

The WICHITA DAILY TIMES

Tells the World About Wichita Falls and North Texas

ONE OF THESE OR SIMILAR ADS APPEAR EACH MONTH IN PRINTERS INK, A NATIONAL WEEKLY JOURNAL FOR ADVERTISERS.

KNOW YOUR CITY AND NORTH TEXAS. CONDENSED INFORMATION. READ IT, KNOW IT AND TALK WICHITA FALLS ENTHUSIASTICALLY

Wichita Falls, Texas AN IMPORTANT Buying Center

One of the largest percentages of population increase in the United States.
1920 Census 40,079
1910 " " 8,200
389% increase in 10 years!
Reasons: railroad center; with lines in seven directions; wholesaling; manufacturing; farming; cattle raising; oil and natural gas.

National advertisers will profit to classify Wichita Falls with such cities as Dallas and Houston for all Texas campaigns.

Wichita Daily Times
Evening and Sunday Morning
Wichita Falls, Texas
A. B. C. Member

Reprint from Printer's Ink, issue of October 1, 1927

Wichita Falls, Texas IN The Fertile Valleys of the Big Wichita and Red Rivers

Wichita Falls is the commercial capital of a rich agricultural region in North Texas and Southern Oklahoma. This semi-arid territory is fertile and productive under present conditions—with abundant water absolutely assured by the completion of the five million dollar irrigation project. The Wichita Valley will produce cotton, grain and fruit on an enormous scale. Average value of agricultural products nearly fifty million dollars.

This rich territory produces:
188,777 bales of cotton, value \$22,972,100
8,088,060 bushels of wheat, value 7,978,898
2,748,196 bushels of corn, value 2,196,528
4,471,070 bushels of oats, value 2,785,528
2,238,838 bushels of grain sorghum, value 1,848,878
217,018 head of cattle, value 11,120,722
Total value \$48,047,090

Just another big reason why advertisers should include Wichita Falls in all Texas campaigns.
The Wichita Daily Times
Supreme in This Field
Average daily and Sunday net paid circulation now over
13,000
Wichita Falls, Texas

Reprint from Printer's Ink, issue of June, 1923

Wichita Falls, Texas THE OIL CENTER OF NORTH TEXAS

The oil industry is a steady, stable and colossal business. True, it has its peaks and valleys but never is there a striking of the mill. Like all industry in the oil industry it requires a great investment of capital, a vast organization for supplies, a constant effort and labor, giving employment to many thousands.

New pools are constantly being discovered and old oil producing areas extended so that the industry gains in volume.

OIL PRODUCTION FIGURES FOR WICHITA COUNTY

Year	1917	1918	1919	1920	1921	1922
Barrels	5,841,826	12,119,913	20,279,158	32,395,486	24,606,888	18,868,982

The refining industry is second only to that of crude oil production. There are 21 refineries at Wichita Falls and within a radius of 15 miles having a potential still capacity of more than 400,000 barrels daily. Solid tanks of tank cars, filled with gasoline, fuel oil and kerosene, leave Wichita Falls, Burdett and Wichita daily for the consuming centers in the North and East, and for the Gulf ports for export.

Here live the men who operate throughout this territory. Here are located supply houses and plants and shops manufacturing oil field tools and supplies.

Wichita Falls is the center of the oil industry in North Texas. Official maps show the proximity of the great oil producing areas in North Texas and southwestern Oklahoma to Wichita Falls. All the great oil fields are practically all within 100 miles of Wichita Falls.

An oil town is different from the average and from a manufacturing plant. It is situated in a city of much larger population. However, the price of crude oil there is always steady, certain in supply and an immediate demand for the product is guaranteed. Available as a rule, only in very large metropolitan centers.

Obviously Wichita Falls with its 40,000 population, its strategic location with oil refineries, its 13,000 circulation, is well equipped with all the advantages of larger population and facilities.

Please let us supply more complete information.

Wichita Daily Times
A. B. C. Member Evening and Sunday Morning
Wichita Falls, Texas

Reprint from Printer's Ink, issue February 25, 1926

Wichita Falls, Texas AN IMPORTANT Distributing Center

47 of the most prosperous counties in Northwest Texas and Southwestern Oklahoma can be served more advantageously and economically from Wichita Falls than from any other center.

Wichita Falls has all the advantages of what is known as the Texas "Common Point" freight rate and an additional great advantage over every other distributing center in its territory in lower local freight rates.

Traveling men cover this territory more quickly and economically from Wichita Falls. Freight rates are lower from Wichita Falls and orders can be received and shipments made more promptly.

In Wichita County alone the 1920 census showed 72,911. Every community in this county is connected with Wichita Falls as the center with paved highways, high tension electric lines, half-hourly motor service and other conveniences which make this population as one community.

The above are some of the "all meat" reasons why Wichita Falls is classed with centers like Houston and Dallas in all Texas campaigns.

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A. B. C. Member Evening and Sunday Morning
Wichita Falls, Texas

Reprint from Printer's Ink, issue of November 8, 1921

Wichita Falls, Texas AN IMPORTANT Population Center

90.1% Native-born White Americans
98.4% Literate
1920 Census ranks Wichita Falls 8th in Texas population:

City	1920 Census	1910 Census
Wichita Falls	40,079	8,200
Beaumont	40,422	20,640
Galveston	44,255	36,981
El Paso	77,560	39,279
Fort Worth	106,482	73,312
Houston	136,276	78,800
Dallas	158,976	92,104
San Antonio	161,879	96,614

Wichita Falls ranks with Dallas and Houston as a distributing center. Railroads radiating in seven directions. Lower freight rates to many important points.

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Reprint from Printer's Ink, issue of August 15, 1922

Wichita Falls, Texas AN IMPORTANT Shipping Center

The following usable marketing information establishes the logic of classifying Wichita Falls with such cities as Dallas and Houston in all Texas campaigns. Freight rates for less than carload lots between Dallas and Wichita Falls to points in Texas:

Point	Rate
Abilene	1.75
Addicks	2.00
Albany	2.25
Albion	2.50
Albion	2.75
Albion	3.00
Albion	3.25
Albion	3.50
Albion	3.75
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Albion	4.50
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Albion	38.50
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Albion	39.00
Albion	39.25
Albion	39.50
Albion	39.75
Albion	40.00

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A. B. C. Member Evening and Sunday Morning
Wichita Falls, Texas

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Average Net Paid Circulation of WICHITA DAILY TIMES OVER 13,000

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