

The Average IOWA Housewife



THE average Iowa housewife is a daily newspaper reader. She steps from an automobile when she shops or attends the matinee. Her clothes are in the mode. Her children are healthy and happy and regularly attend one of the many thousands of modern, well equipped schools and colleges in Iowa. (Iowa leads all other states in low percentage of illiteracy). And through her, are these children supplied with the necessities and luxuries of life.

Iowa is indeed a wonderful market in which to merchandise your products.

For example, she represents 380,000 homes furnished with electric light and power, 161,000 homes using gas, and practically as many homes with modern bath, running water and modern heat. Less than one-half of the 380,000 homes in Iowa using electricity are now using electric irons; less than one-fifth are using fans, toasters, vacuum cleaners, etc.

Many thousands more of her represent sufficient buying power to acquire all these things, and more. The 1924 IOWA crop value of 564 million dollars is an increase of 10 per cent over 1923.

The average Iowa housewife is the buying representative of an above-the-average family. She represents purchasing power and is in the market for the best the market produces. She is a shrewd buyer, but unhesitating in her selection of advertised commodities with apparent value and utility. She reads the Iowa dailies, and is open to conviction.

Speak to This Lady

Through Iowa's Daily Newspapers

Keep in mind, always, that this lady represents ABOVE-THE-AVERAGE purchasing power. She is a preferred prospect for all merchandise that enters or affects the prosperous homes.

As such, she buys, or influences the buying, of such particulars as Wearing Apparel, Furniture, Foodstuffs, Home Decorations, Automobiles, Musical Instruments, Soaps, Toilet Preparations, Plumbing, Paints and Varnishes, Floor and Wall Coverings, Cooking Utensils, Tablewear, Jewelry, Toys and Games, Educational Facilities, Heating, Lighting, Fixtures and Appliances. And so on ad infinitum.

This average Iowa housewife spends more money annually for Iowa daily newspapers than she does for 9 national magazines. 2 state and 7 national farm papers and 4 woman's national magazines combined.

Speak to her through her chosen medium.

There are approximately 550,000 families in the state of Iowa. The combined Iowa circulation of the Iowa daily newspapers listed below is 580,272—indicating complete coverage and very little duplication.

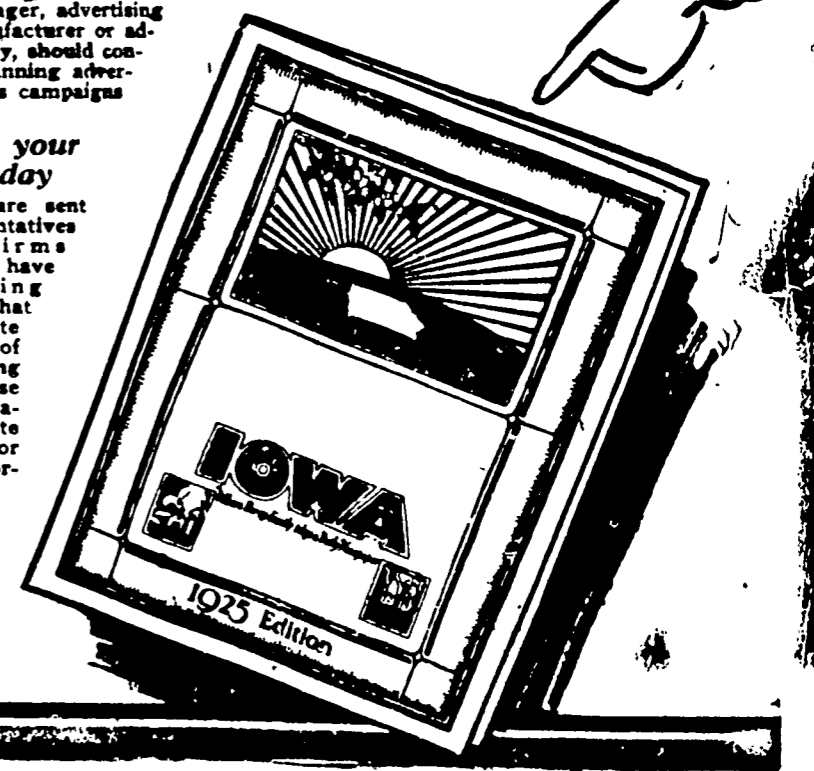
The combined rate of all 31 papers is but \$1.82 per line. Where can your advertising dollar buy more? Advertise and SELL in Iowa through the daily papers.

Send for FREE BOOK

The new 1925 "IOWA" book gives specific information that any sales manager, advertising manager, manufacturer or advertising agency, should consider when planning advertising and sales campaigns in Iowa.

Write for your copy today

These books are sent free to representatives of business firms (only) who have merchandising problems that could or do relate to the State of Iowa. In writing for a booklet use your business stationery and state your reason for asking for information.



Your "Iowa Daily" Advertising Dollars Buy These Merchandising Services—In Addition to Full Value in Newspaper Space

Standards of Merchandising Practice of The Iowa Daily Press Association

1. We will study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.
2. We will be prepared to furnish a complete and accurate list of retail grocers, retail druggists and other lines of retail business both in the newspaper's home city and in the more important towns in the suburban territory covered by the newspaper's circulation.
3. We will introduce the advertiser's salesman to a number of the key retailers and to advise the advertiser as to relative sales standing of competitive products.
4. We will urge retailers to feature displays of nationally advertised products in their windows, and to furnish the advertiser with the names of stores who will make use of window displays. The newspaper is not, however, to be expected to trim windows. Newspapers having special display windows will give the advertiser the use of these windows for a specified week.
5. We will make market investigations for prospective advertisers, but will insist that the identity of the proposed advertiser be first made known.
6. We will urge local retailers to mention the advertiser's product in their own ads, thus tying up with the campaign.
7. We will on receipt of contract, if desired, send a multigraphed letter to a list of retailers in their territory telling of the campaign, furnishing the stationery without charge to the advertiser. The advertiser is in turn expected to repay the newspaper for postage, multigraphing and other incidental expense.

Ames Tribune
Atlantic News-Telegraph
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette
Centerville Iowegian & Citizen
Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Register and Tribune-News

Des Moines Capital
Dubuque Telegraph-Herald
Dubuque Times-Journal
Fort Dodge Messenger and Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times-Republican
Mason City Globe-Gazette & Times

Muscatine Democrat & News-Tribune
Newton News
Oswego Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune
Webster City Freeman Journal

The Iowa Daily Press Association
COUNCIL BLUFFS, IOWA

IOWA is FIRST in

