the big banks of Saskatchewan and public parks and ravines. Houses vary in value in good districts from \$4,000 to \$15,000.

Retail Shopping Section: Jasper avenue, 101st street for three blocks north of Jasper avenue, Mamayo avenue, Whyte avenue, 124th street, Norwood Boulevard.

Trading Area: Extends 120 miles east and west, southward 80 miles, and northward all the way to the Peace River, to the MacKenzie Valley and the Arctic Ocean.

Wholesale Houses: Groceries, 9; Meats, 3; Fruits, 6; Hardware, 6; Dry Goods, 8; Miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 12; automobile tire agencies, 9; bakers, 26; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 67; dressmakers, 25; druggists, 36; dry goods, 19; department stores, 5; electrical supplies, 35; florists, 15; fruits, 85; furniture, 15; furriers, 11; grocers, 182; hardware, 26; jewelry, 20; meat markets, 63; men's furnishings, 33; men's clothing, 24; merchant tailors, 29; milliners, 13; opticians, 9; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 37; shoes, 29; sporting goods, 5; stationers, 15; women's apparel, 9.

### LETHBRIDGE, ALBERTA, CAN.

1920 Population, 11,055 (1923 figures).

City and Suburban Estimate, 55,000 (1923 figures).

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 95%; Families, 2,023.

Schools: Public Grade, 8; High, 1; Parochial, 2; Number of Pupils, 2,500 approximate.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 6; Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 5,500.

Location: On Canadian Pacific Railway. Six lines branching out from city.

Principal Industries: Four large coal mines, foundries, flour mills, railway shops, sash and door factory, brewery, Coca Cola.

Manufacturing Establishments: Leading firms, Ellison Milling Co., Leth. Iron Works, Leth. Sash and Door Factory, Lethbridge Breweries, Ltd. Total value of yearly output of factories, mines and agriculture estimated at \$62,750,000.00.

Special Information: Commercial and distributing center, large and fertile farming district, with and without irrigation. District holds world's record for wheat and oat yield on 1,000 acres. Large exports of wool and alfalfa. Centre of great live stock area. District consistently wins prizes for grain at international shows.

Residential Features: Finest park in Western Canada located centre of city. City noted for artificial lake, very pretty Western city with wide sidewalks, boulevards and beautiful shade trees, etc.

Retail Shopping Section: Retail shopping district surrounds Galt Gardens, most beautiful artificial park in Western Canada.

Trading Area: Extends over radius of sixty miles, business also secured from mining towns through Crow's Nest Pass.

Wholesale Houses: Groceries, 3; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous lines, Rubber Goods, 3; Tobacco, 1; Candy, 1; Shoes, 1; Mining Supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 10; furniture, 1; furriers, 2; garages (public), 8; grocers, 18; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 7; shoes, 15; sporting goods, 3; stationers, 4; women's apparel, 6.

### MEDICINE HAT, ALBERTA, CAN.

1920 Population, 6,000.

City and Suburban Estimate, 8,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 8; High, 4; Number of Pupils, 2,303.

Churches: 13.

Banks: 6.

Theatres: 3; Total number of seats, 1,600.

Location: On South Saskatchewan 180 miles southeast of Calgary on C. P. R. R.

Principal Industries: Coal mining, flour mills, brick yards, bridge and iron works, potteries, tractors and farming.

Residential Features: Mostly one family houses.

Retail Shopping Section: On Second and Third streets between railway and Fifth avenue.

Trading Area: Radius 150 miles.

Wholesale Houses: Groceries, 2; Meats, 2; Fruits, 2; Confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 9; delicatessen, 4; dressmakers, 12; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; furriers, 2; garages (public), 8; grocers, 21; hardware, 6; jewelry, 5; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 7; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 4; women's apparel, 4.

## BRITISH COLUMBIA

### NANAIMO, BRITISH COLUMBIA, CAN.

1920 Population, 12,000.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, all; Families, 2,000.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Brethren, 1; Apostolic.

Banks: Savings Bank Deposits, Bank of Commerce, Royal Bank of Nova Scotia, Bank of Montreal.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On island sheltered bay, on west side of Gulf of Georgia, 40 miles from Vancouver and Mainland mountains, from 100 miles Mt. Baker in Washington is visible. E. & N. Railway and C. P. R. steamships give regular service twice a day and more.

Principal Industries: Coal mining, lumber, fishing and agriculture.

Manufacturing Establishments: No factories to speak of. Coal and lumber shipped amounts to millions of dollars.

Special Information: Geographical position makes it natural distributing centre for Vancouver Island. Only two hours' steaming from Vancouver. Centre of big coal-mining industry, also lumber industry. Fourth city in the province.

Residential Features: City limits still same as at incorporation over fifty years ago. This area practically filled up with fair single family houses. No tenements. Lots average 60 x 132, and large percentage of workers own their own houses.

Retail Shopping Section: Confined to Main St.—runs from water front through Commercial to head of Crescent.

Trading Area: Takes in Wellington and Nanaimo, 16 miles north, in which line is included Northfield and Brechin, East Wellington, 4 miles east, South Wellington and extension 4 miles south and the farming district between these last two points and Ladysmith.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, Tobacco 2, Grain and Feed 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 10; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (pub-

lic), 2; grocers, 25; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 8.

### NELSON, BRITISH COLUMBIA, CAN.

1920 Population, 5,236.

City and Suburban Estimate, 30,000.

Native Whites, 93%; English Reading, 90%; Families, 7,347.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,120.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 4; Savings Bank Deposits Total, \$2,500,000, estimated.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 1,875.

Location: Nelson is located on the west arm of Kootenay Lake. It is served by the C. R. R. & G. N. Railways and the C. P. R. steamship line. First class service to all points in district.

Principal Industries: Ironworks, jam factories, timber mills, smelter, ore reduction plants, milling, wood-working factories, breweries, railroad shops, wire works, electric power.

Manufacturing Establishments: Leading firms, Nelson Ironworks, McDonald Jam Co., W. W. Powell Lumber Mill, Consolidated Mining & Smelting Co., T. H. Waters Clothes Pin Factory, Western Box & Shingle Co., Kootenay Wire Works & Mattress Factory, West Kootenay Power & Light Co.

Total value of yearly output of factories estimated at \$18,000,000.

Special Information: Largest city in interior of B. C. Has own hydro-electric power plant, at Kootenay Lake. It is served by the C. R. R. & G. N. Railways and the C. P. R. steamship line. First class service to all points in district.

Residential Features: There are a few rooming houses and residential hotels, but practically whole population live in private homes, mostly owned by occupants. Homes average in value \$3,500. One of the loveliest residential cities in Canada.

Retail Shopping Section: Extends 6 blocks on Baker St., 2 blocks on Ward St., 2 blocks on Josephine St., 3 blocks on Vernon St., and a number of small neighborhood stores.

Trading Area: 26 miles west, 54 miles south, 25 miles east and about 40 miles north. This is for ordinary everyday trading. For some classes of goods, such as high grade ladies' wear, pianos, men's wear, shoes, etc., this is the trading center of area averaging 148 miles in radius.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 2; Miscellaneous Lines, Confectioner 1, Tobacco 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 5; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 4; grocers, 12; hardware, 3; jewelry, 3; meat markets, 13; men's furnishings, 4; men's clothing, 4; merchant tailors, 7; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 4; sporting goods, 3; stationers, 7; women's apparel, 6.

### NEW WESTMINSTER, BRITISH COLUMBIA

1920 Population, 18,000.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 33%; English Reading, 93%; Families, 4,500.

Schools: Public Grade, 6; High, 2; Parochial, 2; Number of Pupils, 3,661.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; Methodist, 3; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 5; Total Resources, \$1,988,732; Savings Banks Deposits Total, \$848,497.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 7,500.

Location: On the north bank of the Fraser River, 18 miles above its mouth at the Gulf of Georgia. Served by four transcontinental railroads: C. P. R., C. N. R., G. N. R., and N. P. R. and the B. C. Electric Interurban and local fresh water harbor freely used by increasing number of ocean going freighters in export trade. Ample deep water, 2 miles of improved harbor area dockage, many miles of unimproved trackage and water front, marine ways, ship yards and many sites suitable for elevators.

Principal Industries: Lumbering, all branches, shipyards, mills, salmon and fruit canning.

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## BRITISH COLUMBIA (Con't)

### New Westminster (cont'd)

electric car shops, distillery (only one in western Canada).

**Manufacturing Establishments:** 27; Leading firms: Canada Western Lumber Co., Ltd. (one of the largest saw mills in Canada), Brunette Lumber Co., Timberland Lumber Co., Mohawk Lumber Co., Iowa Shingle Mill; Westminster Iron Works, Heaps Engineering Works, Leckie's Tannery, B. C. Distillery, Laminated Materials Co., Bonler Fruit & Vegetable Canney, B. C. Electric Ry. Shops, Westminster Brewery, Swift-Canadian, Ltd. (packing house and abattoir), B. C. Box Factory, Western Marine Railway, Triangle Chemical Co.

**Special Information:** Location of city very favorable, as manufacturing and distributing center, geographically and by four midway lines meeting ocean-going ships, and a fresh water harbor open all the year. The city owns its own electric light and power franchises and gravity waterworks system and the valuable water frontage property of the improved harbor area, which is available on long term leases. Central point for motor trucks and stages serving the valley from Huntington, Inaney, White Rock and Vancouver. City operates its own weekly market. Suburban areas offer many miles of trackage and water frontage beyond the improved harbor area. The greater part of the area in city limits is residential. The considerable monthly pay-roll is stabilized by the large staffs and numerous inmates of Gov't. institutions, such as B. C. Penitentiary and hospitals located here.

**Residential Features:** Mostly one family homes, standard residence and business lots 66x132 ft. Most main streets are hard surfaced, with storm sewers and cement walks. Private homes predominate, even the landlords in the small Chinatown area, many of them Chinese. The topography favors the city as a residential city, with a generally south and western aspect, but magnificent view all around, a picturesque setting in a county famed for its natural beauties.

**Retail Shopping Section:** Extends along the streets paralleling the river (Fraser) and for several blocks back along the intersecting streets which lead to residential sections. North, east and west, small retail centers cater to suburban residents. The city being about 14 blocks north and south and 2 miles east and west.

**Trading Area:** Extends 30 to 40 miles east, 22 miles south, 20 miles west and 5 miles north. This area is chiefly agricultural and dotted with small towns and villages which are supplied from here, via B. C. Ry. and motor truck and bus lines.

**Wholesale Houses:** Groceries, 1; Meats, 2; Fruits, 1; Hardware, 3; Miscellaneous Lines, 3.  
**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 1; bakers, 4; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 40; delicatessen, 10; dressmakers, 15; druggists, 8; dry goods, 6; department stores, 1; electrical supplies, 10; florists, 4; fruits, 30; furniture, 6; garages (public), 6; grocers, 40; hardware, 5; jewelry, 6; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 7; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 6; sporting goods, 8; stationers, 2; women's apparel, 8.

## PRINCE RUPERT, BRITISH COLUMBIA, CAN.

1920 Population, 6,376 (last census).

City and Suburban Estimate, 10,000.

**Native Whites, 85%; Indians, 10%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 2,200.**

**Schools:** Public Grade, 5; High, 1; Number of Pupils, 800.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

**Banks:** National, 3; Total Resources, not available. Savings Bank Deposits Total, information not available.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

**Location:** Pacific coast terminus of Canadian National Ry., situated 550 miles north of Vancouver and 40 miles south of the Alaskan boundary. It is 500 miles nearer the Orient than any other port on the Pacific Coast. Having a daily service of fast through passenger trains from the Atlantic coast with fast through freight service it is the controlling factor in the Canadian Yukon and Canadian Alaska trade and it will be also for the Orient trade in the near future.

**Principal Industries:** Fishing, lumbering and mining, cold storage and fish curing, shipbuilding and machinery shops, Canadian National dry dock. The district, for which Prince Rupert is the distributing point, produces 70% of the total gold, silver and copper mined in the Province of British Columbia.

**Manufacturing Establishments:** 15. Leading firms, Canadian Fish & Cold Storage Co., Rupert Marine Products, Laminated Wood Products (in course of building), Booth Fisheries Canada Co., Athol Fisheries, Ltd., Royal Fish Co., Pacific

Fisheries, Big Bay Lumber Co., Georgetown Sawmill, Albert McCaffery, Imperial Oil, Canada National Dry Dock, Skeena River Salmon Canneries, and Massett Timber Co., Massett O. C. L. tributary to the city, Swift Canadian Co.

**Special Information:** Prince Rupert is the northern centre for the fishing, lumber and mining industries. Fish airing plants, cold storage plant, ice making works, boat building, etc. The fishing industry has a remarkable growth, due to the strategic position of Prince Rupert. It is the natural port of entry for fish products to the eastern markets. Industrial sites are available at fair rentals on the waterfront with cheap power, light, water, etc. Recreations—Shooting, fishing, yachting, basketball, football, baseball and tennis clubs.

**Residential Features:** Mostly one-family residences and apartment blocks. Private homes predominate.

**Retail Shopping Section:** Extends from Fairview (a fine residential district) for 5 blocks on Third Ave. to McBride St., and on Second Ave. from the Post Office to McBride St., paralleling Third Ave. In addition, there are the usual neighborhoods with confectionery, meat, fruit stores, etc.

**Trading Area:** Extends about 80 miles north, south east and west. North to Stewart and Anson, south to Ocean Falls, east to Terrace and west to Queen Charlotte Islands.

**Wholesale Houses:** Groceries, 3; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Shoes 2; Confectionery 3.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 10; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; furriers, 2; garages (public), 5; grocers, 8; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

## VANCOUVER, BRITISH COLUMBIA, CAN.

1920 Population, 126,420.

City and Suburban Estimate, 250,544 (within radius of 15 miles).

**Native Whites, 50%; Orientals, 8%; British Born, 42%; Industrial Workers, 17%; English Reading, 92%; Families, 60,430.**

**Schools:** Public Grade, 29; High, 6; Parochial, 25; Number of Pupils: City, 19,273; Suburbs, 15,400; Total, 34,673.

**Churches:** Baptist, 8; Christian Science, 1; Congregational, 2; Episcopal, 11; Hebrew, 2; Methodist, 15; Presbyterian, 13; Roman Catholic, 8; Miscellaneous, 35.

**Banks:** National, 10; State, 62 branches in city; Total Resources, \$300,894,100.

**Theatres:** Legitimate, 2; Moving Pictures, 23; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 32,000.

**Location:** On the shores of Burrard Inlet, six miles north of mouth of Fraser River. Gulf of Georgia, Pacific Ocean. Served by eight railroads and 62 regular S. S. lines. Western terminals of C. P. R., Canadian National, Great Northern, Northern Pacific, the C. M. & St. P. Ry., Union Pacific, Kettle Valley and P. C. E. Ry. also operate here. S. S. lines include C. P. R., Coastwise and Trans-Pacific, Can.-Aust. Royal Mail, Dollar S. S., Luckenbach S. S. C. S. A. Line, C. G. Trans-Atlantic, Gen'l S. S. Corp., Pac.-European Line, Moore & McCormick Line, Admiral Line, etc.

**Manufacturing Establishments:** 2,700. Leading firms, American Cau Co., Vancouver Lumber Co., J. Hanbury Lumber Co., Dom. Cannery, B. C. Sugar Refinery, Imperial Oil Co., Empress Mfg. Co.

**Figures compiled by Workmen's Compensation Board, to which all industries contribute, show 1923 payroll was \$150,000,000, an increase of 16% over 1922 total.**

**Total value of yearly output of factories estimated at \$300,000,000.**

**Special Information:** Vancouver is distributing base for western Canada. Four years ago less than 1,000,000 bushels of western Canadian grain was shipped by this port. This year 60,000,000 bushels of grain is being exported. Where grain moves out, merchandise must move in, and Vancouver manufacturers, wholesale houses, and miscellaneous business are now experiencing the greatest era of development ever known here. Grain is a profitable cargo and Vancouver is a converging point for the entire ocean tonnage on the Pacific. Low water rates to Vancouver have definitely established this point as the wholesale distributing base for the western half of Canada.

**Residential Features:** Vancouver's equitabla climate, due to the warm Japan current, has attracted a great many Eastern and Prairie retired business men to make their homes here. Thus in the West-end, Kitsilano, Point Gray, Fairview and Shaughnessy Heights districts, homes are of a very high standard. Entirely one-family homes, although averaging from eight to ten rooms with 10 to 16-room resi-

dences in the Shaughnessy Heights district. Workingmen's district: South Vancouver, Grandview, Mt. Pleasant, contain substantial five and six-room homes—one family to a home. Residences' average value, \$8,000 to \$15,000. Workingmen's homes average \$3,000.

**Retail Shopping Section:** Extends in the center of the city from Malu street in the east, along Hastings street westward to Granville, approximately one mile; thence south on Granville one mile. Within this triangular area is the retail shopping district, covering an area of 25 blocks. There are six main outlying retail business sections, and a large number of "neighborhood" stores of general nature in all residential districts excepting Shaughnessy Heights, which is exclusively residential.

**Trading Area:** Extends over the lower mainland of British Columbia, eastward as far as Chilliwack, 60 miles up the Fraser River. Vancouver, however, is the business center for the entire Province of British Columbia, half of the population of British Columbia being within the 15-mile radius of Vancouver. In the Fraser Valley, which extends from Vancouver to Chilliwack 60 miles, extensive mixed farming is carried on, practically half of the farmers visiting Vancouver at least once a week. Although New Westminster is situated within 12 miles of Vancouver, the two cities are practically joined, and Vancouver's stores dominate the business because of greater purchasing power.

**Wholesale Houses:** Groceries, 15; Meats, 8; Fruits, 30; Hardware, 9; Dry Goods, 24.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 36; automobile accessories, 43; automobile tire agencies, 4; bakers, 98; cigar stores and stands (including hotels), 67; confectioners (including hotel stands), 177; delicatessen, 29; dressmakers, 45; druggists, 88; dry goods, 100; department stores, 4; electrical supplies, 31; florists, 61; fruits, see confectioners; furniture, 45; furriers, 20; garages (public), 152; grocers, 612; hardware, 66; jewelry, 90; meat markets, 263; men's furnishings, 75; merchant tailors, 237; milliners, 49; opticians, 30; photographers, 51; pianos (and miscellaneous musical instruments), 32; radio supplies, 6; restaurants (including hotels), 298; shoes, 70; sporting goods, 11; stationers, 37; women's apparel, 43.

## VICTORIA, BRITISH COLUMBIA, CAN.

1920 Population, 38,727.

City and Suburban Estimate, 58,000.

**Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 7%; English Reading, 95%; Families, 10,073.**

**Schools:** Public Grade, 4,795; High, 929; Number of Pupils, 5,863.

**Churches:** Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 15; Presbyterian, 10; Roman Catholic, 6; Miscellaneous, 30.

**Banks:** Chartered banks, 9, Total Number; Total Resources, \$105,775,654.

**Theatres:** Legitimate, 2; Moving Pictures, 7; Vaudeville, 1. Total number of seats, 6,036.

**Location:** Railways—Esquimalt & Nanaimo Ry., Canadian National Ry. Steamship lines—Union S. S. Co., C. P. O. S., Admiral Line, Blue Funnel Line, Victoria, B. C., located on Vancouver Island; Steamship lines—Harrison Line, Royal Mail, Nippon Yusen Kaisha, Omake Shosen Kaisha, Holt Line.

**Aerial Mail—Registered mail from Australasia and Orient for American points collected by aeroplane and delivered to Seattle.**

**Principal Industries:** Biscuits, boats, glass goods, breweries, carriages, furniture, machinery, lumber, soaps, shipbuilding, fish canning, cement tiles, dry docks.

**Manufacturing Establishments:** 150. Leading firms, W. J. Pendray & Sons, Yarrows, Limited; Sidney Rubber Roofing Co.; Canadian Puget Sound Lumber & Timber Co., Ltd.; Victoria Machinery Depot Co., Ltd.; British Columbia Cement Co.; Inifer Machine Co.

**Total value of yearly output of factories estimated at \$15,822,037.**

**Special Information:** Victoria is regarded as the finest residential city in Canada, due to its being the most equable climate. Has the largest percentage of automobiles of any city in the Province.

**Residential Features:** Homes mostly for one family. Private homes predominate. Contains more wealth per capita than any city in the Province. Favorite resort of tourists and regarded as one of the most beautiful cities on Pacific Coast.

**Retail Shopping Section:** Extends from C. P. R. Wharf, Belleville street, twelve blocks on Government, Douglas and Blanchard streets. There are two outlying business sections and several small suburban sections with the usual grocery, confectionery and meat shops.

**Trading Area:** Extends as far as Ladysmith, 50 miles north. Bus service and E. & N. Railway.

**Wholesale Houses:** Groceries, 6; Meats, 1; Fruits, 3; Hardware, 3; Dry Goods, 6; Miscellaneous Lines—4 Confectionery, 3 Druggists.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 20; automobile accessories, 6; automobile tire agencies, 5; bakers, 27; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 28; delicatessen, 2; dressmakers, 7; druggists, 29; dry goods, 14; department stores, 4; electrical supplies, 11; florists, 22; fruits, 7; furniture, 7; furriers, 2; grocers, 147; hardware, 15; jewelry, 10; meat markets, 147; men's furnishings, 15; men's clothing, 13; merchant tailors, 20; milliners, 4; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 23; shoes, 13; sporting goods, 3; stationers, 4; women's apparel, 6.

## MANITOBA

## BRANDON, MANITOBA, CAN.

1920 Population, 16,766.

City and Suburban Estimate, 25,000.

**Native Whites, 80%; Foreign Born, 20%; English Reading, 90%.**

**Schools, Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 3,000; (Brandon College, Brandon Institute (Indian), Brandon Normal & Wheat City Business College).**

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 11.

**Banks:** National, 8; (Chartered and 1 Trust Company); Savings Bank Deposits Total \$10,000,000.

**Theatres; Moving Pictures, 2; Total number of seats, 1,200.**

**Location:** 183 miles west of Winnipeg; C. P. R., C. N. K. & G. N. R.

**Principal Industries:** Grain growing, mixed farming, manufacturing of flour, leather goods, harness, windmills, pumps, school desks, show cases, boxes, sash and doors, store fittings, lighting rods, ventilators, grain cleaners, fire engines and extinguishers.

**Special Information:** Headquarters for Agricultural Exhibit, Manitoba Winter Fair; Stock show (largest of its kind in Canada); Provincial Exhibition of Manitoba (one of the largest on the continent).

**Residential Features:** Mostly one and two family houses—private homes predominate. The best street and boulevard city in the West.

**Retail Shopping Section:** Along Rosser avenue from Sixth to Twelfth; and also on the cross street, Teuth.

**Trading Area:** Brandon is the center of one of the richest and most prosperous farming communities in Western Canada and the United Farmers of Manitoba meet here. It is also the meeting place of practically all the agricultural associations, etc. in Manitoba. The Brandon distributing area covers 32,500 square miles and contains 280 small towns, villages and hamlets with 3,500 retail merchants banks and about one third farm population of Western Canada.

**Wholesale Houses:** Groceries, 3; Meats, 1; Fruits, 3; Hardware, 1; Miscellaneous Lines, Tobacco, China, Glassware, seed books, shoes.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 7; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 17; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 5; garages (public), 9; grocers, 50; hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 7; men's clothing, 2; merchant tailors, 4; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 3.

## PORTAGE LA PRAIRIE, MANITOBA, CAN.

1920 Population, 7,000.

City and Suburban Estimate, 10,000.

**Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 95%; Families, 1,800.**

**Schools:** Public Grade, 4; High, 1; Number of Pupils, 1,200.

**Churches:** Protestant, 4; Roman Catholic, 2.

**Banks:** 6.

**Theatres:** 2; Total number of seats, 1,400.

**Location:** On main line C. P. R. R. and C. N. R. R., Grand Trunk R. R. is terminal of Midland Ry. connecting with Great Northern R. R.

**Principal Industries:** Flour mills, oatmeal mill, brick, gasoline engines, threshing machinery, steel bins, culverts and cisterns.

**Residential Features:** Mostly one family houses.

**Retail Shopping Section:** One-half mile on Saskatchewan avenue.

**Trading Area:** Radius of 30 miles.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Tobacco, 1; Candy, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 3; garages (public), 6; grocers, 10; hardware, 4; jewelry, 4; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 5; stationers, 2; women's apparel, 4.

**MANITOBA (Con't)**

**WINNIPEG, MANITOBA, CAN.**

1920 Population, 178,364 (1921 census), with adjoining Municipalities 211,876.

City and Suburban Estimate, 840,000. (Native Canada, 52.41%; British Isles, 27.90%; other British Possessions, 0.39%; Europe, 14.81%; U. S. 8.94%.)

Industrial Workers, 12 1/2%; English Reading, 74%; Families, 45,795.

Schools: Public Grade, 70; High, 4; Junior High, 3; Parochial, 20; Number of Pupils, 40,004 (Public Schools).

Churches: Baptist, 10; Christian Science, 2; Congregational, 2; Episcopal, 27; Hebrew, 15; Methodist, 26; Presbyterian, 23; Roman Catholic, 20; Miscellaneous, 61.

Banks: Comperison not applicable in Canada Average Bank clearings Winnipeg \$8,599,704.00 daily. Number of Banking offices in city 56.

Theatres: Legitimate, 2; Moving Pictures, 34; Vandeville, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 36,200.

Location: 350 miles west of Lake Superior, at the eastern edge of the Western Canadian Prairie Belt. Focal point for the Western Canadian Railway System. The railway concentration and distribution point for Western Canada. The largest individual railway center in the British Empire. Principal mid-continental terminal of the Canadian Pacific and Canadian National Railway Systems connecting via Soo Line, Great Northern and Northern Pacific Railways with Minneapolis, St. Paul, Duluth and Chicago.

Principal Industries: Railway shops, flour milling, printing, iron, steel and machinery supplies, wholesale distribution and mail order merchandising.

Manufacturing Establishments, 960. Oglivie Flour Mills Co. Ltd., Western Canada Flour Mills, Ltd., Canadian Pacific Railway Shops, Canadian National Railway Shops, G. F. Stephens & Co. Ltd. Total value of yearly output of factories estimated at \$149,500,000.

Special Information: The location of Winnipeg makes it the business metropolis of Western Canada occupying the same relative position with respect to the Dominion of Canada as the city of Chicago occupies in the United States. Winnipeg is the largest primary grain market in the World. It has the largest retail hardware store in North America, and a greater concentration of wholesale distribution in proportion to population than any other N. A. City. Center for Western Canada agricultural, live stock, implements publishing and fur trade. Winnipeg trading territory is enormous in area, large in population, and more productive per unit of population than any other trading area in North America. Hydro-Electric energy (250,000 horse power available) used exclusively for industrial power, lighting, and traction, for nearly all domestic purposes and to a considerable and increasing extent for domestic heating.

Residential Features: Mostly single family detached cottages. Tendency of building in later years to houses of more permanent character. Unusually large number of apartment houses and large proportion of apartment dwellers. The city would rank well above American average for class of homes.

Retail Shopping Section: High-class retail shopping section, extends along Portage avenue, westward from Main street for eight blocks. Older retail district (including two leading department stores, three leading furniture stores, and one leading hardware store on Main street in what has become since the City's financial district). Main street north of C. P. R. for four blocks and Selkirk avenue, running westward therefrom 1 1/2 miles, retail stores, for foreign residential districts. Six principal outlying retail business sections. The City has several hundred small neighborhood corner groceries, throughout the whole city.

Trading Area: Immediate local retail area confined to City and contiguous urban municipalities of within ten miles radius. Suburban business within a twenty five mile radius, secured by rapid transit trolley connection on four lines (see preceding page in reference to wholesale trading area which includes all of Western Canada, between the Great Lakes and Rocky Mountains. Wholesale distribution area for groceries, hardware, fruit and other quick moving job lines, includes roughly the Province of Manitoba.

Wholesale Houses: Groceries, 22; Meats, 12; Fruits, 1; Hardware, 19; Dry Goods, 19; Millinery, 5; Church Goods, 2; Toys, 2; Oriental, 1; Miscellaneous, 10; Miscellaneous lines, Agriculture Implements, 33; Saddlery, 3; Biscuits, 1; Confectionery, 6; Boots and Shoes, 17; Drugs, 11; China, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 75; automobile tire agencies, 20; bakers, 59; cigar stores and stands (including hotels), 600 (Licensed Vendors); confectioners (including hotel stands), 215; druggists, 95; dry goods, 95; department stores, 3; electrical supplies, 34; florists, 24; furniture, 24; furriers, 47; garages (public), 60; grocers, 736; hardware, 51; jewelry, 55; meat markets, 172; men's furnishings and men's clothing, 67; merchant tailors, 196; milliners, 49; opticians, 23; photographers, 31; pianos (and miscellaneous musical instruments), 16; radio supplies, 9; restaurants (including hotels), 117; (53 restaurants); shoes, 42; sporting goods, 19; stationers, 6; women's apparel, 24.

**NEW BRUNSWICK**

**FREDERICTON, N. B., CAN.**

1920 Population, 8,114.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 100%; Families, 2,704.

Schools: Public Grade, 3; High, 1.

Churches: Baptist, 2; Episcopal, 2; Methodist, Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Reformed Baptist, 1.

Banks: National, 4, (chartered).

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,100.

Location: Canadian National, Canadian Pacific, and Fredericton & Grand Lake Crystal Steam S. S. Co., Coal & Railway Co., Steamer between Fredericton and St. John, railways reach coal mines at Minto, N. B.

Railways connect with two transcontinental railways, and to United States.

Principal Industries: Cotton, boots, and shoes, shoepecks and larrigans, saw mills, clay, brick and tile, concrete builders blocks, drain pipes and printing, canvas covered canoes and motor boats.

Manufacturing Establishments: 17; Leading firms: Fraser Cos., Ltd., Hurrst Boot & Shoe Co. Ltd., John Palmer Co. Ltd., Palmer-McLellan Shoepeck Co. Ltd., Canada Cottons, Ltd., M. Ryan & Son, Concrete Builders, Ltd., Chestnut Canoe Co.

Total value of yearly output of factories estimated at \$2,820,952.

Special Information: Location of city makes it a distributing point for the Province Railways. Roads branch in all directions, tri-weekly steamer to St. John, a winter port of Canada open all the year.

Residential Features: Mostly one family houses. Private homes predominate. Nearly all streets well paved, and lined with large elm trees.

Retail Shopping Section: Extends from St. John to Westmoreland St., on Queen St. Small shops distributed through many of streets in district to rear of Queen St. Principal residential district in western part.

Trading Area: Extends from 8 miles to 33 miles. Railway service is adequate for business.

Wholesale Houses; Groceries, 4; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotels), 2; dressmakers, 4; druggists, 9; dry goods, 14; department stores, 2; electrical supplies, 4; florists, 2; fruits, 13; furniture, 2; furriers, 2; garages (public), 6; grocers, 13; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 6; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 6.

**MONCTON, N. B., CAN.**

1920 Population, 20,300.

City and Suburban Estimate, 25,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 95%; Families, 3,600.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,700.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 6; Total Resources, \$125,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: On the Petitcodiac River, 80 miles northeast of St. John. Headquarters of Eastern Division Canadian National Rwy. lines running, east, north, south and west, making ideal distribution point for the Maritime Provinces.

Principal Industries: Workshops Canadian National Railways, stove foundry, woolen mill, underwear factory, biscuit factory, cap factory, wire fence factory, planing and woodworking, carriage marble works, bottling works, barrel factory, and machine works.

Manufacturing Establishments: 12; Leading firms; J. A. Marves, Ltd., Atlantic Underwear Co., Ltd., N. B. Wire Fence Co., J. A. Humphrey & Son, B. W. Lockhart, Ltd.

Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Situated in the center of the Maritime provinces with splendid communications, Moncton is ideal distributing point for wholesale and manufacturing distribution as well as a shopping center for a large district. City chosen by T. Eaton & Co. Ltd., of Toronto as site of Mail Order Branch, owing to location and have a large warehouse and showrooms here.

Residential Features: The City is noted for fine medium sized dwellings with well kept lawns, over 65% of people own their homes. There are two well-kept parks in the city. 10

miles of paved streets and 37 miles of concrete sidewalks.

Retail Shopping Section: Main and St. George are the chief shopping streets, extending parallel the whole length of the city from east to west, with up-to-date departmental dry goods, hardware, grocery and specialty stores.

Trading Area: The center of a rich agricultural community with a trading radius of about 25 miles with a good train service and good roads.

Wholesale Houses: Groceries, 3; Meats, 2; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, Books and Shoes, 3; Mail Order, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 10; druggists, 10; dry goods, 3; department stores, 2; electrical supplies, 6; florists, 4; fruits, 3; furniture, 4; furriers, 4; garages (public), 12; grocers, 70; hardware, 6; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 6; stationers, 5; women's apparel, 8.

**ST. JOHN, N. B., CAN.**

1920 Population, 58,521.

City and Suburban Estimate, 61,218.

Native Whites, 42,464; Negroes, 230; Foreign Born, 15,821; English Reading, 58,521; Families, 14,630.

Schools: Public Grade Depts. 202; High Depts. 28; Parochial RC includes 74; Number of Pupils, 8,986.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 10; Hebrews, 2; Methodist, 3; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 4.

Banks: National, 8.

Theatres: Legitimate, 1; Moving Pictures, 7.

Location: At south of province—Canadian Pacific Railway and Canadian National Rwy., provide the port with transcontinental connections. The steamship lines are Canadian Pacific Ocean Steamers, Canadian Government Merchant Marine, South African and New York Lines, Royal Mail Steam Packet, Anchor, Donaldson Line, Furness Line and Head Line.

Principal Industries: Dry dock, sugar refineries, brushes and wooden boxes.

Manufacturing Establishments: 150; Leading firms: Atlantic Sugar Refinery, T. S. Simms Brush Factory, St. John Dry Dock Co., Wilson Box Co.

Special Information: Port of St. John is one of Canada's ocean gateways that is always open and ready for business, accessible at all times of tide. It has no ice troubles whatever. St. John is the Winter Port of Canada. United Empire Loyalists landed at St. John on May 18, 1783, founding the city and establishing their homes, therein.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section; King St., Charlotte St., Union St., Main St., Prince Edward St., three blocks each.

Trading Area: Radius of about 20 miles.

Wholesale Houses: Groceries, 22; Meats, 4; Fruits, 6; Hardware, 6; Dry Goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 21; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 20; dressmakers, 32; druggists, 43; dry goods, 18; department stores, 4; electrical supplies, 10; florists, 5; fruits, 11; furniture, 10; furriers, 5; garages (public), 12; grocers, 141; hardware, 13; jewelry, 6; meat markets, 43; men's furnishings, 6; men's clothing, 6; merchant tailors, 30; milliners, 13; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 38; shoes, 10; sporting goods, 4; stationers, 9; women's apparel, 10.

**NOVA SCOTIA**

**AMHERST, N. S., CAN.**

1920 Population, 10,000.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 26%; English Reading, 90%; Families, 2,302.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,050.

Churches: Protestant, 8; Roman Catholic, 1.

Banks: 3.

Theatres: Moving Pictures, 2; Total number of seats, 1,900.

Location: On Cumberland Bay, 33 miles southeast of Moncton.

Principal Industries: Shoe factory, tannery, iron foundry, car works, woolens.

Residential Features: One family houses predominate. Retail Shopping Section: About eight blocks. Trading Area: About 20 miles.

Wholesale Houses: Groceries, 2; Fruits, 1; Confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 8; dry goods, 14; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 2; garages (public), 4; grocers, 20; hardware, 3; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

**GLACE BAY, NOVA SCOTIA**

1920 Population, 20,000.

City and Suburban Estimate, 48,000.

Native Whites, 82%; Negroes, 14%; Foreign Born, 174%; Industrial Workers, 60%; English Reading, 94%; Families, 5,486.

Schools: Public Grade, 52; High, 6; Junior High, 2; Parochial, 40; Number of Pupils, 5,600.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 2.

Banks: State, 5.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,980.

Location: On northeast coast of Cape Breton Island on the Atlantic Seaboard. It is the most easterly part of North America. Railways—Sydney & Louisburg and Cape Breton Electric Railway to Sydney.

Principal Industries: Coal mining, fishing, farming.

Manufacturing Establishments: 12. Leading firms, Dominion Coal Co., Ltd.; Empire Steel Corporation; S. & L. Railway; Chappell Bros. Lumber Co.

Total value of yearly output of factories, \$126,000,000.

Special Information: Glace Bay is headquarters for the Dominion Coal Company, Ltd., which operates 21 coal mines. One of the largest collieries in the world is located in Glace Bay. Largest wireless station of the Marconi Company in Canada is located in Glace Bay. The best deep-sea fishing ground along the Atlantic seaboard is only twelve miles from Glace Bay harbor.

Residential Features: Mostly one and two-family houses. Section devoted to workmen's tenements at all collieries. Some very fine private residences.

Retail Shopping Section: Extends from Senator's Square, which forms heart of business section and terminal for suburban trolley for 10 blocks. Commercial street, Main street, Union street, McKoon street are business streets for six to ten blocks each. There are six outlying retail business sections and several smaller "Neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about fourteen miles west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and train service.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 3; Hardware, 2; Dry Goods, 4; Miscellaneous Lines—Shoes, 1; Confectioners, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 17; delicatessen, 2; dressmakers, 9; druggists, 6; dry goods, 24; department stores, 3; electrical supplies, 9; florists, 1; fruits, 10; furniture, 14; furriers, 3; garages (public), 16; grocers, 30; hardware, 8; jewelry, 9; meat markets, 20; men's furnishings, 10; men's clothing, 14; merchant tailors, 12; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 14; shoes, 16; sporting goods, 6; stationers, 5; women's apparel, 12.

See announcement below

**GLACE BAY GAZETTE**

**GLACE BAY NOVA SCOTIA**

Why you should advertise in the Glace Bay Gazette.

25,000 Readers Every Issue.

Glace Bay has a population, including nearby suburbs, of 46,000 composed of industrial workers, professional, mercantile, agricultural, and seafaring classes in the greatest wage earning community per capita in Canada.

The Gazette is the only daily Newspaper published in Glace Bay. Guaranteed net paid circulation audit for six months ending June 30th, 1924—6146.

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**SINGLE COPY FIVE CENTS. YEAR SIX DOLLARS.**

NOVA SCOTIA (Con't)

HALIFAX, NOVA SCOTIA

1920 Population, 58,453. City and Suburban Estimate, 70,000. Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 60%; English Reading, 94%; Families, 18,560. Schools: Public Grade, 24; High, 3; Number of Pupils, 11,000. Churches: Baptist, 5; Christian Science, 1; Episcopal, 9; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 7; Miscellaneous, 3. Banks: State, 5. Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,250. Location: Halifax City situated on west side of Halifax harbor. Commercial portion of the water front within 30 minutes' steaming of the Atlantic Ocean. Harbor accessible at all hours of the day or night. Rise and fall of tides, 4 to 6 feet. Canada National Railway, Dominion & Atlantic Railway, Halifax & Eastern Railway. 32 lines of steamers make Halifax the terminal or port of call. (Some of the largest in the north Atlantic trade. Principal Industries: Shipbuilding plant (largest in Canada); sugar refinery—capacity, 2,400 tons daily; oil refinery works (Canada's largest); paint works; clothes factory; biscuit and confectionery works; fertilizer works; skate, nut and bolt works; rolling mills; corage works; machine works; sash and door factories; mineral water works, etc. Manufacturing Establishments: About 80. Leading firms, Molrs, Ltd.; Branden Hadesa, Ltd.; W. S. Schantz & Sons; Halifax Shipyards, Inc.; Stair Mfg. Co.; Import Oil Co., Ltd.; Clayton & Son; Arcade Sugar Refinery; Nova Scotia Fertilizer Co.; Galford & Sons, Ltd. Total value of yearly output of factories, including fish, fish products, etc., \$25,000,000. Special Information: Best distributing center in the maritime provinces; largest city east of Quebec in Canada; exceptional for export trade; steamships connect with all parts of the world; port business increased 100% in last ten years; exceptional attractions for tourists—average summer temperature, 66 degrees; city has many historical attractions; finest public gardens on continent of America; sea fishing and bathing, lake fishing, also hunting. Residential Features: Largely small dwellings, 81% owned by occupants. South West End of the city considered best living section, where there is a very high class and value of living houses. Three leading hotels; three family hotels and a number of second rate; eight family apartment houses. Living conditions good. Retail Shopping Section: Barrington street, 14 blocks of which are the principal shopping district; Grand street, 4 blocks; Spring Garden road, 6 blocks; Gottingen street, 7 blocks. City is divided into three shopping districts—"Centre," "West End" and "North End." A large amount of wholesale and export trade is carried on on Water street, fronting the harbor. Trading Area: Within a radius of two miles of the "Grand Parade," situated in the heart of the city. All parts of the city are served by an efficient tram (electric) service. Motor car service extends about 12 miles from the city limits. Dartmouth, a town of 12,000 people, situated across the harbor, is served with a 15-minute ferry, and there are a number of suburban towns within a radius of 12 miles. Wholesale Houses: Groceries, 10; Meats, 5; Fruits, 4; Hardware, 7; Dry Goods, 2; Miscellaneous Lines—Fish, 7; Canneries, 4; Tobacco, 3; Plumbing, 2; Clothing, 1; Cordage, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 21; automobile tire agencies, 5; bakers, 8; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 112; delicatessens, 5; dressmakers, 65; druggists, 39; dry goods, 34; department stores, 4; electrical supplies, 14; florists, 5; fruits, 34; furniture, 9; furriers, 8; garages (public), 22; grocers, 465; hardware, 25; jewelry, 18; meat markets, 51; men's furnishings, 19; men's clothing, 26; merchant tailors, 41; milliners, 24; opticians, 8; photographers, 13; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 49; shoes, 36; sporting goods, 11; stationers, 13; women's apparel, 31.

NEW GLASGOW, NOVA SCOTIA

1920 Population, 10,000. City and Suburban Estimate, 90,000. Native Whites, 98%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 75%; English Reading, 100%. Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,500. Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1. Banks: National, 3. Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,400. Principal Industries: Mines, steel works, car works. Manufacturing Establishments: 6. Vinberg & Soodman. Special Information: Industrial center; is connected by tram car with three other towns.

Residential Features: Many very fine residences. Retail Shopping Section: Provost street, Alexander street. Trading Area: Twenty miles in each direction. Wholesale Houses: Groceries, 1; Fruits, 1; Hardware, 1; Dry Goods, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 1; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 5; furniture, 3; furriers, 1; garages (public), 1; grocers, 10; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 5; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

SYDNEY, NOVA SCOTIA

1920 Population, 28,000. City and Suburban Estimate, 75,000. Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 12%. Schools: Public Grade, 7; High, 2; Parochial, 2; Number of Pupils, 4,610. Churches: Baptist, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 2. Banks: National, 7. Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,800. Principal Industries: British Empire Steel Co., Dominion Coal Co., Tar & Chemical Co., Cross Fertilizer Co., J. F. Merchant & Sons, Atlantic Engineering Co., Sydney Foundry & Machine Works, Lunn's Ltd., Shaw & Mason, Ltd.; Iona Gypsum Co., Brookfield Ice Cream, Ltd. Special Information: Rapidly increasing in importance as a great wholesale distributing center. Contains the largest manufacturing concern in Canada, the British Empire Steel Corp. Sydney harbor is one of the finest in the world. Fast becoming a tourist center. Celebrated salmon fishing grounds nearby. Residential Features: Contains a large number of handsome residences, including Maxham Castle, which is one of the most elaborate structures in the maritime provinces. Hundreds of workmen's homes. New residence districts being opened up. Westmount, situated directly across the harbor, is a rural district and summer resort and has about 50 summer cottages. Retail Shopping Section: Main part on Charlotte street, Towns street and Victoria road. Number of smaller shopping sections. Trading Area: Largely within a 20-mile radius. Number of Retail Outlets for Nationally Advertised Products: Bakers, 4; confectioners (including hotel stands), 20; department stores, 2; furniture, 3; garages (public), 6; grocers, 16; hardware, 5; jewelry, 5; merchant tailors, 5; milliners, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; women's apparel, 3.

TRURO, NOVA SCOTIA

1921 Population, 7,562. City and Suburban Estimate, 1921, County, 25,196. Native Whites, 98%; Negroes, 2%; Industrial Workers, 25%; English Reading, all. Schools: Public Grade, 33; High, 9; Number of Pupils, 1,868. Churches: Baptist, 3 (1 Col.); Episcopal, 1; Roman Catholic, 1. Banks: State, 4. Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. (Assembly halls in schools.) Total number of seats, 2,500. Location: Junction point on Canadian National Railway; also terminal of Midland branch of Dominion & Atlantic Railway. Several bus lines run from the town to county sections. Principal Industries: Woolen underwear, hats and caps, printing, dairy products. Manufacturing Establishments: 7. Leading firms, Stanfields, Ltd.; Eastern Hat & Cap Co., Ltd.; Borden, Ltd.; News Pub. Co., Ltd. Special Information: Truro is an exceptionally well located distributing center, having railroads running to four directions. Residential Features: Practically all dwellings are for single families; average value about \$3,000. Retail Shopping Section: Inglis street and Prince street. Trading Area: Thirty miles' radius. Wholesale Houses: Groceries, 2; Dry Goods, 1; Miscellaneous Lines—Jewelry, 1; Fancy Goods, 2; Confectionery, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; druggists, 4; dry goods, 4; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 10; grocers, 25; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 10; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 1.

ONTARIO

BELLEVILLE, ONTARIO, CAN.

1920 Population, 13,000. City and Suburban Estimate, 17,000. Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 3,302. Schools: 7; Number of Pupils, 1,685. Churches: 10. Banks: 7. Theatres: 2; Total number of seats, 1,400. Location: On Grand Trunk R. R., Canadian National R. R. and C. P. R. Principal Industries: Hardware, woolen goods, knit goods, paper, rolling mills, corsets, shirts, furniture, cheese. Large dairies in adjacent territory. Residential Features: One family structures. Retail Shopping Section: About one mile long. Trading Area: Eight miles north, 15 miles east, 20 miles west. Wholesale Houses: Groceries, 1; Meats, 1; Confectioners, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobile accessories, 7; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; furriers, 2; garages (public), 4; grocers, 27; hardware, 1; jewelry, 1; meat markets, 17; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 2.

BRANTFORD, ONTARIO, CAN.

1920 Population, 29,440. City and Suburban Estimate, 37,000. Native Whites, 98%; Negroes, 40; Foreign Born, 2,000; Industrial Workers, 10,000; English Reading, 99%; Families, 6,610. Schools: Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 6,000. Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 8; Hebrew, 1; Methodist, 8; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 12. Banks: National, 10; State, 2. Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,600. Location: 65 miles west of Toronto, 56 miles east of London, 30 miles north of Port Dover, 167 miles from Detroit, 80 miles from Buffalo and 515 miles from Chicago. Principal Industries: Agricultural castings and implements, electrical goods, binder twine, paper mill machinery, planing mill machinery, saw mill machinery, stoves, radiators, refrigerators, utilities (household), wagons, roofing. Manufacturing Establishments: 90. Leading firms: Adams Wagon Works, Ltd., Brantford Cordage Co., Brantford Wooding Co., Cockshutt Plow Co., Crown Electrical Mfg. Co., Good, Shapley & Muir, Ltd., Ker & Goodwin Machinery Co., Kitchen Overalls & Shirt Co., Massey-Harris Co., Pratt & Letchworth Co., Ltd., Ruddy Mfg. Co., Verly Plow Co., Walrous Engine Works, Ltd., Ham Bros. Special Information: Establishments, 218; capital, \$54,480,761. Employees, 9,000. Salaries, \$11,162,826. Brant County, which surrounds the city of Brantford, is one of the leading agricultural counties in Canada. Motor vehicles registered in Brantford and Brant County, 1923, 3,994. Retail Shopping Section: Centering of the Public Square the retail shopping section extends east along Colborne street, 7 city blocks. West along Colborne street, 7 blocks. North along Market street to Canadian National Railway depot, 9 blocks. Along Dalhousie street, 6 blocks. Neighborhood stores in all localities. Trading Area: 20 miles west, 30 miles south, 12 miles east, 12 miles north. Additional business is secured from people living at a greater distance on special occasions. Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 15; automobile accessories, 10; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 37; dressmakers, 21; druggists, 15; dry goods, 18; department stores, 18; electrical supplies, 5; florists, 12; fruits, 8; furniture, 13; furriers, 3; garages (public), 26; grocers, 106; hardware, 17; jewelry, 8; meat markets, 34; men's furnishings, 12; men's clothing, 11; merchant tailors, 19; milliners, 13; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12.

BROCKVILLE, ONTARIO, CAN.

1920 Population, 10,000. City and Suburban Estimate, 50,000. Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 68%; English Reading, 99%; Families, 2,400. Schools: Public Grade, 5; High, 1; Number of Pupils, 3,360. Churches: Baptist, 1; Episcopal, 3; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3. Banks: National, 6; Savings Bank Deposits Total, \$2,500,000. Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000. Location: The county seat of Leeds and Grenville counties, situated on the St. Lawrence River, 208 miles east of Toronto and 125 miles west of Montreal. On main line of Canadian National Ry. with branch to Westport, and on branch line of the Canadian Pacific Ry. Bus lines to Ganagoose, Prescott, Athesa, Daily steamship service (in summer) to Montreal, Toronto and ferry to Morrisstown, N. Y., connecting there with N. Y. C. Principal Industries: Condensed milk, copper wire and cable, men's hats, hardware, forgings, fire extinguishers, milking machines, belting, gloves, office furniture, railroad shops, baking powder, patent medicines, candy, blacnets, marine engines, grinding wheels, paper products, dairy equipment, lumber. Manufacturing Establishments: 25. Leading firms, Eugene F. Philippe Electrical Works, Moulthausen Hat Corp., Laing, Produce & Storage Co., National Mfg. Co., Canada Foundries & Forgings, Ltd., Machisery & Foundries, Ltd., McArthur Belting, Ltd., Goleman Baking Powder Co., Lion Grinding Wheels, Ltd. Special Information: The town is the center of the richest dairying section of Ontario and possesses excellent shipping facilities and a surplus of hydro electric power for manufacturing purposes. Residential Features: Dwellings very largely detached and occupied by one family. The presence of the Thousand Islands in the near vicinity has created a large summer colony with attractive residences. This private residential section in the east is very generally admired. Attractive parks within the town limits and 29 islands in the St. Lawrence under lease by the town as camping places. Retail Shopping Section: Extends east and west from Court House avenue along King street for a distance of ten blocks and also on Perth, Bnell and Court House avenue with isolated business houses in other parts of the town. Trading Area: Extends about 25 miles north, east and west, embracing a well settled and prosperous agricultural community, specializing in dairying, and a number of small villages. There is also a large summer trade from the St. Lawrence River and lake resorts. Wholesale Houses: Groceries, 1; Fruits, 2; Hardware, 1; Miscellaneous Lines, Shoes, 1; Confectioners, 2; Ice cream, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 6; florists, 2; fruits, 3; furniture, 3; furriers, 3; garages (public), 10; grocers, 40; hardware, 4; jewelry, 4; meat markets, 8; men's furnishings, 11; men's clothing, 11; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

CHATHAM, ONTARIO, CAN.

1920 Population, 13,500. City and Suburban Estimate, 50,428. Native Whites, 98%; Negroes, .02%; Foreign Born, 1%. Schools: Public Grade, 3; High, 1; Parochial 2; Number of Pupils, 3,322. Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 13. Banks: National, 6; Total Resources, \$148,959,212.09. Theatres: Moving Pictures, 2; Vaudeville, 1. Location: On Thames River in county of Ken in southwestern peninsula of Ontario, Can. National, Can. Pac., M. C. P. M. and bus service to surrounding towns, also steamship to Detroit, Wabash Ry. and Chatham Wallaceburg & Lake Erie Elec. Ry. Principal Industries: Automobiles, sugar refinery, pickle factory, men's overalls, canning, flour and woolen mills, engine boiler and machine works, foundries, textile factories, wheel works, spring and axle works, bent good and auto works and the largest wagon factories in Canada, furnaces, concrete products, milk and cream products. Manufacturing Establishments: Leading firms, Libby, McNeill & Libby, Dominion Sugar Co., Gray-Dort Motors Co., International Harvester Co. Special Information: Chatham forms the hub of the rich agriculture country that is known as South Western Ontario, and is the only city in this district, barring Windsor and London, which are boundary cities. It is the center of the Ontario tobacco, bean, and corn dis-



**ONTARIO (Con't)**

tricts, while to the south of the city lies a fruit belt rivalled only by the world famous Niagara district. Head of navigation on the Thames River. 8,500 autos registered in the county.

**Residential Features:** Mostly one and two family houses, private homes predominate.

**Retail Shopping Section:** King street (main street), 6 blocks; Queen street, 2 blocks, and St. Clair street, 2 blocks.

**Trading Area:** 40 miles.  
**Wholesale Houses:** Groceries, 1; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Farm Produce, 2; Tobacco, 1; Lumber, 1; Confectionery, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotel stands), 22; confectioners (including hotel stands), 13; dressmakers, 10; druggists, 9; dry goods, 6; department stores, 1; electrical supplies, 5; florists, 9; fruits, 3; furniture, 5; furriers, 2; garages (public), 20; grocers, 59; hardware, 6; jewelry, 6; meat markets, 18; men's furnishings, 8; men's clothing, 11; merchant tailors, 9; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous instruments), 6; radio supplies, 3; restaurants (including hotels), 14; shoes, 8; sporting goods, 4; stationers, 11; women's apparel, 5.

**Note:**—Facts and figures were secured through the aid of Chatham Board of Trade.

**FORT WILLIAM, ONTARIO, CAN.**

1920 Population, (1923) 20,952.

**Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 32%; English Reading, 86%; Families, 4,500.**

**Schools:** Public Grade, 7; High, 1; Junior High, 1; Inst. Tech. High, 1.

**Churches:** Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 4.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

**Location:** At the head of Lake Superior. Lake Terminal of Canadian Pacific Railway and Canadian National Railways. 423 miles east of Winnipeg Headquarters of Dominion Grain Board. Large grain shipping terminal which combined with sister city of Port Arthur has storage of 65,000,000 bushels, largest in the world.

**Principal Industries:** Grain elevator shipping and railway terminals. 350 miles of trackage. 38 miles of land enclosed harbor. Two large pulp and paper mills, in addition to other large industrial activities.

**Manufacturing Establishments:** 28. Leading firms, Pulp and paper mills, starch and glucose, flour mills, feed mills, car wheels and pipe foundry, car works, etc.

**Special Information:** The location of Fort William at the head of lake navigation makes it the national outlet for the western province of Manitoba, Saskatchewan and Alberta, and through this port is carried a large volume of package freight westbound while the product of the western provinces reach eastern market by the route. An abundance of pure water and cheap electrical power is available.

**Residential Features:** Mostly one and two family houses. Private homes predominate.

**Retail Shopping Section:** Victoria avenue, 3 blocks; May street, 3 blocks; Simpson street, 12 blocks. There is in addition a number of outlying business districts including "West Fort" besides "neighborhood" small grocery and other shops.

**Trading Area:** Owing to the isolated situation with respect to larger centers Fort William is the largest city between Toronto and Winnipeg, and enjoys a large district trade, villages scattered over a very large area looking to this city as the center of trade.

**Wholesale Houses:** Groceries, 3; Meats, 9; Fruits, 2; Hardware, 2; Miscellaneous Lines, Confectionery, 6; Drugs, 1; Tobacco, 1; Flour and Feed, 6.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 23; automobile tire agencies, 15; bakers, 15; cigar stores and stands (including hotel stands), 50; delicatessen, 5; dressmakers, 15; druggists, 14; dry goods, 16; department stores, 1; electrical supplies, 10; florists, 4; fruits, 2; furniture, 6; furriers, 7; garages (public), 10; grocers, 65; hardware, 7; jewelry, 11; meat markets, 24; men's furnishings and men's clothing, 18; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 9; radio supplies, 20; restaurants (including hotels), 51; shoes, 20; sporting goods, 9; stationers, 6; women's apparel, 21.

**Note:**—Facts and figures were secured through the aid of assessment commissioner's office, Board of Trade and "Times Journal" newspaper.

**GALT, ONTARIO, CAN.**

1920 Population, 13,216.

**British Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 44%; English Reading, 100%; Families, 3,200.**

**Schools:** Public Grade, 5; Parochial, R. C.; Number of Pupils, 2,865.

**Churches:** Baptist, 2; Christian Science, 1;

Anglican Episcopal, 2; Methodist, 2; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

**Banks:** National, 7; 1 Trust Co.  
**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 8,150.

**Location:** On the Grand River Mill Creek. Served by Canadian Pacific Rwy., Canadian Nat. Rwy. (two branches), and Grand River and Lake Erie and Northern Electric Rwy., 13 miles S. E. of Kitchener and 25 miles N. W. of Hamilton.

**Principal Industries:** Iron and brass foundries, iron and wood-working machinery works, engine, boiler sheet metal and safe works, shoe, underwear, stove and tack factories, flour, saw, planing, silk and textile mills; furniture factories.

**Manufacturing Establishments:** 70. Leading firms, Babcock-Wilcox and Goldie-McCulloch Co., Ltd., Canada Machinery Corporation, Getty and Scott, Ltd., Galt Brass Co., Ltd., R. McDougall Co., Ltd., Sheldons, Ltd.

**Special Information:** Galt is a recognized center of the iron and steel industries and has also large textile and boot and shoe factories. It is distinctive for its large beautiful parks and for its attractive residential features.

**Residential Features:** Mostly detached and semi-detached houses of brick and stone construction. Very few frame houses. Most of the streets are paved or macadamized and have curbs and gutters. On the west side is an extensive residential section with ornamental lighting and underground wiring.

**Retail Shopping Section:** The retail section comprises a compact area of three or four blocks each way, as contrasted with the usual one street shopping district of similar size. The compactness makes all stores readily accessible and is a great convenience to shoppers, especially those from out of town. The chief business streets are Main, Water, Ainslie.

**Trading Area:** About 16 miles radius covering a thickly populated agricultural and industrial territory, well served by transportation facilities which make Galt the shopping center.

**Wholesale Houses:** Groceries, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Tobacco, 2; Confectionery, 4.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 13; automobile tire agencies, 9; bakers, 8; cigar stores and stands (including hotel stands), 19; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 4; fruits, 9; furniture, 4; furriers, 1; garages (public), 12; grocers, 42; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 11; men's clothing, 12; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 4; restaurants (including hotels), 12; shoes, 11; sporting goods, 2; stationers, 4; women's apparel, 9.

**Note:**—Facts and figures were secured through the aid of Chamber of Commerce, Supervisor of Schools and other reliable and unbiased sources.

**GUELPH, ONTARIO, CAN.**

1920 Population, 18,875.

**City and Suburban Estimate, 50,000.**

**Native Whites, 71%; Negroes, less than 100 persons; Foreign Born, 29%; Industrial Workers, 30%; English Reading, 93%; Families, 4,325.**

**Schools:** Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 5,800.

**Churches:** Baptist, 1; Congregational, 1; Episcopal, 3; Methodist, 3; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 8.

**Banks:** Dominion, 6; Total Resources, \$2,000,000; Savings Bank Deposits Total, No way of knowing; total included by all branches and carried at head office, in Montreal and Toronto.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4.

**Location:** Situated in the heart of Southern Ontario, 49 miles west of Toronto, 28 miles from Hamilton, 25 miles from Niagara Falls, 182 miles from Detroit, 100 miles from Canadian National and C. P. R. Rwy., 7 branch lines running out of Guelph. Also electric line between Guelph & Toronto. Excellent bus service.

**Principal Industries:** Cast iron center of Ontario. Radiators, boilers, lawn mowers, etc. Automobile tires, rubber footwear, rubber surgical supplies. Iron and steel tubing, malleable and cast iron fittings, stoves and furnaces, gasoline engines, pianos, agricultural implements, woolen and cotton yarns, carpets, worsted yarns. Hats, sewing machines, linens, automobile bodies, bugles, malt products.

**Manufacturing Establishments:** 98. Leading firms, Taylor Forbes, Ltd., International Malleable Iron, Guelph Carpet Mills, Bell Piano Company, Gilson Mfg. Co., Northern Rubber Co., Guelph Store Co., Griffin Foundry, Canada Diamond Company, Limited, Biltmore Hat Co., Crowe Foundry Co., Partridge Tire Co.

**Special Information:** The Ontario Agricultural College, established by the Ontario Government, over 1,052 students attended in 1923. The MacDonald Institute attached to the college offers courses in domestic science to prepare professional housekeepers and teachers in domestic science for public and high schools' teaching. More than 171 girls attend this college every year.

**Residential Features:** No tenement houses, no large apartment houses, mostly one and two family houses.

**Retail Shopping Section:** About one mile on Water street, also Italian center about one mile from heart of city.

**Trading Area:** Extends 50 miles north, 16

miles west, 20 miles east, 15 miles south. There is excellent train and trolley service, also bus service.

**Wholesale Houses:** Groceries, 2; Meats, 1; Fruits, 1; Hardware, 1; Miscellaneous Lines, Boots and shoes, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 11; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotel stands), 24; confectioners (including hotel stands), 19; delicatessen, 3; dressmakers, 12; druggists, 9; dry goods, 8; department stores, 5; electrical supplies, 7; florists, 3; fruits, 10; furniture, 3; furriers, 6; garages (public), 22; grocers, 67; hardware, 5; jewelry, 3; meat markets, 20; men's furnishings, 8; men's clothing, 11; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 20; shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 9.

**Note:**—Facts and figures were secured through the aid of Chamber of Commerce, City Clerk, City Directory.

**HAMILTON, ONTARIO, CAN.**

1920 Population, 114,151. 1924, 120,945.

**City and Suburban Estimate: Tributary, 175,000 in 20 mile area.**

**Native Whites, 90.14%; Negroes, .29%; Foreign Born, 9.58%; Industrial Workers, 26.68%; English Reading, Approx. 95%; Families, 26,469.**

**Schools:** Public Grade, 14; 30 Public; Separate, 2; Technical, 1; Number of Pupils, 25,471; Private, 3; Business College, 2.

**Churches:** Baptist, 11; Christian Science, 2; Congregational, 3; Episcopal, 18 and 1 mission; Hebrew, 5; Methodist, 16; Presbyterian, 15; Roman Catholic, 12; Miscellaneous, 38.

**Banks:** National, 10; Total Resources, assets of the banks with branches in Hamilton \$2,471,813,888; 1 Provincial Savings; Savings Bank Deposits Total, Not available. 2 loan companies' assets \$8,530,706.

**Theatres:** Legitimate, 2; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 15,082.

**Location:** At the west end of Lake Ontario on Hamilton Bay. Served by the Canadian National Railway, the Canadian Pacific Railway and Toronto, Hamilton and Buffalo Railway through which we obtain direct communication with the New York Central and the Michigan Central Lines. Canada Steamship Lines, Ltd., freight service between Hamilton and Montreal. Kirkwood Line an irregular service to same points. An ocean steamer for Vancouver via Panama Canal. Excellent bus service also to many of these places.

**Principal Industries:** Iron and steel, electrical equipment, textiles, including cotton, knitting and woolen mills, electric power.

**Manufacturing Establishments:** 790. Leading firms, Steel Company of Canada, Ltd., Canadian Westinghouse Co., Ltd., International Harvester Co. of Canada, Ltd., Dominion Foundries & Steel Co., Ltd., Hamilton Cotton Co., Imperial Cotton Co., J. R. Moodie & Sons, Ltd., Zimmerman Reliance Co., Ltd., Mercury Mills, Ltd., Imperial Oil, Ltd., Hamilton By-Product Coke Ovens, Firestone Tire and Rubber Co., Libbey Owens Sheet Glass Co., Ltd.

**Total yearly value of output of factories estimated at \$167,190,671; Industrial workers, 30,454.**

**Special Information:** The city being served by the Dominion Power and Transmission Co., as well as the Provincial Hydro Electric Power Commission, is the center for cheap power which has resulted in it being selected by a large number of American concerns wherein to establish branch factories. More American capital here than in any other city in Canada, there being approximately 80 American industries situated here. Its shipping facilities close to the American border and connecting with all parts of Canada has also been a factor.

**Residential Features:** Most single family homes, 361 apartment houses—1,879 apartments. Private homes predominate—over 61% being owned by the occupants. Number of houses, 26,716. Best residences situated in southwest and southeast of city. Large workmen's sections in east reach of factory section which is situated principally in the northeast.

**Retail Shopping Section:** Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 23 blocks on King east, 6 blocks on King west, 8 blocks on James north, 3 blocks on James south and 3 blocks on John south. There are 4 outlying retail business sections as well as a sprinkling of grocery, confectionery, meat and small shops throughout most of the city except in certain restricted areas.

**Trading Area:** 20 miles northeast, 30 miles northwest, 21 miles west, 44 miles southeast.

**Wholesale Houses:** Groceries, 11; Meats, 5; Fruits, 10; Hardware, 5; Dry Goods, 10.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 21; commercial auto. agencies, 16; automobile accessories, 39; automobile tire agencies, 12; bakers, 48; cigar stores and stands (including hotel stands), 35; confectioners (including hotel stands), 150; delicatessen, 4; dressmakers, 34; druggists, 57; dry goods, 92; department stores, 9; electrical supplies, 45; florists, 28; fruits, 49; furniture, 34; furriers, 14; garages (public), 60; grocers, 457; hardware, 46; jewelry, 36; meat markets, 160; men's furnishings, 60; men's clothing, 38; merchant tailors, 47; milliners, 45; opticians, 18; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio supplies, 8; restaurants (including hotels), 125; shoes, 78; sporting goods, 8; stationers, 51; women's apparel, 35.

**KINGSTON, ONTARIO, CAN.**

1920 Population, 23,000.

**City and Suburban Estimate, 25,000.**

**Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 5,600.**

**Schools:** Public Grade, 10; High, 2; Parochial, 1. Number of Pupils, 3,560.

**Churches:** Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 4.

**Banks:** National, 6.  
**Theatres:** Legitimate, 1; Moving Pictures, 3; Total number of seats, 3,458.

**Location:** Kingston is located at the foot of Lake Ontario with the Junction of the Rideau and St. Lawrence Rivers. Transshipping point from lake steamers to river barges and deep water terminals. Port of call for all package-freighters, for all St. Lawrence River ports and the head of the lakes. On C. P. R. and Canadian National Rwy's.

**Principal Industries:** Locomotives, pianos, ships, tannery, woollens, silverware, picture frames, tiling.  
**Manufacturing Establishments:** 16. Leading firms, Canadian Locomotive Co., Davis Tanning, Weber Piano Co., Frontenac Floor & Wall Tile Co., Colliers Woollens, Ltd., K.-D. Manufacturing Co., Norman Silver Plate Co., Collingwood Ship-building Co.

**Total value yearly output of factories estimated at \$10,819,000.**

**Special Information:** Location of the city makes it the meeting place of traffic between United States ports, Oswego, Cape Vincent for coal and other trades. There were 300 auto trucks registered in 1923. Kingston is the home of Queen's University and the Royal Military College, the latter being the only military college in Canada.

**Residential Features:** Most one family houses; over 60% owning their own homes. Beautiful residential city.

**Retail Shopping Section:** Extends from public square for eight blocks on Princess street, Brock street, and four blocks on King, Wellington and Bagot streets.

**Trading Area:** Twenty miles east to Gananoque; 25 miles west to Napanee and a radius of from ten to twenty miles north; mostly done by truck and automobile service.

**Wholesale Houses:** Groceries, 4; Meats, 4; Fruits, 4; Hardware, 3; Dry Goods, 3; Miscellaneous Lines, 2 Shoes, 2 Confectionery.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, 15; bakers, 1 wholesale, 1 retail; cigar stores and stands (including hotel stands), 22; delicatessen, 4; dressmakers, 68; druggists, 15; dry goods, 5; florists, 6; fruits, 11; furniture, 5; furriers, 4; garages (public), 10; grocers, 92; hardware, 13; jewelry, 6; meat markets, 40; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 7; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

**Note:**—Facts and figures were secured through the aid of W. W. Sands, Industrial Commissioner.

**KITCHENER, ONTARIO, CAN.**

1920 Population, (1923) 23,571.

**City and Suburban Estimate, 52,600.**

**Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 35%; English Reading, 95%; Families, 598.**

**Schools:** Public Grade, 6; High, 1; Parochial, 3; Number of Pupils, 4,901.

**Churches:** Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 4; 11 others.

**Banks:** Dominion, 10; State, 1; Trust Co. Banks are branches of national institutions; Savings Bank Deposits Total, \$10,000,000; Bank Clearings, \$52,807,357.

**Theatres:** Moving Pictures and Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 7,500 arena seats; 5,000 auditorium, hockey.

**Location:** Inland city, 62 miles west of Toronto, 110 miles east of Detroit. On main line of Can. Nat'l Rwy's Toronto, Sarnia Division, C. P. R. branch (electric). Freight and hourly passenger service connecting with main line of C. P. R. at Galt. Waterloo is connected with Kitchener by Can. Nat. branch line and by street railway.

**Principal Industries:** Rubber goods (tires and footwear), furniture.

**Manufacturing Establishments:** 137. Leading firms, Dominion Tire Co., Kaufman Rubber Co., Ames Holden Tire Co., Merchants Rubber Footwear Co., Canadian Consolidated Felt Co., Raetz, Krug Hibner, Jacques Furniture.

**Total value of yearly output of factories estimated at \$45,000,000.**

**Special Information:** Kitchener has the largest per capita output of any city in Canada and probably on the continent, \$2,000 per capita. The 1923 payroll (six week year) was \$11,000,000. Building permits issued in 1923 were \$2,432,000. One of the few Ontario cities to show an increase in population in 1923. Waterloo is to all intents and purposes except in name and corporate union an integral part

ONTARIO (Con't)

Kitchener (con't)

of Kitchener. Many of the public institutions—hospital, collegiate and technical school, Y. M. C. A. street railway—are jointly owned and used and in social relations the two towns are as one people. So indefinite is the invisible boundary between the two that some of the residences are partly in Kitchener corporation limits and partly in Waterloo.

Residential Features: Mostly detached single family homes in both towns. There is no apartment or congested district. Over 80% of the homes are owned by their occupants.

Retail Shopping Section: King street, 9 blocks, extending from Water street easterly to Cedar street. The heart of this district is between Frederick street (post office and city hall, street railway waiting room and has terminal) westerly to Young street, a distance of three blocks. These three blocks midway between the two terminal streets mentioned above. For half a block on each side of King street the following interesting streets do retail business: Frederick, Benton, Queen, Ontario, Young.

Trading Area: Extends about twenty-five miles north, eight miles east and twenty miles west. In south it extends only about seven miles, as the city of Galt draws trade from more southerly points.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 19; delicatessen, 11; druggists, 9; dry goods, 19; department stores, 1; electrical supplies, 7; florists, 4; fruits, 14; furniture, 3; furriers, 4; garages (public), 3; grocers, 62; hardware, 5; jewelry, 9; men's furnishings, 13; men's clothing, 15; milliners, 10; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 14; shoes, 9; sporting goods, 4; stationers, 4; women's apparel, 10.

LONDON, ONTARIO, CAN.

1920 Population, 60,685.

City and Suburban Estimate, 70,000.

Native Whites, 89%; Negroes, 0.5%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 96%; Families, 15,000.

Schools: Public Grade, 23; High, 3; Junior High, Tech; Parochial, 9; Number of Pupils, 11,566.

Churches: Baptist, 7; Christian Science, 1; Congregational, 2; Episcopal, 13; Hebrew, 1; Methodist, 12; Presbyterian, 11; Miscellaneous, 18.

Banks: National, 9; State, 21; Total Resources, Loan & Savings Co., with head offices here; Savings Inst. Deposits Total, Not compiled. Bank clearing 1923, \$147,797,906.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, theatres, 7,100; other halls, 25,000.

Location: On the Thames River, 115 miles southwest of Toronto; 120 miles northeast of Detroit, Mich. Served by Canadian Pacific Rwy. and Canadian National & London & Port Stanley Rws.

Principal Industries: Railroad shops, biscuit, tin and enamel ware, stove, breakfast foods, printing and lithographing, brick and tiles, boots, shoe factories, wire and iron works, cigar factories, hosiery mill.

Manufacturing Establishments: 124. Leading firms, McClary Mfg. Co., D. S. Perrin Co., McCormick Mfg. Co., Dennis Wire & Iron Works, Kellogg Corn Flakes, Brick Mfg. and Supply Co., Hobbs Glass Mfg. Co., C. S. Htman & Co., Holeproof Hosiery, Penman's, Ltd., E. Leonard & Sons.

Special Information: It is railroad divisional center of western Ontario and therefore the principal trading point. A great educational center, the home of Western University; large wholesale center. 85% of the homes of London are owned by the people who occupy them. This is the Canadian record.

Residential Features: Mostly private dwellings with a limited number of duplex houses and apartments. The average value of each residence is about \$4,500.

Retail Shopping Section: Dundas, Richmond and Talbot, constitute the main shopping streets, in all about 29 blocks, streets crossing Dundas also to a small extent constitute the shopping district. The outlying districts have small shopping centers.

Trading Area: London is the shopping center for 51 miles north, east and west, 28 miles south to Lake Erie.

Wholesale Houses: Groceries, 8; Meats, 6; Fruits, 9; Hardware, 5; Dry Goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 7; automobile tire agencies, 6; bakers, 10; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 61; delicatessen, 1; dressmakers, 36; druggists, 21; dry goods, 31; department stores, 4; electrical supplies, 30; florists, 11; fruits, 13; furniture, 23; furriers, 4; grocers, 277; hardware, 13; jewelry, 17; meat markets, 63; men's furnishings, 27; merchant tailors, 23; milliners, 25; opticians, 15; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 2; restaurants (including hotels), 32; shoes, 25; 245; commercial auto. agencies, 17; automobile sporting goods, 4; stationers, 11; women's apparel, 25.

NIAGARA FALLS, ONTARIO, CAN.

1920 Population, 15,895.

City and Suburban Estimate, 26,000.

Native Whites, 85%; Negroes, .003%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 94%; Families, 4,020.

Schools: Public Grade, 7; High, 2; Parochial, 1; Number of pupils, 3,936.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks, Dominion, 11 branches; Total Resources, \$1,600,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, \$,000.

Location: Niagara River, Canadian National, C. P. P. Wabash, Pere Marquette, N. Y. C., C. E. N. St. C. & T. Freight shipments by road and lake.

Principal Industries: Hydro-Electric Power, Electro Chemical.

Manufacturing Establishments: Hydro-Electric Power, Electro Chemical, American Cyanamid, Dominion Insulator Co., Dominion Chain Co., Ltd., Shredded Wheat Co., Onondia Community, Ltd.

Special Information: Is center in Ontario for power production, cheap power is attracting electro-chemical industries.

Residential Features: Seventy-five per cent of homes are owned by the occupants. Few apartment houses but individual homes are favored. Houses average in value \$4,500.

Retail Shopping Section: Three shopping centers, north end, center and south. Few corner groceries and drug stores.

Trading Area: Extends ten miles all directions except Niagara River, Chippewa, Stamford and south end trade here.

Wholesale Houses: Groceries, 2; Miscellaneous Lines, 3 Lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 9; druggists, 10; dry goods, 7; department stores, 1; electrical supplies, 19; florists, 2; fruits, 16; furniture, 7; garages (public), 3; grocers, 39; hardware, 8; jewelry, 3; meat markets, 11; men's furnishings, 11; men's clothing, 2; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 14; restaurants (including hotels), 23; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 5.

Trading Area: Extends ten miles all directions except Niagara River, Chippewa, Stamford and south end trade here.

Wholesale Houses: Groceries, 2; Miscellaneous Lines, 3 Lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 9; druggists, 10; dry goods, 7; department stores, 1; electrical supplies, 19; florists, 2; fruits, 16; furniture, 7; garages (public), 3; grocers, 39; hardware, 8; jewelry, 3; meat markets, 11; men's furnishings, 11; men's clothing, 2; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 14; restaurants (including hotels), 23; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 5.

OTTAWA, ONTARIO, CAN.

1920 Population, 117,230 (Ottawa).

City and Suburban Estimate, 156,323 (Might's Directory); Trading area (A. B. C. Definition), 350,000; Ottawa 20% French Speaking; Hull 90% French Speaking.

Native Whites, 100%; English Reading, 100%; Families, 26,324.

Schools: Public Grade, 21; High, 3; Junior High Tech., 1; Parochial, 43; Number of Pupils, 29,154.

Churches: Baptist, 9; Christian Science, 1; Congregational, 2; Episcopal, 16; Hebrew, 3; Methodist, 11; Presbyterian, 15; Roman Catholic, 17; Miscellaneous, 20.

Banks: Chartered National, 12; State Branches, 43; Bank debts to individuals, \$132,829,275; Bank Clearings, \$20,991,813.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 29,150.

Location: On the south bank of the Ottawa River, close to its confluence with the Rideau and Gatineau Rivers. Served by the C. P. R., C. N. R. and N. Y. C. Ry., freight and passenger river service both below and above Chaudiere Falls. The Rideau Canal cuts off the unnavigable parts of the Rideau River and connects Ottawa with the St. Lawrence River at Kingston. Street car services stretching to points 10 miles distant. Excellent motor bus service in every direction.

Principal Industries: Manufactured lumber, pulp, paper, electric trolley cars, paint, bank notes, awnings, cement, washing machines, pianos, motor trucks, iron foundries, clothing, furniture, hats and caps, railroad shops, shoe ware, matches.

Manufactured Establishments: 453. J. R. Boot, E. B. Eddy, Woods Mfg. Co., Ottawa Paint Works, Canadian Bank Note Co., Beach Foundry Co., Ltd.; Campbell Steel & Iron Works, J. H. Canner & Son, Ltd.; James Davidson Sons, Alexander Plect, Ltd.; Grant Holden & Graham, Ltd.; Martin-Orme Piano Co., Ltd.; McAuliffe Davis Lumber Co., McFarland Douglas, Ltd.; Mortimer Co., Ltd.; J. Oliver & Sons, Ltd.; Ottawa Paper Box Co., Ltd.

Total value of estimated yearly output of factories, \$65,000,000.

Special Information: Location of the city makes it the logical shopping and distributing center for the territory lying between the Ottawa and St. Lawrence Rivers and stretching from the Pembroke-Peterboro-Belleville Line eastward to Sherbrooke and eastern townships. Total number of auto licenses, Ottawa and Hull, 1923, 10,755.

Residential Features: There are 8,681

owners of homes, 5,208 tenants and 2,335 apartment suites. The general standard of living is very high. Recently Ottawa is expanding very rapidly to the south.

Retail Shopping Section: Extends from post office down Rideau street to the Rideau River along Sparks street; west to Bank street, 4 blocks; and up Bank to Gladstone avenue, 20 blocks. Also a section catering to the French Canadian trade east of Rideau street along Hathouse and St. Patrick streets. The following suburban areas within the city limits have their own retail business sections: Sandy Hill, The Glebe, Hintonburg, Somerset street, Ottawa south, Ottawa east and New Edinburgh. The largest market in Ontario is held on the Market Square three times a week.

Trading Area: Extends 50 miles in each direction. Owing to good train and bus service much trading is done with towns even farther away than this.

Wholesale Houses: Groceries, 12; Meats, 5; Fruits, 14; Hardware, 8; Dry Goods, 12; Miscellaneous Lines, Milliners, 8; Electric Supplies, 5; Footwear, 8; Druggists, 6; Jewelry, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, and commercial auto. agencies, 29; automobile accessories, 19; automobile tire agencies, 15; bakers, 23; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 36; druggists, 62; dry goods, 60; department stores, 8; electrical supplies, 27; florists, 11; fruits, 107; furniture, 33; furriers, 20; garages (public), 49; grocers, 459; hardware, 29; jewelry, 35; meat markets, 105; men's furnishing, 54; men's clothing, 40; merchant tailors, 15; milliners, 23; opticians, 16; photographers, 25; pianos (and miscellaneous musical instruments), 19; radio supplies, 23; restaurants (including hotels), 110; shoes, 63; sporting goods, 12; stationers, 34; women's apparel, 18.

OWEN SOUND, ONTARIO, CAN.

1920 Population, 12,190.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Negroes, 7%; Foreign Born, 3%; English Reading, 100%; Families, 2,500 (1,700 own their own homes).

Schools: Public Grade, 6; High, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3; Anglican, 3.

Banks: National, 6.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: On south shore of Georgian Bay, an arm of Lake Huron. Terminus of Canadian Pacific and Canadian National branch lines serving western Ontario, connecting the city with points south including Toronto, etc. C. P. R. steamers, Dominion Transportation steamers and other small lines operate out of Owen Sound to Georgian Bay and Lake Huron ports and head of lakes.

Principal Industries: Furniture, including chairs, tables, phonographs, refrigerators, woodware, including saws, baskets, tooth picks; iron and steel including stoves, marine supplies, machinery, cigars, printing, varnish, pickles, soft drinks, hosiery, leather.

Manufacturing Establishments: 54. Leading firms, John Harrison & Sons Co., Ltd.; North American Bent Chair Co., Ltd.; North American Furniture Co., Ltd.; Keenan Woodware Mfg. Co., Ltd.; Wm. Kennedy & Sons, Ltd.; Empire Stove & Furnace Co., Ltd.; Eureka Refrigerator Co., Ltd.; McQuay Tanning Co. (Hulls); 65; confectioners (including hotel stands); National Table Co., Ltd.; Northern Bolt, Screw & Wire Co., Ltd.

Total value of yearly output of factories estimated at \$7,003,060.

Special Information: Location of city especially adapted for both lake and land commerce. Easily accessible by water to great forests of the North Shore, therefore wood-making is naturally a great industry. Largest exclusive chair making factory in British Empire. Lack of foremen in Owen Sound makes the labor market ideal.

Residential Features: Splendid substantial homes, mostly of brick construction and housing one family only. Frame or other less substantial buildings practically a minus quantity. Working men's homes ideal. No separate tenement section, in fact, no such thing exists.

Retail Shopping Section: Main retail business section situated on 2nd avenue east and extends from middle of 6th and 7th street block to middle of 10th-11th street block, thus comprising four blocks all told. Other business streets of slightly less importance are 10th east from 1st avenue to 3rd avenue east and 9th street from 1st avenue to 3rd avenue east and 8th street from 1st avenue to 4th avenue east. Butcher and groceries scattered throughout city. Business section on east side of Sydenham River in mouth of which the city is situated.

Trading Area: Northern parts of counties of Grey and Bruce, 45 miles northwest, 35 miles west, 40 miles south and 35 miles east. Bus services and prevalence of motor cars makes intermittent trading district considerably greater. No cities of similar size and with similar stocks of goods within 80 miles of Owen Sound.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 1; Hardware, 2; Dry Goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 15; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), delicatessen, 1; dressmakers, 8; druggists, 9; dry goods, 5; department stores, 1; electrical supplies, 3; fruits, 8; furniture, 4; furriers, 3; grocers, 85; hardware, 4; jewelry, 5; meat markets, 12; men's furnishing, 8; men's clothing, 8; merchant tailors, 6; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; stationers, 3; women's apparel, 7.

PETERBOROUGH, ONTARIO, CAN.

1920 Population, 21,489.

City and Suburban Estimates, 29,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 4,900; English Reading, 100%; Families, 4,500.

Schools: Public Grade, 7; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 5,280.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 4; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3.

Banks: Branch banks of the Royal Bank of Canada, Bank of Montreal, Union Bank, Bank of Toronto, Canadian Bank of Commerce, Bank of Nova Scotia, Dominion Bank.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: Seventy-five miles east of Toronto, 242 miles southwest of Montreal, on the Canadian National Railways, Midland division, and C. P. R. situated on the Otonabee River, which is a part of the waterways forming the Trent Valley Canal System.

Principal Industries: Electrical machinery and appliances, cereal foods, carpets, dairy machinery, canoes, skiffs and motor boats, tents and awning, marble products, leather goods, yarn, woollens and worsted goods, clocks, watches, gummed and coated paper, asbestos, locks, pulp mills and mining machinery.

Manufacturing Establishments: 48. General Electric Co., DeLaval Separator Co., Canadian Woollens, Quaker Oats, Nashua Paper, Brinton Carpet Co., Wm. Hamilton Co., Peterborough Canoe Co., Peter Hamilton Co., Canadian Can Co., Peterborough Cereal Co., Vermont Marble Works, Peterborough Lock Co., Western Clock Co., Canadian Packing Co.

Total value of yearly output of factories estimated at \$32,000,000.

Special Information: The city of Peterborough is the county seat of the county of Peterborough. It has the largest lift lock in the world, is the center of a very fine agricultural district, and has a variety of manufacturing concerns, which tend to keep the city steady.

Residential Features: Mostly one-family houses, 90% brick. Peterborough is the gateway to the string of lakes in the northern part of the country. Sixty-five per cent of homes are owned by occupants. Fine homes with well kept lawns and streets make this city a very pleasant place. Otonabee River flows through the center of the city.

Retail Shopping Section: Extends from Murray street, corner of Central Park to King street on George street, 4 blocks; from Hunter street bridge to Aylmer street on Hunter street, 2 blocks; from Water street to Aylmer street on Simcoe street, 2 blocks; from Water street on Grand Trunk tracks on Charlotte street, 3 blocks; from Brock street to Charlotte street on Water street, 3 blocks. There are several outlying retail business sections with quite a number of merchants in the east, southwest and western part of the city.

Trading Area: Extends 30 miles south east, 20 miles south, 15 miles west, 30 miles north, 30 miles east.

Wholesale Houses: Groceries, 3; Meats, 1; Fruits, 3; Hardware, 2; Dry Goods, Miscellaneous Lines, Dairy Produce, 2; Confectionery, 3; Paper, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 11; dry goods, 14; department stores, 5; electrical supplies, 7; florists, 4; fruits, 20; furniture, 7; furriers, 4; garages (public) 12; grocers, 75; hardware, 6; jewelry, 5; meat markets, 21; men's furnishing, 8; men's clothing, 6; merchant tailors, 3; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 13; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 2.

PORT ARTHUR, ONTARIO, CAN.

1920 Population, 15,201, 1923, 16,351.

City and Suburban Estimate, 20,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 85%; Families, 3,000.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 3,200.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 5; Total resources, \$2,028,590,568.

Theatres: Moving Pictures, 2; Miscellaneous

**ONTARIO (Con't)**

(Auditorium, etc.), 3; Total number of seats, 2,100.

**Location:** Midway across Canada, at the head of Great Lakes navigation and a future ocean port through international deep waterway. Canadian Pacific and Canadian National Transcontinental railways. C. F. Steamship Lines. Northern Navigation Co. Canada Steamship Lines to eastern Canadian ports and the Booth Line to Duluth. All grain shipments of the west pass through local elevators and west-bound cargoes reshipped by rail here.

**Principal Industries:** Forest products, pulp-wood and paper and lumber, grain storage and grain handling, shipbuilding, paper machinery, rollers. Railroad shops, sheet metal works, wagon, etc.

**Manufacturing Establishments:** S. Leading Irons, Provincial Paper Mills, Thunder Bay Paper Co., Fort Arthur Shipbuilding Co., Ltd., Woodside Bros. (foundry and machine shop), Holmes Bros. (sheet metal), Port Arthur Bolter Works, Whittle's Wagon Works, etc.

Total value of output of factories, \$12,000,000.

**Special Information:** Raw materials shipped include: Grain, \$200,000. Pulpwood, \$1,850,000. The location of the city at the head of Great Lakes navigation and on two transcontinental railways makes it the receiving port of westbound freight for transshipment. Five hundred tons coal annually transhipped here.

Only two apartment houses, balance private homes, many of them picturesque and practically all with modern conveniences, including electric light and telephone. Port Arthur is the Naples of Canada, beautifully situated on a rising slope overlooking the broad expanse of Thunder Bay at the head of Great Lakes navigation.

**Retail Shopping Section:** Extends from central corner of Arthur and Cumberland, three blocks north and south on Cumberland, 2 blocks on Arthur street. Two business blocks on Court street, 3 blocks on Bay street. Two on South Algoma street and outlying retail centers reached by trolley belt line.

**Trading Area:** Extends 25 miles east and west and occasional business is secured within a radius of 80 miles through the medium of the local train service on C. P. R., C. N. R. and P. D. & W. Ry.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 2; Hardware, 1; Miscellaneous Lines, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 45; delicatessen, 1; dressmakers, 12; druggists, 11; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 25; furniture, 2; furriers, 4; garages (public), 6; grocers, 43; hardware, 7; jewelry, 5; meat markets, 14; men's furnishings, 10; men's clothing, 13; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 20; shoes, 8; sporting goods, 4; stationers, 9; women's apparel, 4.

**PRESTON, ONTARIO, CAN.**

1920 Population, 5,423.

Families, 1,200.

**Schools:** Public Grade, 2; Parochial, 1; Number of Pupils, 740.

**Churches:** Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Lutheran, 1; Anglican.

**Banks:** National, 3.

**Theatres:** Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,200.

**Location:** At junction of Grand and Speed Rivers, 3 miles northwest of Galt. Served by Canadian National Ry. and Grand River Railway which gives a C. P. R. connection.

**Principal Industries:** 20. Clare Bros., Ltd.; Metal Shingles and Siding Co., Ltd.; George Pattinson & Co., Huriburt Shoe Co., Ltd.; Preston Furniture Co., Ltd.; E. O. Weber Co., Ltd.

**Special Information:** Besides being an industrial center, is a well known health resort, having three sanitariums with sulphur springs of great curative value.

**Residential Features:** Preston has many fine residences and a majority of the houses are of substantial construction.

**Retail Shopping Section:** Extends for five or six blocks on King street which is the main thoroughfare of the town.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotel stands), 7; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; garages (public), 4; grocers, 16; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

**ST. CATHERINES, ONTARIO, CAN.**

1920 Population, 21,195.

City and Suburban Estimate, 50,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 30%; English Reading, 96%; Families, 4,880.

**Schools:** Public Grade, 13; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 800.

**Churches:** Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 2.

**Banks:** National, 13; State, 1.

**Theatres:** Legitimate, 4; Moving Pictures, 3; Vaudeville, 1.

**Location:** On main line of Grand Trunk Railway between Niagara Falls and Detroit River; also on the Welland Canal connecting Lakes Erie and Ontario. Three miles from Lake Ontario, connected by steam and electric lines, 10 miles from the Niagara River, is the center of the N. S. & T. R. electric lines, which connect St. Catharines with Merriton, Port Dalhousie, Port Weller, Niagara on the lake, Niagara Falls, Welland and Port Colborne.

**Principal Industries:** Mainly paper and metal trades—paper products from tissue to finished bond and an well ground and sulphite pulp in bulk, garden, logging and carpentering tools from a dozen factories; electrical equipment, including motors, meters, transformers, etc., and radiators. Textile trades represented by two hosiery factories; several large silk and woolen factories. Surrounding country intensively cultivated for small fruits, berries, etc.

**Manufacturing Establishments:** 100. Leading firms, Welland Vale Mfg. Co., Canadian Yale & Towne, Engineering & Machine Co., English Electric Co., J. H. Williams Co., McKinnon Industries, Pilkington Bros., A. Puciel & Co., Warren Bros., Monarch Knitting Co., St. Catharines Silk Mills.

**Special Information:** Within a radius of 12 miles of St. Catharines are the great electric generating plants of the Hydro-Electric Power Commission of Ontario and the Dominion Power and Transmission Co. The great Chippewa Development, one of the greatest engineering feats in the world, is within eight miles of the city. First class sewerage system. Ample water supply from Lake Erie gravity flow; pressure 90 lbs. Hydro-Electric System (municipally owned) and Lincoln Electric Light & Power Co. furnish lighting.

**Residential Features:** Mostly one family homes; five apartment houses; the majority of homes are owned by occupants; major portion of homes are situated in beautiful residential streets.

**Retail Shopping Section:** Extends from Ontario street square, seven blocks on St. Paul street, one block on Ontario street, one block on James street, two blocks on James and one block on King street. There are also several small neighborhood sections, with the usual groceries, drug stores, etc.

**Trading Area:** South, 22 miles; north, 5 miles; west, 18 miles; east, 12 miles.

**Wholesale Houses:** Groceries, 3; Meats, 5; Fruits, 3; Miscellaneous Lines, Confectionery, 2.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 10; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 12; delicatessen, 3; druggists, 14; dry goods, 13; department stores, 2; electrical supplies, 12; florists, 5; fruits, 17; furniture, 8; furriers, 5; garages (public), 16; grocers, 80; hardware, 8; jewelry, 9; meat markets, 18; men's furnishings, 22; men's clothing, 26; merchant tailors, 16; milliners, 12; opticians, 9; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 12; shoes, 17; sporting goods, 3; stationers, 7; women's apparel, 15.

**ST. THOMAS, ONTARIO, CAN.**

1920 Population, 18,000.

City and Suburban Estimate, 20,327.

Native Whites, 99%; Foreign Born, 1%; English Reading, 99%; Families, 5,110.

**Schools:** Public Grade, 8; High, 1; Junior High, 1; Ladies' College; Parochial, 1; Number of Pupils, 3,600.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

**Banks:** Chartered, 10; Loan Company Banks, 2; Savings Bank Deposits Total, \$4,500,000.

**Theatres:** Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

**Location:** Center of rich agricultural area on north shore Lake Erie, midway between Buffalo and Detroit. On main line of Michigan Central and in addition excellent transportation facilities provided by Wabash, Pere Marquette, Canadian Pacific, Canadian National and London & Port Stanley Electric Ry. Port Stanley eight miles south connected by electric line and good roads gives port of entry for coal, wheat, etc.

**Principal Industries:** Large railway building and repair shops, brass foundry, metal advertising signs, shoe factories, furnace and im-

plement foundries, woodenware factories, flour and produce mills, brooms.

**Manufacturing Establishments:** Leading firms, St. Thomas Metal Sign, Nursery Shoe Co., Tailor Shoe Company, St. Thomas Brass Co., Narsworthy Foundry & Furnace Co., Empire Flour Mills.

**Special Information:** The exceptional transportation furnished by the six railways centering in St. Thomas whose lines radiate in all directions makes St. Thomas the natural shopping center of a wide area. The excellent, almost famous roads of Elgin County are perhaps almost as important, there being 6,000 automobiles and trucks owned and operated in St. Thomas and the County of Elgin.

**Residential Features:** Houses are largely brick, all of good class and with many fine residences. No tenements and no slum section. 67% of workmen own their own homes.

**Retail Shopping Section:** Is located and consists of 13 blocks on Talbot street, 3 on Rose street and extensions on William, Elgin, Southwick, Hlawatha, Railway, St. Catharine.

**Trading Area:** Extends north indefinitely eight miles; east to Tillsonburg; west along north boundary of Elgin County to a point roughly in the neighborhood of Rodney; and includes all territory south between Tillsonburg and Rodney to the Lake Shore.

**Wholesale Houses:** Groceries, 2; Fruits, 2;

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 13; commercial auto. agencies, 3; automobile accessories, 31; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotel stands), 21; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 21; druggists, 9; dry goods, 7; department stores, 2; electrical supplies, 8; florists, 8; fruits, 63; furniture, 9; furriers, 4; garages (public), 13; grocers, 58; hardware, 7; jewelry, 8; meat markets, 21; men's furnishings, 12; men's clothing, 12; merchant tailors, 2; milliners, 6; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 10; sporting goods, 4; stationers, 7; women's apparel, 7.

**SARNIA, ONTARIO, CAN.**

1920 Population, 13,000.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Foreign Born, 10%; Families, 3,963.

**Schools:** Public Grade, 10; High, 1; Parochial, 2; Number of Pupils, 3,700.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Roman Catholic, 2; Miscellaneous, 5.

**Banks:** National, 6; State, 2; Total Resources, \$2,163,517.818.

**Theatres:** Legitimate, 1; Moving Pictures, 1; Total number of seats, 2,500.

**Location:** At the mouth of St. Clair river. Served by Canadian National railroad, Pere Marquette Sarnia, Port Huron Ferry Co., bus lines to Petrolia, Forest and points along the river. Northern Navigation Co., steamers (passenger and freight) to Detroit, Sault Ste. Marie, Port Arthur, Fort William, and intermediate points, making connections for Buffalo, Cleveland and lower lake ports. White Star line operates three boats daily in these directions. Shipments may be made also direct to British and Continental ports. Low commodity rates make Sarnia a splendid shipping point. Facilities for handling package freight, both for all-water and for rail and water routing are the very best and especially good for shipment.

**Principal Industries:** Manufacture of petroleum, including kerosene, gasolines, lubricating oils, fuel oils, grease, pitches, etc., stove, auto castings, motor trucks, farm machinery, plumbing goods, salt. Strong tendency of U. S. industries to locate branches in Canada, due to Canadian tariff protection, enhance on Canadian funds, and Imperial preference for goods made under the British flag. Dominion Alloy Steel Co. is erecting large steel plant in Sarnia and shortly large grain elevators will be erected at Point Edward, a village some two miles from the city.

**Manufacturing Establishments:** 42. Leading firms, Dominion Alloy Steel Corp., Corporation Mueller Mfg. Co., Imperial Oil, Ltd.; Cleveland Sarnia Saw Mills, Perfection Stove Co., Doherty Mfg. Co., Goodson Thresher Co., Sarnia Bridge Co., Laidlaw Pelton Lumber Co., Ltd.; Dominion Salt Co.

**Special Information:** Situated on the chain of Great Lakes it is possible to make water shipments to both home and foreign ports at low rates. Coal is brought in from the Lake Erie ports by boat and distributed from this port. Iron ore is brought in from Lake Michigan and Superior ports and shipped to the smelter works of the Steel Co. of Canada. Hamilton, Sarnia has become the center of the Petroleum industry of the British Empire and the big refinery at this point is probably the largest and most complete plant under the British flag.

**Residential Features:** Housing conditions in Sarnia are probably better than in any similar sized city in Canada, the building permits during past two years having aggregated more in value than any other similar sized city in the Dominion. For 1919 the building permits totalled \$642,479; for 1920, \$743,000; for first six months of 1921, \$900,000. A large majority of Sarnia homes owned by occupants and Sarnia truly can be said to be a city of homes. The London road is one of the fine residential sections of the city, the homes on it averaging about \$10,000.

**Retail Shopping Section:** The heart of the retail shopping district is on Christiana and Front streets. Practically all the stores of

the city are situated on these streets, being bordered by Geauga and Davia streets. Front and Christian streets parallel the Ste. Clair river. There are several other small business sections which claim a considerable local trade.

**Trading Area:** Extends about 30 miles east and the same south. Splendid ferry service, railroad and bus service enable the people from greater distances to shop to an advantage in Sarnia.

**Wholesale Houses:** Groceries, 1; Fruits, 3; Hardware, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 22; commercial auto. agencies, 2; automobile accessories, 9; automobile tire agencies, 2; bakers, 9; cigar stores and stands (including hotel stands), 23; delicatessen, 1; dressmakers, 4; druggists, 11; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 3; fruits, 69; furniture, 8; garages (public), 9; grocers, 65; hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 11; men's clothing, 11; merchant tailors, 9; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 20; shoes, 9; sporting goods, 2; stationers, 13; women's apparel, 4.

**SAULT STE. MARIE, ONTARIO, CAN.**

1920 Population, 21,132.

City and Suburban Estimate, 24,300.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 100%; English Reading, 95%; Families, 5,000.

**Schools:** Public Grade, 16; High, 1; Number of Pupils, 5,493.

**Churches:** Baptist, 2; Christian Science, 1; Episcopal, 4; Methodist, 2; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 4.

**Theatres:** Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 8,650.

**Location:** Situated on St. Marys river between Lakes Superior and Huron. An important calling point for Canadian Pacific steamships and Northern Navigation boats. Nearly every day one of these huge liners lies at the docks for two hours or more, during which time passengers have time to visit the city. On Canadian Pacific and Algoma Central Railway. The end of the Great Northern Highway from Halifax. The gateway into Canada for the Dixie Highway from Miami, Fla.

**Principal Industries:** Steel mills, structural steel, pig iron, foundry products, pulp, paper, lumber and mill products, sulphite, brick tile, brewery products, railway shops.

**Manufacturing Establishments:** Algoma Steel Co., Lake Superior Corp., Spanish River & Lake Superior Paper Co., Algoma Central Railway, Great Lakes Power Co., Northern Foundry Co.

**Special Information:** Canada year book for 1921 states Sault Ste. Marie was first among Ontario cities in wages paid per head. Industries in Sault Ste. Marie employ over 6,000 men with a yearly payroll of \$8,100,000. Capital invested in Sault Ste. Marie is over \$100,000,000.

**Residential Features:** Mostly one-family homes. No poor district.

**Retail Shopping Section:** Extends from Easterly and Queen streets for 15 blocks. Several blocks of shopping district on Gore and Wellington streets. Three outlying retail business sections; also several neighborhood sections.

**Trading Area:** Sixty miles east to Thessalon, 250 miles north from Hearst; several small towns between these points.

**Wholesale Houses:** Groceries, 2; Meats, 3; Fruits, 3; Hardware, 2; Miscellaneous Lines, Dairy, 1; Confections, 1; Paper, 5; Rubber Footwear, 1.

**Number of Retail Outlets for Nationally Advertised Products:** Passenger automobile agencies, 9; commercial auto. agencies, 7; automobile accessories, 14; automobile tire agencies, 11; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 51; dressmakers, 3; druggists, 14; dry goods, 27; department stores, 7; electrical supplies, 9; florists, 7; furniture, 8; furriers, 8; garages (public), 12; grocers, 53; hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 23; men's clothing, 21; merchant tailors, 8; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 30; shoes, 10; sporting goods, 9; stationers, 5; women's apparel, 14.

**STRATFORD, ONTARIO, CAN.**

1920 Population, 18,126.

Native Whites, 98.4%; Negroes, 4.4%; Foreign Born, 1.2%; Industrial Workers, 25%; English Reading, 99%; Families, 3,600.

**Schools:** Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 8,400.

**Churches:** Baptist, 2; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

**Theatres:** Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 9,000.

**Location:** Divisional center of Canadian National Railways. From Stratford railways radiate in seven directions: to Toronto, 88 miles; to Owen Sound, 108 miles; to Goderich, 45 miles; to Sarnia, 81 miles; to London, 32 miles; to Port Dover, 63 miles; to Buffalo, 115 miles. City is about half-way between Sarnia and

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## ONTARIO (Cont'd)

### Stratford (con't)

Toronto, and midway between Goderich and Port Dover.

Principal Industries: Canadian National Railways repair shops; furniture, textiles.

Manufacturing Establishments: 47. Leading firms, McLaughlin Furniture Co., Kroehler Mfg. Co., Imperial Rattan Co., R. M. Ballantyne Co., General Electric Co.

Special Information: Chief furniture manufacturing city in the Dominion. Fairly in center of western Ontario peninsula, the most populous section of the Dominion. Lowest key rate for fire insurance in the Dominion.

Residential Features: Practically all one family houses. 85% of householders own their own homes. No slum section. Essentially a workman's city. Permits for 76 buildings have been issued by building inspector this year.

Retail Shopping Section: Extends from city hall square which is in heart of city. Downie street is in business section for four blocks; Wellington street from Downie to St. Patrick street, Ontario street, from Court House to Waterloo street.

Trading Area: Extends 45 miles west; 30 miles north; 15 miles east; 12 miles south. City easily accessible for automobiles by reason of being on the Sarnia-Toronto provincial highway and highway from Goderich.

Wholesale Houses: Groceries, 3; Fruits, 2; Miscellaneous Lines, Harness and Leather Goods, 1; Candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; dressmakers, 14; druggists, 11; dry goods, 11; department stores, 2; electrical supplies, 6; florists, 9; fruits, 5; furniture, 7; furriers, 4; garages (public), 14; grocers, 53; hardware, 6; jewelry, 3; meat markets, 14; men's furnishings, 13; men's clothing, 12; merchant tailors, 14; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 15; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 9.

## TORONTO, CAN.

1920 Population, 634,225.

City and Suburban Estimate, 713,099.

Native Whites, 92%; Foreign Born, 8%; Industrial Workers, 106,000; English Reading, 96%; Families, 127,000.

Schools: Public Grade, 103; High, 12; Parochial, 37; Number of Pupils, 103,871.

Churches: Baptist, 59; Christian Science, 1; Congregational, 6; Episcopal, 63; Hebrew, 20; Methodist, 68; Presbyterian, 50; Roman Catholic, 39; Miscellaneous, 131.

Banks: 240; Total Resources, \$2,400,000,000.

Theatres: Legitimate, 7; Moving Pictures, 69; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 22; Total number of seats, 150,000.

Location: On the north shore of the west end of Lake Ontario, served by the Canadian National and the Canadian Pacific Railways, and Canada Steamship Lines, connecting with all Lake ports, accessible to ocean-going freighters. Best harbor facilities on the American continent.

Principal Industries: Agricultural implements, iron and steel work, machinery, motor cars, tires, auto accessories, men's and women's clothing, food stuffs, medical supplies and drugs, carpets and rugs, electrical supplies, pianos and organs, printing, photographic supplies, brick and building materials, packing houses.

Manufacturing Establishments: 3,382. Leading firms, Massey Harris, Canada Foundry Co., Canadian General Electric, Durant Motors, Ford, Dnnap Rubber & Tire Co., Goodyear Rubber Co., Flak Rubber Co., W. R. Johnston Co., Leishman Co., Lowndes Co., Christie Biscuit Mfg. Co., National Drug, United Drug, Toronto Carpet Mfg. Co., Mason & Hiscob, Heintzman Co., Nordheimer, Canadian Kodak, Warwick Bros. & Butter, Gage Bros., Copp Clark, Don Valley Brick Works, Canadian Packing Co., Swift Canadian Co., Gunn's, Ltd., Harris Abolator Co.

Total value of yearly output of factories estimated at \$588,989,742.

Special Information: Toronto has the largest English speaking population of any city in Canada. It is spending at the present time \$25,000,000, on its waterfront to provide for ocean-going vessels. It has more manufacturing establishments than any other Canadian city, and is Canada's natural center for distribution. It is the home of Toronto University, the largest University in the British Empire. It is the financial center of English speaking Canada. Owns its own power plant at Niagara Falls, and own and operates its own transportation system. Is Canada's leading convention city and in the summer season is the center of tourist traffic.

Residential Features: 64.8% of Toronto's houses are owned by present occupants. There are no frame dwellings. Detached residences prevail. Duplex houses come next; flats next, and apartment houses last. There are 370 apartment houses. Average rentals are between \$50 and \$75 for houses. Average value of Toronto homes are between \$6,000 and \$9,000. The north and east sections of the city are better class residential sections, known as "The Hill" and "Rosedale," while "Parkdale" in the southwest is better middle class.

Retail Shopping Section: Downtown section—

Yonge and Queen streets extending 20 blocks north and 4 blocks south; four blocks east and west of Yonge street on King street, Queen street, Adelaide street, Richmond street, Temperance street, and Dundas street. In addition are the following streets solidly retail: King street, three and one-quarter miles; Queen street, seven and one-quarter miles; Dundas street, seven and one-half miles; Bloor street, four and one-quarter miles; College street, two and one-half miles; Wallace avenue, three-quarter mile; St. Clair avenue, two and one-half miles; Wallace avenue, three-quarter mile; Gerrard avenue, two miles; Danforth avenue, three and one-quarter miles; Kingston Rd., one mile; Parliament street, one mile; Yonge street, five and one-half miles; Spadina avenue, one mile; Bathurst street, two and three-quarter miles; Ossington avenue, one mile; Roncesvalles avenue, one mile. There are also a large number of corner stores off the main streets.

Trading Area: Within approximately a radius of 25 miles including New Toronto, Mimico, Long Branch, Port Credit and Oakville to the west; northwest to Islington, Cooksville, Brampton, Guelph; north to Aurora, Newmarket, Richmond Hill and King; east to Uxbridge, Unionville, Oshawa, Whitby, Bowmanville, Port Hope, etc. Four electric radials serve these districts.

Wholesale Houses: Groceries, 48; Meats, 9; Fruits, 47; Hardware, 21; Dry Goods, 43; Miscellaneous Lines, 1,127 (Wholesale houses and mfrs. agents).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 77; commercial auto. agencies, 24; automobile accessories, 137; automobile tire agencies, 38; bakers, 172; cigar stores and stands (including hotels), 314; confectioners (including hotel stands), 745; delicatessen, 34; dressmakers, 126; druggists, 423; dry goods, 511; department stores, 3; electrical supplies, 208; florists, 146; fruits, 468; furniture, 128; furriers, 146; garages (public), 365; grocers, 2,198; hardware, 354; jewelry, 191; meat markets, 760; men's furnishings, 223; merchant tailors, 69; milliners, 245; opticians, 66; photographers, 95; pianos (and miscellaneous musical instruments), 99; radio supplies, 31; restaurants (including hotels), 337; shoes, 344; sporting goods, 24; stationers, 245; women's apparel, 326.

## WATERLOO, ONTARIO, CAN.

1920 Population, 6,096.

City and Suburban Estimate, 52,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 1,478.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,234.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous Lutheran, 1; others, 4.

Banks: 5; Banks are branches of national institutions.

Location: Inland city 62 miles west of Toronto, 110 miles east of Detroit. On main line of Canadian Nat'l Rwy's., Toronto-Sarnia division. C. P. R. branch (electric) freight and hourly passenger service connecting with main line of C. P. R. at Galt. Waterloo is connected with Kitchener by Canadian National branch line and by street railway.

Principal Industries: Rubber goods (tires and footwear), furniture, whiskey, beer and furniture are the chief products.

Manufacturing Establishments: 32. Leading firms, Seagrams Distillery, Kuntz Brewery, Snyder Furniture Co., Waterloo Mfg. Co. (farm machinery).

Special Information: Waterloo is known as the "Heart of Canada." It is the birthplace and head office of four life insurance companies, two fire insurance companies, two trust and loan companies. Some of these are among the largest and most successful in Canada. Waterloo is to all intents and purposes except in name and corporate union an integral part of Kitchener. Many of the public institutions—hospital, collegiate and technical school, Y. M. C. A., street railway—are jointly owned and used and in social relations the two towns are as one people. So indefinite is the invisible boundary between the two that some of the residences are partly in Kitchener corporation limits and partly in Waterloo.

Residential Features: Mostly detached single family houses. There is no apartment or congested district. Over 80 per cent of the houses are owned by their occupants.

Retail Shopping Section: Waterloo has for its business section on King street (continuation of King street of Kitchener), running from the Post Office easterly for about four blocks.

Trading Area: Extends about twenty-five miles north, eight miles east and twenty miles west. In south it extends only about seven miles, as the city of Galt draws trade from more southerly points.

Wholesale Houses: Groceries, 3; Meats, 3; Fruits, 2; Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 2; automobile tire agencies, 2; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; druggists, 2; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 1; furriers, 1; garages (public), 4; grocers, 10; hardware, 2; jewelry, 2; men's furnishings, 5; men's clothing, 5; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2.

## WINDSOR, ONTARIO, CAN.

1920 Population, 52,500.

City and Suburban Estimate, 85,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 37%; English Reading, 98%; Families, 17,035.

Schools: Public Grade, 17; High, 2; Technical High, 1; Parochial, 4; Number of Pupils, 9,975.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 27; Savings Bank Deposits Total, Cannot secure.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 18; Total number of seats, 28,000.

Location: In Essex County, Ontario, Canada.

On Detroit River opposite American city of Detroit. Railways—Michigan Central, Canadian Pacific, Canadian National, Pere Marquette, Walsb. Steamship transportation to all Lake Erie and all upper Great Lake ports. Splendid bus service to all nearby towns in Essex County.

Principal Industries: Automobiles, automobile parts and accessories, salt, pharmaceutical products, bed springs, fencing, paints, breakfast cereals, structural steel.

Manufacturing Establishments: 238. Leading firms, Ford Motor Co. of Canada, Ltd., General Motors, Godfredson Truck Corp., Kelsey Wheel Co., Canadian Salt Co., Frederick Stearns Co., Parke Davis Co., Fisher Body Co., Studebaker Corp., Canadian Products Co., Canadian Bridge Co., Walkerville Bridge Co., Berry Bros. (paints), Canadian Postum Cereal Co., Standard Lait & Varnish Co., Dominion Plant Co., Bayer Co.

Special Information: Location of Windsor makes it the great natural gateway into Canada from the U. S., also the ideal location for American manufacturers' Canadian plants. Excellent transportation facilities to all parts of Canada by rail and boat.

Residential Features: Private homes predominate. Several two and four family homes and a few apartment blocks. On the whole the residences of Windsor are of a good substantial type mostly brick. Considered an ideal location for homes by many wealthy Detroiters who reside here.

Retail Shopping Section: On Lettice avenue from Detroit River to Wyandotte street, a distance of seven blocks; Sandwiche street, 4 blocks west of Quellerie and six blocks east; Pitt street, 2 blocks west and 4 blocks east; Chatham street, 2 blocks west and 2 blocks east; London street, 5 blocks west and one block east; Wyandotte street, 20 blocks east of Quellerie; Ottawa street, 5 blocks; Dronillard Road, 4 blocks.

Trading Area: 30 miles south, 40 miles south-east, 55 miles east.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 2; Hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 21; automobile tire agencies, 30; bakers, 21; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 46; delicatessen, 4; dressmakers, 17; druggists, 37; dry goods, 27; department stores, 5; electrical supplies, 23; florists, 13; fruits, 34; furniture, 18; furriers, 5; garages (public), 39; grocers, 270; hardware, 22; jewelry, 11; meat markets, 75; men's furnishings, 18; men's clothing, 18; merchant tailors, 28; milliners, 13; opticians, 14; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 21; restaurants (including hotels), 57; shoes, 27; sporting goods, 7; stationers, 7; women's apparel, 9.

## WOODSTOCK, ONTARIO, CAN.

1920 Population, 11,000.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,200; Boy's College, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 5 Branches; (Total Resources of all chartered banks represented by these 5 branches over \$80,000,000; Savings Bank Deposits Total, \$4,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: 79 miles southwest of Toronto, on the main lines of C. P. R. and C. N. R. systems.

Principal Industries: Furniture, stores and furnaces, wagons, pianos, organs and photographs, knitted underwear, biscuits and confectionery, woodworking machinery, garden tools, farm implements, veneer goods, bent wooden goods, fertilizer, stationery engines, fire engines and fire apparatus, textiles, printing, flour, concrete piping, powdered milk.

Manufacturing Establishments: 25. Leading firms, Canada Furniture Mfrs., Ltd., The Bain Wagon Co., Ltd., The Woodstock Wagon & Co., Ltd., The Jas. Stewart Sore Mfg. Co., Ltd., Karm Piano Co., Thomas Organ Co., Harvey Knitting Co., Ltd., Oxford Knitting Co., Ltd., Eureka Planter Co., Ltd., Hay & Co., Ltd., Crown Lumber Co., Wm. Stone Sons, Ltd., R. Whitlaw Co., Bickle Fire Engines, Ltd.

Total value of yearly output of factories estimated at \$6,000,000.

Special Information: The city of Woodstock is situated (beautifully) in the center of Ox-

ford County, one of the most prosperous agricultural and stock-raising districts of the Dominion. Provincial highway runs through the city connecting it with all important points east and west. Connected with neighboring town of Ingersoll by radial line and provincial highway. Woodstock has splendid tourists' camp, offering free accommodations to motorists, with all conveniences.

Residential Features: A city of splendid homes. Most are one family houses. There are no "poor" sections. Noted for its fine, well-kept streets, public parks and boulevards. Known as the "city beautiful," on account of its many flower gardens, beautiful shade trees, etc. All streets are well lighted at night by hydro.

Retail Shopping Section: Extends for six blocks on Dundas street east and west. All modern, up-to-date business houses. There are two large department stores. In the east end is a separate shopping section, with stores of all kinds. Entire retail section is well lighted by hydro power at night.

Trading Area: Extends about 15 miles in all directions. Serves residents of neighboring town of Ingersoll, ten miles away, being connected by radial line and provincial paved highway. Woodstock is the shopping center for the whole of Oxford County, with a population upwards of 45,000. Within a 25 mile radius are the towns of Tillsonburg, Norwich, and the villages of Hickson, Tavistock, Embro, Burgessville and several others.

Wholesale Houses: Groceries, 1; Meats, 1; Fruits, 2; Hardware, 1; Dry Goods, 2; Miscellaneous Lines, Confectioners, 2; Shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotel stands), 8; delicatessen, 1; dressmakers, 8; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 6; florists, 6; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 18; hardware, 6; jewelry, 5; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; restaurants (including hotels), 7; shoes, 6; sporting goods, 5; stationers, 5; women's apparel, 5.

## PRINCE EDWARD ISLAND

### CHARLOTTETOWN, P.E.I., CAN.

1920 Population, Urban, 19,093; Rural, 69,322.

City and Suburban Estimate, 88,615.

Native Whites, 100%; Industrial Workers, 85%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 5; High, 3; Parochial, 47; Number of Pupils, 17,746.

Churches: Baptist, 27; Episcopal, 12; Methodist, 21; Presbyterian, 73; Roman Catholic, 34; Miscellaneous, 23.

Banks: National, 5; Charters with numerous branches; Savings Banks Deposits Total, \$7,000,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1 Opera House. Total number of seats, 2,500.

Location: Canadian National Rys. connected by car ferry. Direct steamer communication with Nova Scotia, Boston, New York, Southern States, West Indies and Gt. Britain.

Principal Industries: Agriculture, silver fox breeding and numerous industries allied with agriculture and livestock breeding, fisheries, lobster canning, etc.

Manufacturing Establishments: 147. Leading firms, Bruce Stewart & Co., Ltd., Portland Packing Co., O'Leary & Lee, Charlottetown Caning Co., Ltd., Duchemin & Co., Ltd., Poole & Co., MacDonald & Rowe, Hall & Co., John Agnew & Son.

Special Information: Prince Edward Island is a small but prosperous Province of Canada. No slums, no paupers, no millionaires, everybody comfortably situated. 85% owning their own homes and lands. Is the center of the silver fox industry, which brings a revenue of \$3,000,000 per annum, and of seed potatoes which it supplies to the extent of 2,000,000 bushels to the southern states.

Residential Features: Almost exclusively residential, with fine wide streets and lawns between the streets and footpaths. Great tourist and health resort and favored by retired people and others who desire moderate place for the education of their children.

Retail Shopping Section: From Water to Euston street and from Fownal to Villiers street. Also about 40 towns and villages in the other parts of the island all on railway and within easy access of the city.

Trading Area: The whole of the island.

Wholesale Houses: Groceries, 15; Meats, 3; Fruits, 2; Hardware, 7; Dry Goods, 5; Miscellaneous Lines, 17 Produce Exporters.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 3; automobile accessories, 33; automobile tire agencies, 37; bakers, 7; cigar stores and stands (including hotels), 73; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 43; druggists, 53; dry goods, 61; department stores, 3; electrical supplies, 5; florists, 2; fruits, 70; furniture, 4; furriers, 2; garages (public), 23; grocers, 70; men's furnishings, 11; men's clothing, 23; merchant tailors, 23; milliners, 30; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 37; shoes, 36; sporting goods, 2; stationers, 7; women's apparel, 30.

**QUEBEC**

**LEVIS, QUEBEC, CAN.**

1920 Population, 10,500.  
 City and Suburban Estimate, 19,000.  
 Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 10%; French Reading, 90%; Families, 2,482.  
 Schools: 5; Number of Pupils, 2,100.  
 Churches: Presbyterian, 1; Roman Catholic, 4.  
 Banks: 5.  
 Theatres: 1. Total number of seats, 400.  
 Location: On St. Lawrence River opposite city of Quebec. Served by Canadian National R. R., Quebec Central R. R. and Grand Trunk R. R.  
 Principal Industries: Ship building, lumber, shoes, machinery, brass and iron castings, stores, trunks, candles, saws, marine pumps, shirts and wooden ware.  
 Residential Features: One family houses predominate. A few tenements.  
 Retail Shopping Section: Several blocks on Commercial St., Cote du Passage St., Begin Ave. and St. George St.  
 Trading Area: East and south about 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 11; automobile accessories, 100; automobile tire agencies, 14; bakers, 120; cigar stores and stands (including hotels), 150; delicatessen, 34; dressmakers, 213; druggists, 301; dry goods, 601; department stores, 16; electrical supplies, 80; florists, 79; fruits, 174; furniture, 119; furriers, 107; garages (public), 178; grocers, 2,630; hardware, 213; jewelry, 161; meat markets, 1,012; men's furnishings, 207; men's clothing, 180; merchant tailors, 257; milliners, 300; opticians, 71; photographers, 80; pianos (and miscellaneous musical instruments), 25; radio supplies, 20; restaurants (including hotels), 775; shoes, 280; sporting goods, 23; stationers, 93; women's apparel, 48.

**QUEBEC, QUEBEC, CAN.**

1920 Population, 103,000.  
 City and Suburban Estimate, 150,000.  
 Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 28%; French Reading 90%; English Reading, 10%; Families, 26,000.  
 Schools: Public Grade, 63; High, 2; Number of Pupils, 42,000.  
 Churches: Roman Catholic, 20; Miscellaneous, 10.  
 Banks: 9.  
 Theatres: 8. Total number of seats, 7,000.  
 Location: On left bank of St. Lawrence River on C. P. R. and C. N. R. and Quebec Central R. R. 180 miles east of Montreal and 300 miles from Gulf of St. Lawrence.  
 Principal Industries: Ship building, boot and shoe manufacture, iron castings, cutlery, nails, cartridges, paper, church ornaments, rope, cigars, steel, corsets, leather, furs, medicine and wine.  
 Residential Features: Mostly one and two family houses.  
 Retail Shopping Section: On St. Joseph St. in lower town and St. John St. in upper town. Total about 4 miles of varied shops and stores.  
 Trading Area: About 75 miles west and south, 100 miles to north and east.  
 Wholesale Houses: Groceries, 15; Meats, 16; Fruits, 15; Confectioners, 3; Furs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 14; automobile tire agencies, 12; bakers, 30; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 30; delicatessen, 20; dressmakers, 50; druggists, 26; dry goods, 31; department stores, 6; electrical supplies, 10; florists, 4; fruits, 10; furniture, 16; furriers, 25; garages (public), 12; grocers, 234; hardware, 11; jewelry, 14; meat markets, 70; men's furnishings, 30; men's clothing, 28; merchant tailors, 10; milliners, 16; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 7; radio supplies, 14; restaurants (including hotels), 20; shoes, 56; sporting goods, 10; stationers, 16; women's apparel, 10.  
 See announcement columns 3 and 4

**SHERBROOKE, QUEBEC, CAN.**

1920 Population, 25,000.  
 City and Suburban Estimate, 175,000.  
 Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 60%; Families, 5,000.  
 Schools: Public Grade, 10; High, 2; Parochial, 3; Number of Pupils, 2,500.  
 Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 6.  
 Banks: National, 4, with branches; Canadian Bank of Commerce, Montreal Royal Bank d'Hochelega.  
 Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats about 3,000.  
 Location: Sherbrooke is the hub of Southern Quebec, 11 counties, known as the Eastern Township or English District of Quebec Province. This is the main line of the C. P. R., C. N. R. head office of Q. C. R. R. and northern Terminal of B. & M. Provincial highways extend to U. S. boundary and to Quebec and Montreal.  
 Principal Industries: Iron and steel, mining machinery, scales, jewelry, silks, alkali hoses and gloves, cotton fabrics, woolen goods, rubber heels, coffin, pork packing, cigars, brewery, printing, etc.  
 Manufacturing Establishments: 25. Dominion Textile Co., Canadian Connecticut Cotton Mills, Juliana Kayser Co., Canadian Ingersoll Rand Co., E. & T. Fairbanks, Sherbrooke Machinery Co., Sturdy Chain Co., Whitney Davis Co., Walter Blue & Co., McKinnon Steel Co., W. R. Webster & Co., Silver Spring Brewery, Etc. Total value of yearly output of factories estimated at \$4,000,000.  
 Special Information: Four important industries thrive in Southern Quebec; manufacturing, \$20,000,000 annual output; lumbering, \$12,000,000.

Trading Area: The suburban trade area of Montreal is within a radius of forty or more miles from the city. Car line and railway facilities provide excellent transportation to the shopping center. The principal towns in the suburban center with estimated population are: Bedford, 1,669; Beauharnois, 2,250; Farnham, 3,343; Iberville, 2,454; Joliette, 9,113; Lachute, 2,592; St. Hyacinthe, 10,809; St. Jerome, 5,491; St. Johns, 7,734; Sorel, 8,174; Valleyfield, 9,215.

Wholesale Houses: Groceries, 4; Meats, 21; Fruits, 64; Hardware, 30; Dry Goods, 78; Miscellaneous Lines, Druggists, 39; Furriers, 73; Jewelers, 82.

Residential Features: Mostly self-contained and semi-detached houses. Several attractive apartment blocks.  
 Retail Shopping Section: Wellington street in the lower town is the principal shopping street with King street extending at right angles. Sherbrooke has a large number of attractive stores the trade from the outlying territory being an important factor.

Trading Area: South to the United States border, 35 miles; east to Lake Megantic and Maine border, 70 miles; west to Lake Memphremagog, 20 miles; north to Richmond, 25 miles.

Wholesale Houses: Groceries, 4; Meats, 1; Fruits, 2; Hardware, 3; Miscellaneous lines, Confectionery, 2; Bakers, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 12; bakers, 10; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 25; delicatessen, 5; dressmakers, 30; druggists, 6; dry goods, 30; department stores, 2; electrical supplies, 3; florists, 2; fruits, 30; furniture, 5; furriers, 3; garages (public), 6; grocers, 40; hardware, 5; jewelry, 8; meat markets, 6; men's furnishings, 16; men's clothing, 18; merchant tailors, 5; milliners, 23; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 21; sporting goods, 4; stationers, 6; women's apparel, 24.

**THREE RIVERS, QUEBEC, CAN.**

1920 Population, 22,317.  
 City and Suburban Estimate, 100,000 (20 miles radius).  
 Native Whites, 90%; Foreign Born, 1%; Industrial Workers, 30%; Families, French, 4,317; English, 473.  
 Schools: Public Grade, 1 English; High, 1 French, 1 English; Parochial, 12 French; 1 Classical College, 1 Technical and Paper School, 1 Normal School.  
 Churches: Roman Catholic, 5; Anglican, 1; Miscellaneous, 6 private Roman Catholic chapels.  
 Banks: State, 9; Head offices are in Montreal or Toronto; Savings Bank Deposits Total \$4,000,000 approximate.  
 Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: On North Shore of the St. Lawrence River at the mouth of the St. Maurice River halfway between Montreal and Quebec, deep sea harbor with direct oceanic communications. Served by Canadian Pacific Railway and connections by Ferry with the Canadian National Railways. Excellent bus service from 20 miles radius.

Principal Industries: Piece goods and yarns, iron pipes, boots, shoes, gloves, newsprint, paper, wood pulp, furniture, and building supplies.

Manufacturing Establishments: 21. Leading firms, Wavagamack Pulp & Paper Co., International Paper Co., St. Maurice Lumber Co., Wabasso Cotton Co., St. Lawrence Paper Co., Canada Iron Foundries. Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Three Rivers is the center of the largest pulp and paper district in Canada. Three Rivers is also the center of a very important Hydro-Electric development, more than 700,000 horsepower being developed and distributed all over the Province of Quebec. Annual industrial payroll more than \$7,000,000.

Residential Features: Mostly one and two family houses. Disasters fire in 1909 necessitated rebuilding of more than half of city and this was done along modern lines. Average residential house value, \$5,000.

Retail Shopping Section: Two main retail shopping sections, the principal located around market place on Notre Dame and Des Farges streets, in the center of Town and the second near C. P. R. Station, on St. Maurice and Champfleure streets, near the industries.

Trading Area: 27 miles north, including Grand Mere and Shawinigan Falls; 26 miles west to Maskinonge; 21 miles east to Ste Anne de la Perade and south 18 miles. Splendid daily trains and bus service in all the above named directions. Hourly ferry service from the South.

Wholesale Houses: Groceries, 4; Meats, 2; Fruits, 10; Hardware, 8; Dry Goods, 8; Miscellaneous Lines, Feed and Grain, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 14; dressmakers, 11; druggists, 8; dry goods, 34; department stores, 4; electrical supplies, 1; florists, 6; fruits, 61; furniture, 5; furriers, 2; garages (public), 7; grocers, 85; hardware, 16 (and all hardware stores); jewelry, 6; meat markets, 22; men's furnishings, 29; men's clothing, 21; merchant tailors, 7; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 17; shoes, 11; sporting goods, 1; stationers and drug stores, 3; women's apparel, 32.

**MONTREAL, QUEBEC, CAN.**

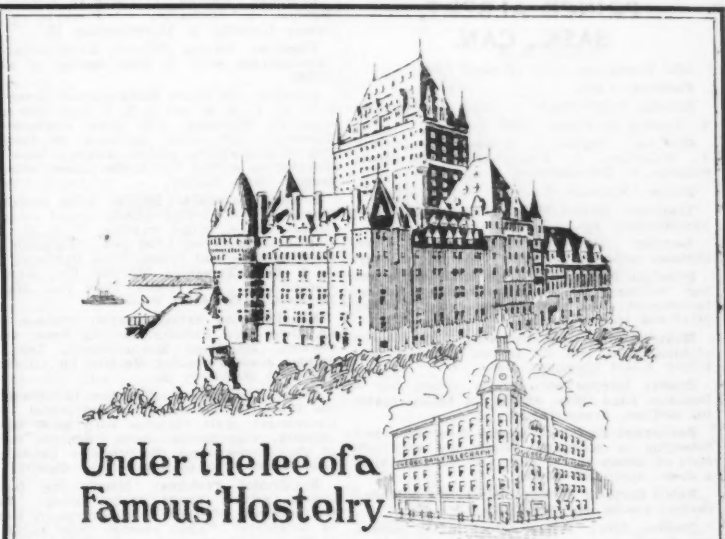
1924 Population, 864,527.  
 City and Suburban Estimate, 979,027.  
 Native Whites, 81.31%; Foreign Born, 9.83%; Other British, 8.3%; English Reading, 64%; Families, 112,200.  
 Schools: Number of schools, 261. Number of Pupils, 133,574.  
 Churches: Baptist, 11; Christian Science, 1; Congregational, 6; Episcopal, 35; Hebrew, 32; Methodist, 24; Presbyterian, 35; Roman Catholic, 98; Miscellaneous, 22.  
 Banks: Number of chartered banks and branches, 162.  
 Theatres: Legitimate, 4; Moving Pictures, 50; Vandeville, 4; Burlesque, 2; Miscellaneous (Amphitheatres, etc.), 3.  
 Location: Located on the Island of Montreal, at a point approximately midway between the city of Kingston and the city of Quebec. Served by the Canadian Pacific Ry. and the Canadian National Ry. and the converging point of the two continental lines. The Canadian National Ry. comprises Canadian Northern, Grand Trunk Pacific, National Trans-Continental and other lines. The Canadian Pacific operates extensive steamship and ocean service. A number of American lines also reach the city. Montreal has direct trans-Atlantic service to all continental parts.

Principal Industries: Montreal is the greatest manufacturing center in the Dominion. Shipbuilding, automobiles, architectural iron and bronze, electrical apparatus, fixtures and supplies, refrigerating and agricultural machinery, structural steel, furniture, printing, flour, steam engines and tractors, railroad rolling stock, dry goods supplies, street cars, shoes, stoves and furnaces, textiles.

Manufacturing Establishments, 2,823. Leading firms, Headquarters of the Canadian Pacific Railway and Canadian National Railway shops, Dominion Bridge Co., Ltd., Canada Car & Foundry Co., Ltd., Dodge Mfg. Co. of Canada, Ltd., The Canadian Consolidated Rubber Co., Ltd.

Total value of yearly output of factories estimated at \$93,881,752.  
 Special Information: Montreal's location makes it the head of ocean navigation and the key to the interior of the Dominion. It has a waterfront of 32 miles and a harbor capacity for 100 ocean steamers. The largest floating drydock in the world, head office of the Canada Steamship Lines, one of the largest owners of inland vessels in the world. World's largest grain conveying system. Fifth largest city on the American continent. Handling one-third or more of Canada's total trade.  
 Residential Features: Montreal has approximately 125,000 dwellings. North of St. Catherine St. and west of Park Ave. constitutes the better class shopping and residential section. Outremont, a suburb at the north, contains fine residential sections. The factory and industrial district lies to the southwest containing a large population of the working class people, while east of this lies a compact zone, one of the most thickly populated districts in America, 89,000 people to the square mile, within this area are the principal French residential and shopping districts.

Retail Shopping Section: St. Catherine St. constitutes the main retail shopping district running east and west. In the downtown district Craig and Notre Dame Sts., running parallel to St. Catherine, are shopping districts of secondary importance. Other streets cutting St. Catherine at right angles are Bleury and St. Denis, also shopping streets. The theatre district is on St. Catherine, while one or two blocks to the north and south are the principal hotels.



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## SASKATCHEWAN

## MOOSE JAW, SASK., CAN.

1920 Population, 19,285.  
City and Suburban Estimate, 25,000.  
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 97%; Families, 4,000.  
Schools: Public Grade, 12; High, 2; Number of Pupils, 5,500.  
Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 3; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 8.  
Banks: National, 10.  
Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 11,000.  
Location: Main line of C. P. R., 400 miles west of Winnipeg, 420 miles east of Calgary, 100 miles north of International boundary, also Canada National Railways.  
Principal Industries: C. P. R. shops and roundhouse, Robertson Mills, Ltd., Sask. Creameries, Ltd., Crescent Creamery, Western Creameries.  
Manufacturing Establishments: 15. Annual output \$10,000,000.

Special Information: Developing rapidly as a transportation and wholesale distributing center

Residential Features: Largely one family houses, apartment block with from 2 to 6 rooms increasing. Private homes predominate.

Retail Shopping Section: Six blocks north on Main street, 2 blocks west on River street, 2 blocks west on High street, 1 block east on River street, 1 block east on High street.

Trading Area: 10 miles north, south and west, 5 miles east.

Wholesale Houses: Groceries, 4; Meats, 3; Fruits, 4; Hardware, 2; Dry Goods, 2; Miscellaneous lines, 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 9; dry goods, 8; department stores, 2; Electrical supplies, 6; furriers, 2; fruits, 15; furniture, 5; furriers, 5; garages (public), 10; grocers, 60; hardware, 6; jewelry, 6; meat markets, 25; men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 10; sporting goods, 6; stationers, 3; women's apparel, 10.

## PRINCE ALBERT, SASK., CAN.

1920 Population, 7,554 (Present 8,096).  
Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 2,000.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 6.  
Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On north Saskatchewan River. Division point on Canadian National Railway.

Principal Industries: Agriculture, cattle and hog raising, lumbering, ranching, fishing, Government stock yard located here. Packing plant and two creameries.

Manufacturing Establishments: P. Bevens packing plant and P. Bevens creamery and Prince Albert Creamery, Ltd.

Special Information: Prince Albert has a Dominion Land Office, and is the logical center for northern Saskatchewan.

Residential Features: Mostly detached houses belonging to residents. There are only two rows of houses in the city, and not more than a dozen apartment blocks.

Retail Shopping Section: Ten blocks adjoining Central avenue and Ilover street.

Trading Area: Prince Albert is the market and distributing center of northern Saskatchewan. It is especially the outfitting center for traders and trappers going into the north country, which is only settled for about 25 to 30 miles north.

Wholesale Houses: Groceries, 2; Meats, 1; Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 5; electrical supplies, 2; furriers, 1; fruits, 3; furniture, 3; furriers, 1; garages (public), 4; grocers, 23; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 10; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 22; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 1.

## REGINA, SASK., CAN.

1920 Population, 34,432.

Native Whites, 60%; Foreign Born, 40%; In-

dustrial Workers, 5%; English Reading, 90%; Families, 9,000.

Schools: Public Grade, 11; High, 2; Parochial, 3; Number of Pupils, 7,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 8; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.  
Banks: National, 9.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Total Number of seats, 5,400.

Location: Center of Saskatchewan, served by main lines of C. P. R. and C. N. R. Ten lines of railway radiating from the city.

Principal Industries: Oil refineries, wood working, printing, Center of the great wheat area and one of the largest agricultural distributing centers.

Manufacturing Establishments: 30. Imperial Oil, Ltd., Cushing Bros., Western Mfg. Co.

Special Information: Capital city of Saskatchewan with government headquarters. Large business and wholesale distribution over wide territory.

Residential Features: One family residences predominate. Some apartment houses. No tenements. Residential section has 1,500 homes averaging \$10,000 in value.

Retail Shopping Section: Extends from Albert street to Broad street, on 3 thoroughfares, with several outlying shopping areas, approximately 25 blocks.

Trading Area: Extends 60 miles north, south, east, and 20 miles west.

Wholesale Houses: Groceries, 5; Meats, 3; Fruits, 6; Hardware, 2; Miscellaneous lines, 60; Farm Implements, 30.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessen, 2; druggists, 27; dry goods, 9; department stores, 4; electrical supplies, 3; furriers, 7; furriers, 3; garages (public), 20; grocers, 76; hardware, 11; jewelry, 9; meat markets, 30; men's furnishings, 16; men's clothing, 16; merchant tailors, 3; milliners, 5; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 26; shoes, 10; sporting goods, 3; stationers, 5; women's apparel, 7.

## SASKATOON, SASK., CAN.

1920 Population, 25,739.

Native Whites, 83%; Negroes, 2%; Foreign Born, 15%; English Reading, 95%; Families, 6,500.

Schools: Public Grade, 13; High, 2; University, 1; Normal School, 1; Number of Pupils, 8,000.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 18.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 19,885.

Location: On South Saskatchewan River and C. P. R., C. N. R. and G. T. P. Rys. 480 miles west of Winnipeg, 370 miles southeast of Edmonton, 479 miles northeast of Calgary. Central geographical position makes it important distributing section for 48,000 square miles of famous wheat country.

Principal Industries: Milling, brick, foundries, brewery, wood-working plants, metal shingles, machine shops, carpet weaving, C. P. R. railway shops employing 1,500 men. Wholesale distributing houses of International Harvester Co., J. I. Case Threshing Machine Co., Advance Rmely Co., John Deere Plow Co., Massey Harris Co., Cockshut Plow Co.

Manufacturing Establishments: Quaker Oats Co., John East Foundry, Cushing Bros., wood-working, Machinery Manufacturers, Ltd., A. Stanley Jones Threshing Machine Co., Richardson Road Machinery Co.

Special Information: Saskatoon is the seat of the Provincial University, normal school. Has Government grain elevator with 3,500 bushel capacity, experimental farm. Judicial center of the province and its Dominion Lands and Land Titles office control a large district.

Residential Features: Mostly one family houses, private homes predominating. Fully sixty per cent of homes in Saskatoon are owned by occupants. Values average from \$4,500 to \$5,500 in ordinary residential districts.

Retail Shopping Section: Occupies an area of one and a half miles in length by one mile wide, and across the river, residential district known as Nutana, is Broadway about 10 blocks and Victoria avenue 10 blocks. There are numerous community stores scattered throughout the city.

Trading Area: 35 to 50 miles. Extensive business from further distances by reason of the excellent automobile roads.

Wholesale Houses: Groceries, 6; Meats, 3; Fruits, 5; Hardware, 2; Dry Goods, 7; Miscellaneous lines, Shoes, 2; Bakers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 21; automobile tire agencies, 25; bakers, 4; cigar stores and stands (including hotels), 45; confectioners (including hotel stands) 35; delicatessen, 5; dressmakers, 25; druggists, 19; dry goods, 12; department stores, 4; electrical supplies, 9; furriers, 4; furniture, 5; furriers, 2; garages (public), 18; grocers, 75; hardware, 10; jewelry, 15; meat markets, 20; merchant tailors, 13; men's clothing, 23; merchant tailors, 13; milliners, 8; opticians, 6; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 55; shoes, 12; sporting goods, 5; stationers, 4; women's apparel, 15.

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Title Insurance Bldg.  
LOS ANGELES

Securities Bldg.  
SEATTLE

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# Advertisers Attention!

Ten good reasons for using our cold process dry mats:

- Certified Dry Mats**
1. Are not affected by climatic changes.
  2. Do not sour or mold.
  3. Do not deteriorate before or after molding.
  4. Cannot blister.
  5. Do not buckle or wrinkle.
  6. Are molded with a minimum wear on the form.
  7. May be rolled for mailing after molding.
  8. Reproduce half-tones in all their details.
  9. Permit of last minute changes in the least possible time.
  10. Are inexpensive.

IN 1923 advertisers invested over six hundred millions of dollars in white space alone in the dailies of the United States.

Many additional millions of dollars were spent for the electros, stereos, and mats used in conjunction with this advertising.

National advertisers are naturally concerned with the proper reproduction of their advertisements. But to send electrotypes to a newspaper is to needlessly spend about two-thirds of the money involved.

Practically every daily newspaper in the U. S. having a circulation of 3,000 copies and over is printed from stereotypes. A properly made stereo will serve the advertiser's purpose as well as any electrotype and will save him two-thirds of his money.

Since practically every newspaper plant in the U. S. is equipped to cast its own plates, in a good many cases all that is necessary is to send out the advertising in the form of mats. This means a saving of additional thousands of dollars otherwise spent for metal and postage.

There is no good reason why your present electrotyper or stereotyper cannot supply you with American-made Certified Dry Mats. It will pay you to insist upon having stereos cast from Certified or to send out your ads in the form of molded Certified Dry Mats.

Why not ask your electrotyper or stereotyper to furnish you with samples of your work done with Certified?

**Certified Dry Mat Corporation**  
340 Madison Avenue, New York, N. Y.

"Made in America to Insure Quality and Service"









