



Barry Lawrence Ruderman Antique Maps Inc.

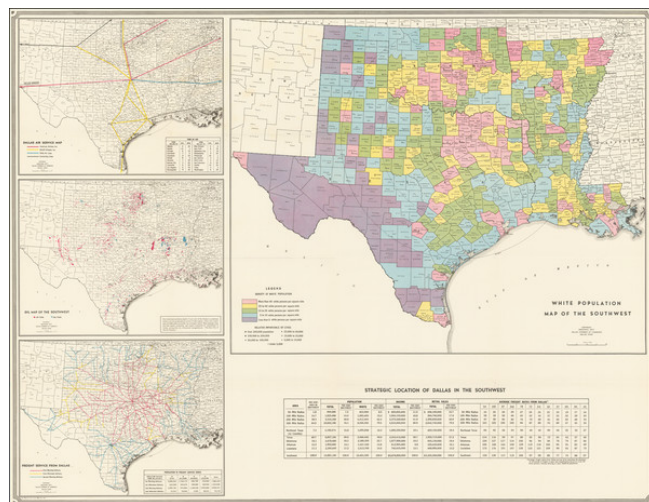
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White Population of the Southwest -- The Dallas Market

Stock#: 69331
Map Maker: American Map Company
Date: 1940 circa
Place: Dallas
Color: Color
Condition: VG+
Size: 49 x 23 inches
Price: SOLD



Description:

Racialized promotional pamphlet and map produced by the Industrial Department of the Dallas Chamber of Commerce. The material was published in or around 1940 in an attempt to entice businesses to bring their products to the Dallas market.

The large mapsheet includes four maps in total "White Population of the Southwest", "Dallas Air Service Map", "Oil Map of the Southwest", "Freight Service from Dallas".

An accompanying typescript handbill is titled "Dallas Ranked Third in the Nation in Family Income" and includes the following introductory passage:

In its 1939 Survey of Buying Power, SALES MANAGEMENT magazine, nationally recognized authority on marketing information, ranks Dallas third in the Nation in effective buying income per family, second in income per white family. Dallas families, regardless of color, have an average of \$3,582 each to spend annually; Dallas white families have an average of \$3,966.

Altogether the map and pamphlet reflect the highly racialized nature of economics and commerce in Texas in the 1930s and '40s; they give the impression that businesses were only interested in selling to whites and that the purchasing power of the local black and Latino population was barely worth discussing.

Detailed Condition: