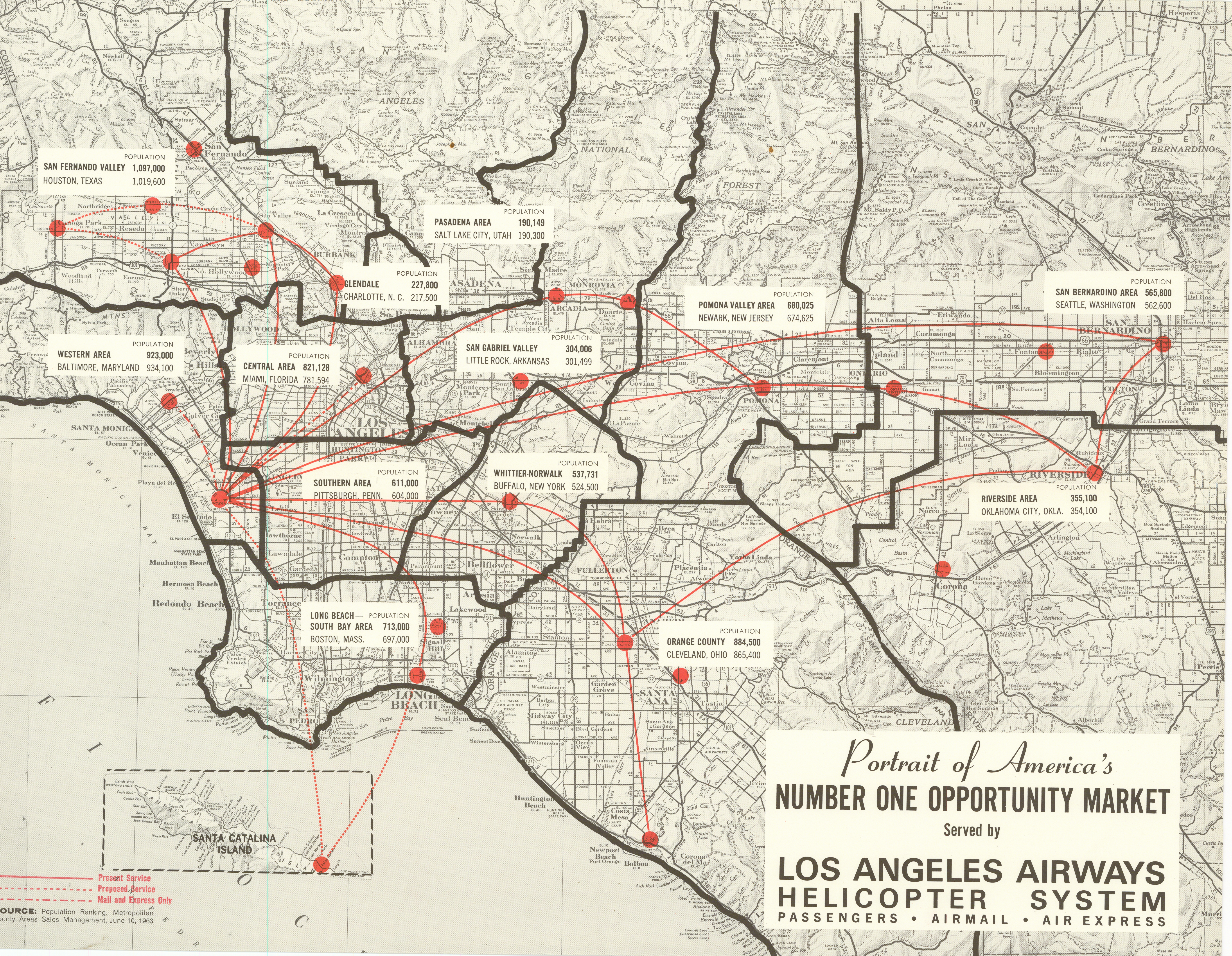




SAN FERNANDO VALLEY
POPULATION 1,097,000
HOUSTON, TEXAS 1,019,600

PASADENA AREA
POPULATION 190,149
SALT LAKE CITY, UTAH 190,300

GLENDALE
POPULATION 227,800
CHARLOTTE, N. C. 217,500

POMONA VALLEY AREA
POPULATION 680,025
NEWARK, NEW JERSEY 674,625

SAN BERNARDINO AREA
POPULATION 565,800
SEATTLE, WASHINGTON 562,600

WESTERN AREA
POPULATION 923,000
BALTIMORE, MARYLAND 934,100

CENTRAL AREA
POPULATION 821,128
MIAMI, FLORIDA 781,594

SAN GABRIEL VALLEY
POPULATION 304,006
LITTLE ROCK, ARKANSAS 301,499

SOUTHERN AREA
POPULATION 611,000
PITTSBURGH, PENN. 604,000

WHITTIER-NORWALK
POPULATION 537,731
BUFFALO, NEW YORK 524,500

LONG BEACH — SOUTH BAY AREA
POPULATION 713,000
BOSTON, MASS. 697,000

ORANGE COUNTY
POPULATION 884,500
CLEVELAND, OHIO 865,400

RIVERSIDE AREA
POPULATION 355,100
OKLAHOMA CITY, OKLA. 354,100

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SOURCE: Population Ranking, Metropolitan County Areas Sales Management, June 10, 1963