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U. S. DEPARTMENT OF COMMERCE

ROY D. CHAPIN, SECRETARY

U. S. BUREAU OF THE CENSUS

W. M. STEUART, DIRECTOR

FIFTEENTH CENSUS OF THE UNITED STATES : 1930

DISTRIBUTION

VOLUME I

RETAIL DISTRIBUTION

PART I—SUMMARY FOR THE UNITED STATES, AND STATISTICS FOR
COUNTIES AND INCORPORATED PLACES OF 1,000
POPULATION AND OVER

PREPARED UNDER THE SUPERVISION OF ROBERT J. McFALL
CHIEF STATISTICIAN FOR DISTRIBUTION

And JOHN GUERNSEY, In Charge of Retail Distribution



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UNITED STATES
GOVERNMENT PRINTING OFFICE

WASHINGTON : 1933

CENSUS OF DISTRIBUTION REPORTS

FIFTEENTH DECENNIAL CENSUS, 1930

Volume I.—RETAIL DISTRIBUTION:

- Part 1.—SUMMARY BY STATES, COUNTIES, AND INCORPORATED PLACES OF 1,000 POPULATION AND OVER.
- Part 2.—REPORTS BY STATES—ALABAMA THROUGH NEW HAMPSHIRE—WITH STATISTICS FOR CITIES OF 30,000 POPULATION AND OVER, AND A SUMMARY FOR THE UNITED STATES.
- Part 3.—REPORTS BY STATES—NEW JERSEY THROUGH WYOMING—WITH STATISTICS FOR CITIES OF 30,000 POPULATION AND OVER, AND A SUMMARY FOR THE UNITED STATES.

Volume II.—WHOLESALE DISTRIBUTION—STATE REPORTS WITH STATISTICS FOR CITIES, AND A SUMMARY FOR THE UNITED STATES INCLUDING COUNTY STATISTICS.

Volume III.—SPECIAL TRADE REPORTS:

- Part 1.—TRADE REPORTS ON RETAIL DISTRIBUTION, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.
- Part 2.—TRADE REPORTS ON WHOLESALE DISTRIBUTION, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.
- Part 3.—REPORTS ON THE DISTRIBUTION OF AGRICULTURAL COMMODITIES, BASED ON COMMODITIES HANDLED OR FUNCTIONAL OPERATIONS.

CONSTRUCTION INDUSTRY—REPORTS BY STATES WITH STATISTICS FOR COUNTIES, AND FOR CITIES OF 100,000 POPULATION AND OVER, A SUMMARY FOR THE UNITED STATES, AND A STUDY OF THE LOCATION AND AGENCIES OF THE CONSTRUCTION INDUSTRY (ONE VOLUME).

Miscellaneous Reports:

- CENSUS OF HOTELS.
- PRODUCTS OF MANUFACTURING INDUSTRIES BY KIND, QUANTITY, AND VALUE.
- RETAIL CHAINS.
- DISTRIBUTION OF SALES OF MANUFACTURING PLANTS (ONE VOLUME)

LETTER OF TRANSMITTAL

DEPARTMENT OF COMMERCE,
BUREAU OF THE CENSUS,
Washington, D. C., February 20, 1933.

SIR: I transmit herewith Part I of Volume I of the Fifteenth Census Reports on Distribution. This volume contains statistics on retail distribution and consists of three parts, as follows: (1) Summary for the United States, and Statistics for Counties and Incorporated Places of 1,000 Population and Over, (2) Reports by States, Alabama to New Hampshire, (3) Reports by States, New Jersey to Wyoming.

The census of distribution, taken in 1930 in conformity with the act providing for the Fifteenth Decennial Census, approved June 18, 1929, covers operations during the calendar year 1929. The results of this census are contained in three volumes as follows: Volume I (Parts 1, 2, and 3), Retail Distribution by States, with Statistics for Counties and Cities and a Summary for the United States; Volume II, Wholesale Distribution by States with Statistics for Cities and a Summary for the United States, including County Statistics; Volume III, Special Trade Reports on Retail and Wholesale Distribution and the Distribution of Agricultural Commodities—based on commodities handled and/or functional operations.

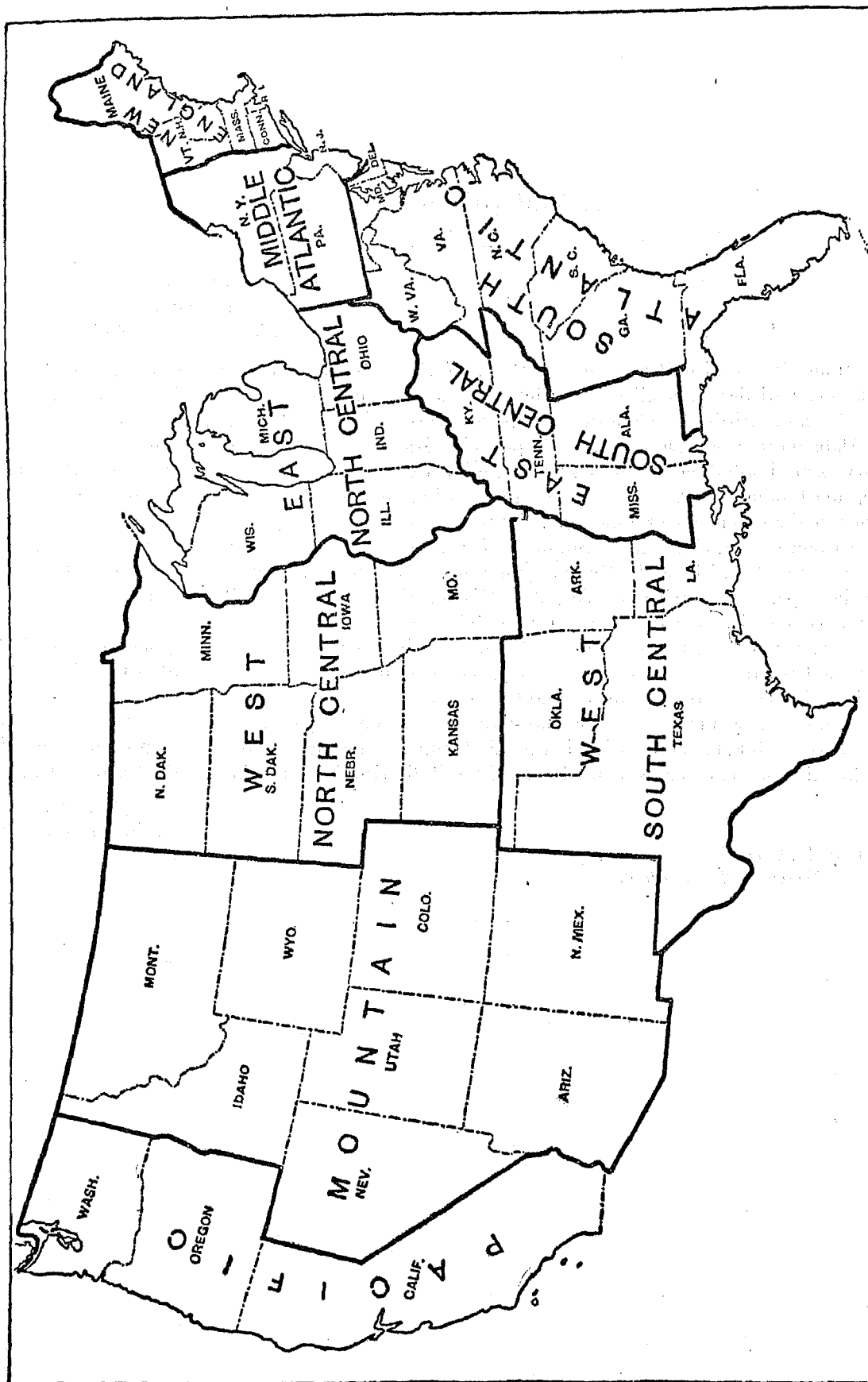
A census of the construction industry and census of hotels were taken in conjunction with the census of distribution, and the results are contained in separate volumes on each of these subjects. A volume entitled "Distribution of Sales of Manufacturing Plants" was also published.

The collection and compilation of these statistics, and the preparation of this volume were under the supervision of Robert J. McFall, chief statistician for distribution, and W. A. Ruff, assistant chief statistician, and under the direction of John Guernsey, in charge of retail distribution, and Charles F. Beach, assistant.

W. M. STEUART,
Director of the Census.

Hon. ROY D. CHAPIN,
Secretary of Commerce.

MAP OF UNITED STATES SHOWING GEOGRAPHIC DIVISIONS



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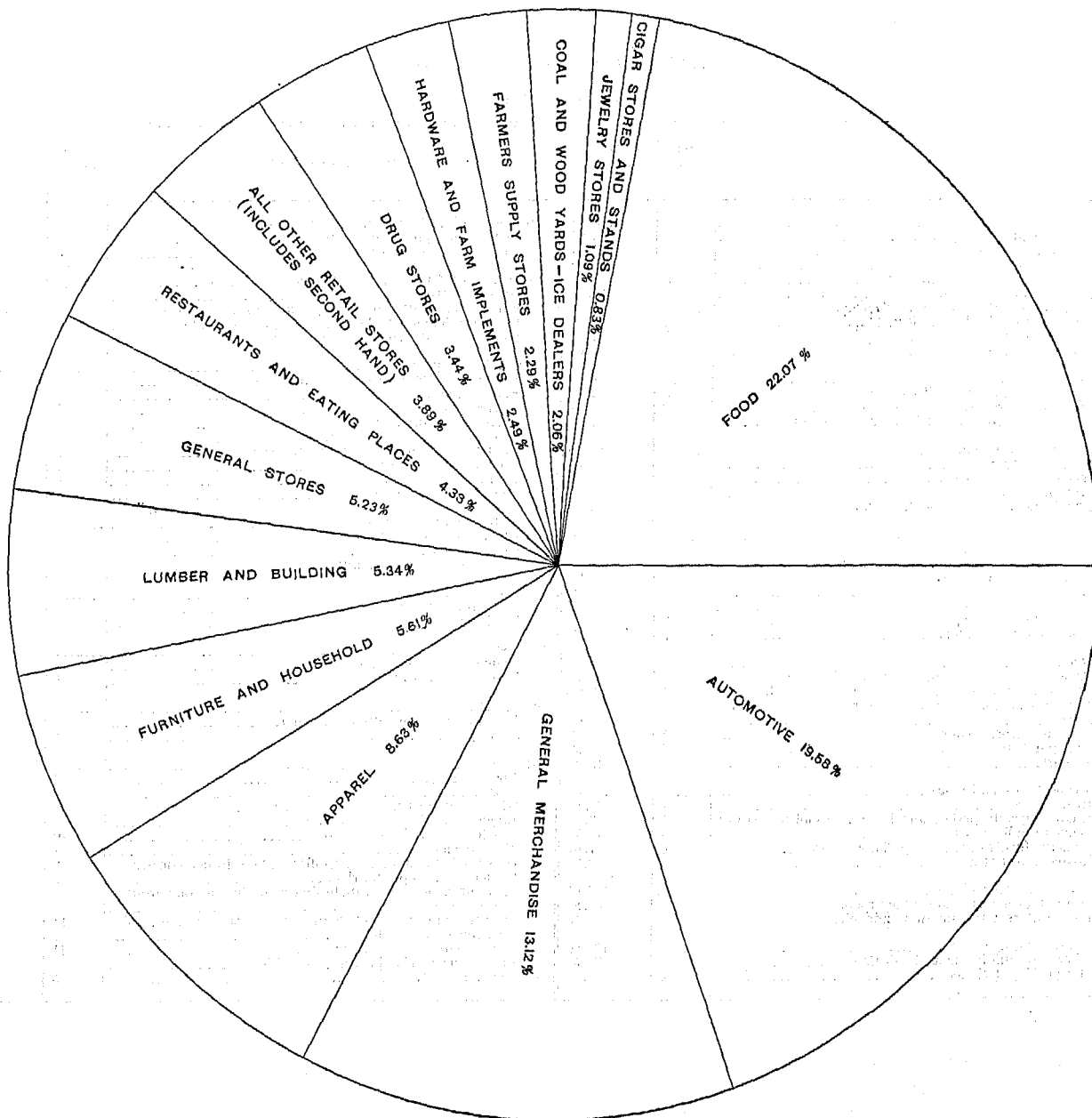
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SALES OF EACH GROUP OF STORES

SALES OF EACH GROUP OF STORES IN PROPORTION TO THE SALES OF ALL STORES IN THE UNITED STATES



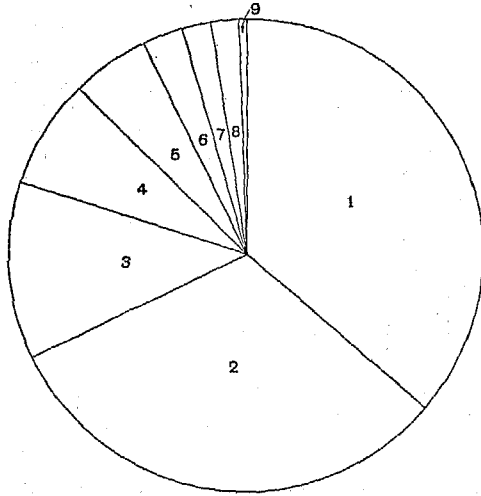
(1,543,158 stores with sales of \$40,114,653,269)

KEY TO GROUP CHARTS

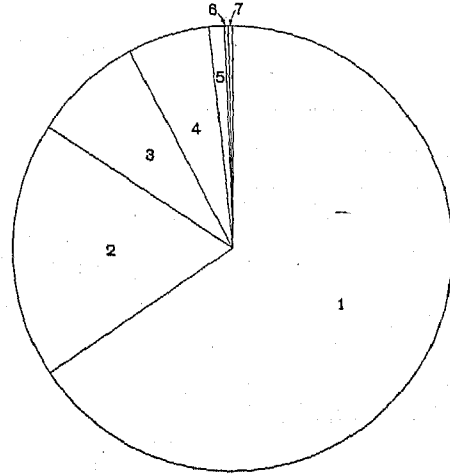
(Shown on opposite page)

KIND OF BUSINESS	Code number	Per cent of group totals	KIND OF BUSINESS	Code number	Per cent of group totals
Food group		100.00	Lumber and building group—Continued.		
Candy and confectionery stores.....	5	5.27	Heating and plumbing shops.....	2	12.75
Dairy products stores.....	4	7.36	Paint and glass stores.....	3	7.46
Delicatessen stores.....	8	1.89	Hardware and farm implement stores.		100.00
Fruit stores and vegetable markets.....	6	2.85	Hardware stores.....	1	57.66
Grocery stores (without meats).....	2	31.83	Farm implements, machinery and equipment dealers.....	3	14.29
Combination stores (groceries and meats).....	1	36.02	Farm implement dealers with hay, grain, and feed.....	2	3.82
Meat markets (including sea foods).....	3	12.34	Hardware and farm implement stores.....	2	24.23
Bakeries—caterers.....	7	1.85	Farmers' supply stores.		100.00
Other food stores.....	9	.68	Feed stores (flour, feed, grain, fertilizer).....	1	42.02
General stores.		100.00	Fertilizer stores.....	5	1.04
General stores—groceries with apparel.....	3	4.32	Harness shops.....	8	1.45
General stores—groceries with dry goods.....	2	27.74	Farmers' supply stores.....	7	1.51
General stores—groceries with other merchandise.....	1	67.94	Seeds, bulbs, and nursery stock.....	4	6.31
General merchandise group.		100.00	Cooperages—barrels, boxes, crates, casks.....	9	.26
Department stores.....	1	67.51	Coal and feed stores.....	2	25.71
Dry goods stores—piece goods stores.....	3	10.29	Grain elevators (sales at retail).....	6	1.56
General merchandise stores.....	4	8.17	Feed stores with groceries.....	3	18.34
Variety, 5-and-10, and to-a-dollar stores.....	2	14.03	Cigar stores and cigar stands.		100.00
Automotive group.		100.00	Cigar stores with fountains.....	3	10.91
Motor vehicle dealers.....	1	65.46	Cigar stands.....	2	23.89
Automobile dealers with farm implements and machinery.....	5	1.18	Cigar stores without fountains.....	1	65.20
Accessories, tires, and batteries.....	4	6.23	Coal and wood yards—ice dealers.		100.00
Filling stations.....	2	18.59	Coal and wood yards.....	1	91.76
Motor cycles, bicycles, and supplies.....	6	.21	Ice dealers.....	2	8.24
Garages and repair shops.....	3	8.16	Drug stores.		100.00
Other automotive establishments.....	7	.17	Drug stores without fountains.....	2	32.01
Apparel group.		100.00	Drug stores with fountains.....	1	67.99
Men's and boys' clothing and furnishings stores.....	1	28.12	Jewelry stores.		100.00
Family clothing stores—men's, women's and children's.....	4	13.02	Jewelry stores (installment credit).....	2	17.42
Women's ready-to-wear specialty stores—apparel and accessories.....	2	25.65	Jewelry stores.....	1	82.58
Women's accessories stores.....	5	9.26	All other stores.		100.00
Other apparel stores.....	6	4.92	Book stores.....	6	6.12
Shoe stores.....	3	19.03	Florists.....	3	0.22
Furniture and household group.		100.00	Gifts—novelties and toys—cameras.....	7	5.33
Furniture stores.....	1	54.84	Luggage and leather goods stores.....	13	2.77
Floor coverings, draperies, curtains, and upholstery stores.....	5	3.35	Music stores (without radio).....	10	2.86
Household appliances stores.....	3	13.78	News dealers.....	4	7.84
Other home furnishings and appliances stores.....	4	7.64	Office, school, and store supplies and equipment dealers.....	2	16.95
Radio and music stores.....	2	20.39	Opticians and optometrists.....	12	2.62
Restaurants and eating places.		100.00	Sporting goods stores including athletic and playground equipment.....	9	3.43
Restaurants, cafeterias, and lunch rooms.....	1	84.85	Scientific and medical instruments and supplies, at retail.....	14	1.63
Lunch counters, refreshment stands, etc.....	2	15.15	Stationers and printers.....	8	4.88
Lumber and building group.		100.00	Monuments and tombstones.....	11	2.55
Lumber and building material dealers.....	1	75.59	Miscellaneous classifications (combined).....	1	26.71
Electrical shops (without radio).....	4	4.20	Secondhand stores.....	5	7.75

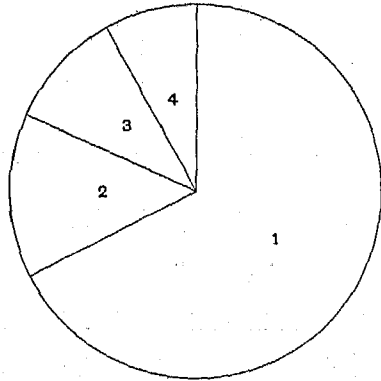
WHERE THE RETAIL DOLLAR IS SPENT



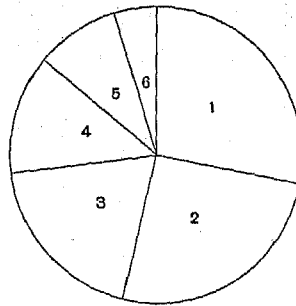
FOOD GROUP



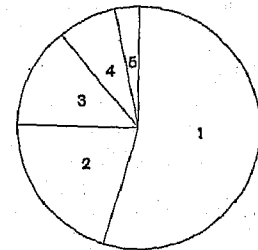
AUTOMOTIVE GROUP



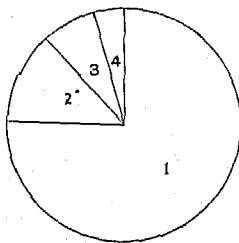
GENERAL MERCHANDISE GROUP



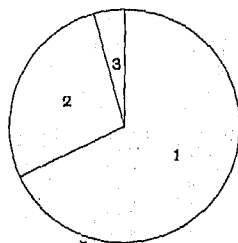
APPAREL GROUP



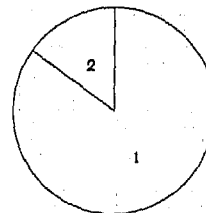
FURNITURE AND HOUSEHOLD GROUP



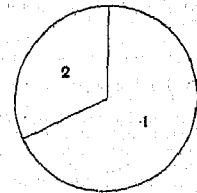
LUMBER AND BUILDING GROUP



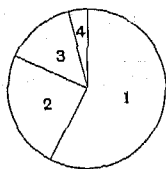
GENERAL STORES



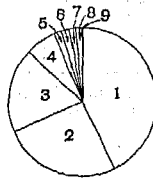
RESTAURANTS AND OTHER EATING PLACES



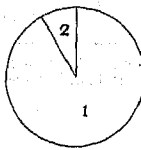
DRUG STORES



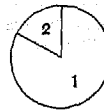
HARDWARE AND FARM IMPLEMENT STORES



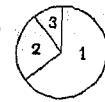
FARMERS' SUPPLIES



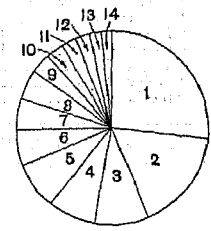
COAL AND WOOD YARDS - ICE DEALERS



JEWELRY STORES



CIGAR STORES AND STANDS



ALL OTHER STORES

Key to code number shown on opposite page

RETAIL DISTRIBUTION

STANDARD SUMMARY OF RETAIL

	UNITED STATES	NEW ENGLAND DIVISION						MIDDLE ATLANTIC DIVISION		
		Maine	New Hampshire	Vermont	Massachusetts	Connecticut	Rhode Island	New York	New Jersey	Pennsylvania
1 Population.....	122,775,046	797,423	465,293	859,611	4,240,614	1,008,903	687,497	12,588,066	4,041,334	9,631,350
2 Ratio of retail workers to total population (per cent).....	4.90	4.80	5.0	4.94	6.07	5.6	6.01	6.04	5.07	6.25
3 Counties.....	3,074	16	10	14	14	8	5	62	21	67
4 Cities of 10,000 to 30,000.....	644	7	8	8	44	12	10	47	33	72
5 Cities of more than 30,000.....	310	2	2		29	8	4	22	22	20
6 Number of retail stores.....	1,543,158	11,091	6,557	5,189	54,183	22,202	9,542	190,017	60,010	135,275
7 Total annual sales (in thousands of dollars).....	\$40,114,653	\$307,027	\$184,285	\$162,175	\$2,054,976	\$768,510	\$318,295	\$7,070,414	\$1,843,545	\$3,803,941
8 Per cent of credit sales to total sales.....	34.29	30.65	28.14	34.08	32.60	34.20	34.22	31.00	32.17	32.67
9 Full-time employees.....	3,833,581	22,925	13,643	10,278	177,214	68,934	27,281	513,434	126,751	317,099
10 Part-time employees.....	676,559	5,000	3,288	2,171	32,625	10,611	5,311	71,253	22,227	56,045
11 Proprietor owners (not included above).....	1,510,607	10,370	6,364	5,312	48,294	19,794	8,749	175,697	55,959	132,931
12 Proportion of part-timers to total employees.....	Per cent 13 to 14	Per cent 12 to 15	Per cent 15 to 18	Per cent 11 to 14	Per cent 14 to 10	Per cent 13 to 16	Per cent 15 to 10	Per cent 11 to 12	Per cent 13 to 14	Per cent 13 to 15
13 Extreme variation in seasonal employment.....	7	11	9	7	7	6	4	7	5	8
14 Proportion of men and women employees:										
15 Men.....	68	69	72	73	65	71	70	67	73	65
16 Women.....	32	31	28	27	35	29	30	33	27	35
17 Total annual pay roll (in thousands of dollars).....	\$5,189,670	\$28,012	\$16,786	\$12,763	\$241,100	\$87,199	\$36,183	\$792,285	\$193,503	\$411,939
18 Average annual salary per full-time employee.....	\$1,312	\$1,174	\$1,177	\$1,197	\$1,315	\$1,429	\$1,281	\$1,506	\$1,483	\$1,257
19 Average wage cost (per cent of sales).....	Per cent 14.28	Per cent 12.86	Per cent 13.05	Per cent 12.13	Per cent 14.65	Per cent 14.01	Per cent 14.83	Per cent 14.84	Per cent 14.72	Per cent 14.90
20 Average rental cost (per cent of sales).....	4.17	2.81	2.95	2.21	4.29	4.32	4.09	5.48	5.08	4.60
21 Average operating expenses (per cent of sales).....	24.83	22.02	21.70	20.14	26.28	25.65	25.50	26.77	25.53	25.94
22 Proportion of sales in leased premises to total sales.....	72.19	65.67	67.82	62.47	79.94	64.22	75.52	78.26	71.02	62.38
23 Proportion of total sales—										
24 By single-store independents.....	64.11	72.60	70.44	73.35	60.55	68.23	64.99	63.82	68.03	63.79
25 By local multiunit independents.....	8.84	7.48	10.52	7.78	13.70	7.89	9.68	9.72	7.48	9.50
26 By local chains.....	6.71	2.73	2.99	1.51	6.45	5.79	8.19	9.22	7.68	6.20
27 By sectional and national chains.....	12.62	10.43	12.67	8.91	16.36	15.27	15.00	13.43	13.74	15.01
28 By all other types of operation.....	7.82									
29 Proportion of total sales—										
30 By stores selling entirely for cash.....	34.93	33.67	37.70	25.30	39.16	39.82	37.58	46.82	42.91	38.82
31 1 to 50 per cent credit.....	30.73	35.81	33.55	40.82	27.93	24.90	29.57	21.63	25.11	27.25
32 More than 50 per cent credit.....	34.34	30.52	28.74	33.88	32.91	35.28	32.87	31.55	31.98	33.93
33 Proportion of stores with sales of less than \$10,000.....	43.60	41.11	40.68	41.13	39.59	40.55	47.02	37.79	41.87	51.51
34 Proportion of total sales.....	5.69	6.05	5.87	5.41	4.48	5.23	5.92	4.54	5.65	7.02
35 Proportion of stores with sales between \$10,000 and \$30,000.....	31.51									
36 Proportion of total sales.....	17.59									
37 Proportion of stores with sales between \$30,000 and \$200,000.....	28.01	24.41	26.07	26.77	25.00	25.33	20.09	24.37	22.42	10.03
38 Proportion of total sales.....	45.25	33.63	35.67	36.74	41.78	40.37	37.46	40.20	45.08	42.41
39 Proportion of stores with sales between \$200,000 and \$1,000,000.....	1.68									
40 Proportion of total sales.....	19.13									
41 Proportion of stores with sales of more than \$1,000,000.....	.14	.05	.03		.22	.15	.25	.21	.13	.10
42 Proportion of total sales.....	12.34	2.79	1.23		17.61	8.89	17.31	18.89	9.68	16.16
43 Proportion of stores which are proprietorships.....	84.07	83.00	85.40	86.91	78.99	78.7	82.71	81.96	81.88	88.41
44 Proportion of business by such stores.....	51.40	54.97	65.19	66.96	40.70	44.8	42.63	44.93	48.34	54.89
45 Proportion of stores which are corporations.....	15.77	16.79	14.37	12.97	20.94	21.2	17.24	17.98	18.07	11.50
46 Proportion of business by such stores.....	48.23	44.29	33.80	32.22	59.13	55.1	57.29	54.87	51.52	44.95
47 Proportion of stores which are cooperatives.....	.10									
48 Proportion of business by such stores.....	.37									
49 Sales by kind of business groups ¹	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
50 Food group ¹	22.07	23.65	27.47	20.90	27.05	26.56	26.41	25.06	30.69	24.78
51 General stores (country general stores).....	5.23	6.85	5.44	10.25	.68	.99	.63	1.02	.71	3.99
52 General merchandise group.....	13.12	8.60	8.70	7.24	14.78	10.88	13.30	11.95	10.18	16.01
53 Apparel group.....	8.63	8.72	7.27	5.89	9.46	9.89	9.46	13.30	8.27	9.62
54 Automotive group.....	19.53	21.25	21.79	24.08	16.75	18.95	17.54	13.40	17.94	16.50
55 Furniture and household group.....	6.91	4.54	4.61	4.03	4.92	6.45	5.73	6.63	5.89	6.08
56 Restaurant group.....	4.33	2.54	3.21	2.15	4.76	3.76	3.95	6.34	3.79	3.63
57 Lumber and building group.....	5.34	4.73	4.45	4.70	4.09	6.38	6.25	4.27	6.87	4.60
58 Hardware and farm implement stores.....	2.50	3.17	2.49	3.71	1.51	1.67	1.70	1.64	1.97	1.85
59 Farmers' supply stores.....	2.29	5.03	3.96	7.35	1.85	2.06	1.34	1.52	1.80	1.81
60 Book stores.....	.24	.13	.22	.14	.24	.24	.12	.51	.07	.18
61 Cigar stores and cigar stands.....	.83	.48	.28	.43	.60	.74	.67	1.32	.83	1.03
62 Coal and wood yards—ice dealers.....	2.06	3.34	3.13	3.12	4.53	3.71	4.22	2.88	3.71	2.01
63 Drug stores.....	3.44	3.33	3.70	2.77	3.13	2.97	3.53	2.88	2.74	2.98
64 Jewelry stores.....	1.09	.79	.73	.74	1.18	1.15	1.24	1.71	.76	1.20
65 All other stores.....	3.64	2.85	2.54	2.40	4.48	3.65	3.86	5.57	3.98	3.84

¹ Food store sales are not entirely sales of food. Other commodities are sold as well. The same is true of other kinds of stores. Sales classified by commodities can be computed from commodity tables in each State report. The summary above is by kinds of business, not by commodities.

FACTS—NATIONAL AND BY STATES

EAST NORTH CENTRAL DIVISION					WEST NORTH CENTRAL DIVISION							SOUTH ATLANTIC DIVISION		
Ohio	Indiana	Illinois	Michigan	Wisconsin	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Delaware	Maryland	
6,646,697 5.26	3,238,503 5.01	7,630,654 5.79	4,842,325 4.98	2,939,006 5.03	2,563,953 4.90	2,470,939 4.85	3,620,367 5.26	630,845 3.79	602,840 4.41	1,377,963 4.95	1,880,900 5.03	238,280 5.40	1,031,526 4.97	1 2
88 36 23	92 21 13	102 85 20	83 25 15	71 17 10	87 11 3	99 14 7	115 11 5	53 4 1	60 5 1	93 6 2	105 8 3	3 1	24 3 3	3 4 5
83,717 \$2,864,831 38.16	41,618 \$1,222,384 32.80	96,900 \$3,711,903 29.90	55,958 \$2,226,308 36.09	39,474 \$1,237,442 33.83	30,725 \$1,051,930 34.89	32,716 \$972,136 32.01	47,039 \$1,448,220 32.23	8,077 \$234,540 84.91	8,845 \$255,197 27.34	17,637 \$562,944 30.70	25,605 \$744,686 35.09	3,688 \$103,612 38.47	21,082 \$610,573 37.36	6 7 8
229,870 41,163 78,846	100,677 20,631 41,058	206,785 52,471 92,936	161,245 26,413 53,540	88,535 20,806 38,571	81,720 14,527 30,903	70,538 18,409 33,470	123,694 20,268 46,958	14,297 3,485 8,017	16,400 5,106 9,013	39,780 10,012 18,474	54,605 13,520 26,412	7,774 1,080 3,417	53,460 7,492 20,162	9 10 11
Per cent 13 to 15 7	Per cent 15 to 17 5	Per cent 12 to 14 9	Per cent 12 to 13 4	Per cent 15 to 17 0	Per cent 12 to 14 7	Per cent 17 to 10 6	Per cent 12 to 14 5	Per cent 14 to 16 8	Per cent 10 to 22 5	Per cent 17 to 10 5	Per cent 16 to 17 8	Per cent 15 to 18 7	Per cent 11 to 12 8	12 13
04 36 \$318,273 \$1,341	60 34 \$125,966 \$1,206	04 36 \$440,280 \$1,438	67 33 \$241,870 \$1,459	67 33 \$121,077 \$1,311	04 36 \$102,816 \$1,223	67 33 \$86,094 \$1,164	87 33 \$153,142 \$1,200	71 29 \$17,931 \$1,203	69 31 \$20,650 \$1,181	60 31 \$40,078 \$1,103	71 29 \$66,612 \$1,165	73 27 \$9,842 \$1,218	69 31 \$64,202 \$1,170	14 15 16 17
Per cent 14.04 4.10 25.50 75.70	Per cent 14.11 3.65 23.73 71.37	Per cent 15.16 4.60 26.77 75.60	Per cent 14.10 4.03 24.64 72.18	Per cent 13.54 3.68 23.52 57.93	Per cent 13.32 3.54 23.38 66.68	Per cent 12.72 2.94 21.82 69.35	Per cent 14.14 3.59 24.09 75.33	Per cent 11.59 2.73 20.71 64.04	Per cent 12.16 2.49 20.41 62.25	Per cent 12.00 2.98 21.48 69.24	Per cent 12.06 2.68 21.63 68.28	Per cent 33.07 3.76 21.87 56.54	Per cent 13.80 3.64 24.37 62.58	18 19 20 21
66.08 8.01 6.61 14.51	68.20 7.02 5.24 13.25	59.57 9.21 8.00 13.42	64.18 8.33 7.97 14.40	67.43 7.43 5.73 10.30	63.66 7.78 3.16 9.00	62.89 6.70 4.77 9.79	59.17 4.73 2.56 12.38	63.11 4.73 3.48 10.20	62.54 5.12 3.48 10.31	65.69 7.28 4.61 7.01	62.90 7.34 6.13 9.39	70.60 0.67 1.33 14.39	67.10 6.64 0.87 12.60	22 23 24 25
30.96 32.72 36.32	34.50 31.98 33.43	39.20 30.86 30.44	32.35 30.40 37.25	27.56 41.25 31.19	20.72 42.71 36.67	28.81 44.76 26.43	32.47 35.74 31.79	20.31 45.50 33.69	25.81 51.79 22.40	20.70 42.31 27.90	27.23 39.25 33.52	33.36 27.17 30.47	33.20 29.27 37.53	27 28 29
39.84 5.01	42.47 6.02	38.95 4.45	34.02 3.88	40.43 5.63	36.13 4.88	35.19 5.47	46.22 0.67	35.01 5.54	34.29 5.40	35.42 4.95	39.09 6.06	49.10 7.22	40.47 6.87	30 31
25.26 45.85	24.12 50.97	25.69 42.01	28.86 45.36	25.01 49.87	25.94 45.65	26.62 53.69	20.63 40.95	27.16 57.24	27.97 57.14	28.24 54.13	25.95 55.21	10.28 44.11	18.47 40.24	34 35
.15 12.34	.07 5.22	.19 19.51	.20 13.50	.09 7.74	.14 15.11	.07 4.99	.17 18.46	.01 0.1	.08 5.25	.04 1.80	.11 6.08	.18 17.52	.38 17.52	36 37 38 39
80.52 46.70 19.33 53.00	83.42 56.18 16.30 43.35	83.05 46.02 16.83 53.81	81.16 49.92 18.61 49.07	83.50 53.08 18.03 40.08	82.70 52.04 16.49 40.15	84.91 65.44 14.65 33.49	84.37 40.75 15.37 52.50	81.56 60.47 17.82 38.50	82.72 63.55 16.02 35.06	86.54 65.25 12.50 32.77	85.02 70.25 13.50 28.47	85.33 50.25 14.61 40.72	87.75 50.87 12.20 48.94	40 41 42 43 44 45
100.00 24.00 2.17 13.67 8.73 21.25 5.98 3.92 5.32 2.39 1.09 .20 .80 1.78 3.17 1.10 3.53	100.00 22.20 3.87 12.06 7.54 22.44 5.59 3.51 6.58 2.70 2.64 .16 1.87 2.16 3.81 1.02 2.95	100.00 22.81 1.85 17.24 9.42 16.72 5.39 4.92 5.24 2.05 1.25 .35 1.08 2.72 3.55 1.02 4.10	100.00 22.09 2.67 12.81 8.59 22.70 5.39 4.25 6.69 2.60 1.22 .17 1.71 2.35 3.54 1.10 2.90	100.00 21.83 6.29 11.28 7.52 20.19 4.30 3.90 7.99 4.01 2.07 .11 1.39 2.15 2.67 2.89	100.00 13.53 7.72 15.73 7.63 20.35 4.30 3.00 5.93 4.49 2.01 .92 2.46 2.67 8.1 2.68	100.00 16.94 7.85 9.94 6.86 23.13 4.35 3.64 8.45 5.26 3.57 .11 1.04 2.07 3.40 2.70	100.00 19.01 5.77 16.37 7.39 7.77 10.05 5.34 4.07 2.19 3.72 .36 1.25 2.12 4.13 1.99 3.49	100.00 13.22 10.28 7.39 3.90 10.65 3.32 3.38 5.67 0.18 1.42 1.25 1.74 2.63 1.99 1.54	100.00 12.93 14.75 7.29 4.45 26.84 3.21 3.55 9.06 8.90 2.27 .21 1.55 3.10 3.62 1.62	100.00 15.54 0.21 9.35 6.11 24.64 4.09 3.41 9.46 5.42 3.29 1.99 1.11 3.82 2.45	100.00 17.32 7.53 8.77 5.24 20.56 4.69 3.38 3.05 6.02 3.60 .19 1.99 4.12 1.70 2.15	100.00 25.32 3.04 8.44 8.42 20.00 6.28 2.62 7.42 1.82 3.55 1.10 1.99 3.25 2.43 3.30	100.00 27.09 4.27 10.24 7.35 16.25 5.65 2.70 4.65 2.07 2.14 1.67 1.62 2.64 3.08 1.18 4.09	46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62

RETAIL DISTRIBUTION

STANDARD SUMMARY OF RETAIL

		SOUTH ATLANTIC DIVISION—Continued						EAST SOUTH CENTRAL DIVISION				
		District of Columbia	Virginia	West Virginia	North Carolina	South Carolina	Georgia	Florida	Kentucky	Tennessee	Alabama	Mississippi
1	Population.....	486,869	2,421,851	1,729,205	3,170,276	1,738,765	2,908,506	1,468,211	2,614,589	2,616,556	2,646,248	2,008,821
2	Ratio of retail workers to total population (per cent).....	8.25	3.62	3.20	2.94	2.64	3.36	5.06	8.2	3.43	2.77	2.65
3	Counties.....		100	55	100	46	101	67	120	95	67	82
4	Cities of 10,000 to 30,000.....		8	7	13	7	10	9	9	4	11	11
5	Cities of more than 30,000.....	1	8	3	8	2	5	5	4	4	3	2
6	Number of retail stores.....	5,931	26,120	17,244	28,831	15,036	28,687	22,449	27,117	23,384	21,442	17,256
7	Total annual sales (in thousands of dollars).....	\$336,282	\$600,929	\$447,877	\$653,419	\$300,220	\$635,440	\$504,523	\$587,840	\$943,817	\$627,101	\$413,737
8	Per cent of credit sales to total sales.....	41.32	39.73	33.64	37.10	30.02	37.77	29.23	37.74	38.20	37.44	35.02
9	Full-time employees.....	31,453	52,287	32,532	49,000	24,580	57,554	45,618	46,749	55,147	43,632	29,244
10	Part-time employees.....	3,600	6,411	5,434	13,035	6,595	11,068	7,932	8,289	9,324	7,580	5,618
11	Proprietor owners (not included above).....	5,136	26,076	17,377	30,172	14,744	29,022	20,765	28,553	25,291	22,001	18,381
12	Proportion of part-timers to total employees.....	Per cent 8 to 10	Per cent 13 to 15	Per cent 12 to 15	Per cent 18 to 21	Per cent 19 to 21	Per cent 14 to 16	Per cent 12 to 14	Per cent 13 to 15	Per cent 12 to 15	Per cent 12 to 15	Per cent 12 to 16
13	Extreme variation in seasonal employment.....	15	8	7	8	5	6	13	3	7	5	7
14	Proportion of men and women employees:											
14	Men.....	67	74	69	74	78	75	73	71	72	73	75
15	Women.....	33	26	31	26	22	25	27	29	28	27	25
16	Total annual pay roll (in thousands of dollars).....	\$44,385	\$61,388	\$42,100	\$58,066	\$28,128	\$60,599	\$52,749	\$63,266	\$61,176	\$48,123	\$30,747
17	Average annual salary per full-time employee.....	\$1,373	\$1,136	\$1,269	\$1,116	\$1,019	\$1,020	\$1,121	\$1,103	\$1,078	\$1,071	\$1,017
18	Average wage cost (per cent of sales).....	15.21	14.06	13.99	13.53	13.14	13.52	14.63	14.00	13.03	15.08	11.41
19	Average rental cost (per cent of sales).....	4.58	3.53	3.65	3.55	2.98	3.40	4.28	2.11	3.32	3.30	2.60
20	Average operating expenses (per cent of sales).....	27.12	24.22	22.94	22.27	20.98	22.98	25.30	22.56	22.51	21.64	18.66
21	Proportion of sales in leased premises to total sales.....	78.25	69.20	66.55	70.04	70.65	69.69	77.71	64.40	74.99	69.88	60.44
22	Proportion of total sales—											
22	By single-store independents.....	62.36	65.53	64.27	67.65	68.40	64.74	69.21	63.21	64.80	59.49	62.50
23	By local multiunit independents.....	10.21	5.64	7.00	5.72	7.13	5.53	9.10	6.35	6.02	7.83	6.07
24	By local chains.....	4.41	5.13	4.66	4.77	3.30	2.98	4.19	2.87	2.40	3.89	3.74
25	By sectional and national chains.....	20.62	10.92	12.43	10.91	9.42	13.31	12.93	11.94	11.65	10.05	3.62
26	By all other types of operation.....											
27	Proportion of total sales—											
27	By stores selling entirely for cash.....	30.55	31.22	34.62	31.02	40.19	29.23	43.46	31.37	29.33	30.99	26.96
28	1 to 50 per cent credit.....	25.07	31.63	31.99	31.24	31.01	31.97	29.15	36.30	31.21	31.73	40.57
29	More than 50 per cent credit.....	44.38	37.15	38.39	37.74	28.80	38.80	27.39	32.33	39.46	37.28	32.47
30	Proportion of stores with sales of less than \$10,000.....	28.05	54.27	49.13	54.30	58.35	56.12	54.79	54.23	40.06	53.06	53.69
31	Proportion of total sales in such stores.....	2.40	8.70	3.17	8.51	9.68	8.70	9.18	9.16	7.28	7.83	7.66
32	Proportion of stores with sales between \$10,000 and \$30,000.....											
33	Proportion of total sales.....											
34	Proportion of stores with sales between \$30,000 and \$200,000.....	33.10	17.66	21.35	18.56	16.23	16.22	17.25	17.72	19.60	18.83	19.02
35	Proportion of total sales.....	37.69	48.17	53.25	52.57	52.07	45.30	48.62	49.70	44.20	48.51	50.25
36	Proportion of stores with sales between \$200,000 and \$1,000,000.....											
37	Proportion of total sales.....											
38	Proportion of stores with sales of more than \$1,000,000.....	.47	.03	.04	.03	.07	.00	.05	.13	.06	.03	.03
39	Proportion of total sales.....	24.38	3.08	2.04	2.12	8.80	4.28	3.62	10.64	5.05	1.43	1.43
40	Proportion of stores which are proprietorships.....	78.31	85.89	84.05	86.94	86.63	87.23	80.62	88.17	87.82	86.93	80.93
41	Proportion of business by such stores.....	35.23	53.33	51.83	59.61	57.17	55.21	45.80	59.76	56.03	59.59	69.64
42	Proportion of stores which are corporations.....	20.64	14.00	15.82	12.99	13.30	12.72	19.32	11.78	12.10	12.93	9.90
43	Proportion of business by such stores.....	64.74	46.28	48.08	40.28	42.76	44.69	54.05	40.12	43.83	40.15	30.09
44	Proportion of stores which are cooperatives.....											
45	Proportion of business by such stores.....											
46	Sales by kind of business groups.....	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
47	Food group.....	24.29	19.50	17.88	17.87	19.43	18.94	22.37	20.57	17.73	18.26	13.93
48	General stores (country general stores).....	03	12.61	21.57	15.46	16.87	11.42	5.33	15.29	10.97	20.28	28.46
49	General merchandise group.....	15.77	11.29	10.70	12.95	12.50	15.57	10.52	10.28	15.46	12.89	10.98
50	Apparel group.....	12.75	7.30	7.96	5.99	5.37	6.01	7.31	7.29	6.86	5.66	3.62
51	Automotive group.....	18.02	19.75	18.99	21.78	21.15	20.25	23.27	18.34	20.02	19.70	21.72
52	Furniture and household group.....	5.29	5.49	5.68	5.01	5.33	5.12	5.05	4.07	5.52	5.53	3.88
53	Restaurant group.....	5.52	2.50	3.14	2.95	1.93	3.09	4.54	3.42	3.34	2.69	2.33
54	Lumber and building group.....	2.39	4.22	3.55	2.74	3.08	2.62	4.62	6.27	4.21	3.18	3.67
55	Hardware and farm implement stores.....	1.99	2.03	1.76	3.52	2.37	2.41	2.64	2.72	2.42	2.16	1.97
56	Farmers' supply stores.....	.51	3.08	1.97	3.94	3.86	3.44	3.44	2.77	2.99	2.52	3.24
57	Book stores.....	.47	.18	.10	.24	.17	.31	.07	.10	.09	.10	.01
58	Cigar stores and cigar stands.....	.50	.52	.42	.27	.22	.30	.50	.28	.44	.24	.14
59	Coal and wood yards—ice dealers.....	2.82	2.04	.28	1.06	.97	1.41	.44	1.45	1.60	1.40	.65
60	Drug stores.....	4.88	3.77	2.99	3.82	3.96	4.39	4.88	3.83	3.01	4.44	3.95
61	Jewelry stores.....	1.39	1.13	.91	.71	.61	.87	1.60	.85	1.11	.79	.45
62	All other stores.....	5.32	3.08	2.21	2.08	2.18	3.35	3.22	2.76	3.33	2.16	1.10

FACTS—NATIONAL AND BY STATES—Continued

WEST SOUTH CENTRAL DIVISION				MOUNTAIN DIVISION								PACIFIC DIVISION			
Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California	
1,854,482	2,101,593	2,390,040	5,824,715	537,606	445,032	225,565	1,035,791	423,317	435,573	507,847	91,058	1,563,396	953,786	5,677,251	1
2.99	3.58	4.11	4.45	4.83	4.12	4.75	5.73	3.41	4.00	4.79	5.48	5.80	5.94	6.6	2
75	64	77	254	50	44	23	63	31	14	20	17	30	36	58	3
7	5	13	23	5	2	2	5	3	2	1	1	10	5	30	4
2	3	3	13	1			3		2	2		6	1	17	5
17,937	23,288	27,339	66,918	6,951	4,916	2,933	13,993	4,191	5,068	5,249	1,310	22,110	14,670	85,691	6
\$412,680	\$476,643	\$795,028	\$2,043,020	\$243,828	\$169,087	\$103,437	\$466,959	\$119,758	\$108,020	\$196,569	\$50,401	\$701,808	\$455,931	\$3,210,833	7
34.94	33.18	37.82	36.61	40.93	34.20	41.36	38.98	38.64	41.02	36.96	43.55	40.00	35.84	39.37	8
20,710	47,058	59,250	100,308	16,125	11,313	6,718	39,339	8,596	14,445	16,374	3,108	58,768	35,570	251,148	9
6,250	4,227	11,327	29,231	3,120	2,256	1,038	6,700	1,501	2,091	2,942	494	10,752	6,158	36,107	10
19,444	23,900	27,846	69,470	6,713	4,779	2,993	13,361	4,320	5,206	5,027	1,389	21,223	14,933	87,304	11
Per cent 13 to 17	Per cent 7 to 8	Per cent 12 to 16	Per cent 11 to 15	Per cent 12 to 13	Per cent 11 to 16	Per cent 11 to 13	Per cent 11 to 14	Per cent 12 to 14	Per cent 10 to 12	Per cent 11 to 15	Per cent 11 to 13	Per cent 14 to 15	Per cent 12 to 14	Per cent 10 to 12	12
8	4	7	7	6	10	12	7	7	6	11	6	10	7	9	13
75	72	72	73	70	71	78	67	75	73	68	73	65	65	67	14
25	28	28	27	30	29	27	33	25	27	32	27	35	35	33	15
\$33,034	\$48,982	\$74,206	\$191,961	\$23,317	\$15,386	\$9,069	\$50,731	\$10,344	\$19,900	\$21,509	\$5,096	\$83,444	\$48,154	\$375,948	16
\$1,073	\$1,022	\$1,212	\$1,161	\$1,308	\$1,309	\$1,400	\$1,240	\$1,160	\$1,341	\$1,272	\$1,593	\$1,369	\$1,308	\$1,455	17
Per cent 12.48	Per cent 14.47	Per cent 13.21	Per cent 12.96	Per cent 13.33	Per cent 12.64	Per cent 13.08	Per cent 14.32	Per cent 12.50	Per cent 13.24	Per cent 13.96	Per cent 14.16	Per cent 14.64	Per cent 14.73	Per cent 15.51	18
2.72	4.26	3.21	3.23	2.92	2.75	3.02	3.70	2.79	2.84	3.62	2.95	4.21	4.13	4.66	19
20.06	24.37	22.24	21.91	22.40	21.66	22.60	25.00	20.81	23.00	23.96	22.94	25.01	25.96	27.26	20
66.68	67.58	71.95	74.24	62.84	71.81	67.18	68.61	59.18	72.21	62.43	67.35	69.90	67.58	82.54	21
64.54	70.57	62.32	63.08	70.18	62.76	73.61	67.60	67.33	62.76	66.69	77.84	68.48	69.06	60.75	22
6.24	7.50	8.95	8.43	6.89	8.70	7.42	9.02	6.93	10.55	11.93	6.46	8.56	8.14	13.44	23
4.05	4.09	8.34	7.55	6.84	5.11	3.59	3.13	4.87	7.78	4.75	1.00	6.48	4.08	11.23	24
7.05	8.59	9.35	8.28	7.97	15.43	8.63	12.27	8.56	13.45	12.15	8.72	11.27	11.83	11.31	25
															26
30.20	36.42	29.63	30.06	25.53	33.88	27.12	27.89	26.82	20.34	31.20	23.95	25.99	30.40	27.58	27
37.05	32.16	31.08	32.86	31.66	29.59	27.55	30.62	32.79	28.80	31.76	29.63	30.86	32.48	32.15	28
32.66	31.42	39.20	37.08	42.81	36.53	45.33	41.49	40.39	41.77	36.08	46.42	43.16	37.12	40.27	29
52.62	65.19	45.32	47.42	35.07	31.96	35.13	42.77	49.40	41.37	40.20	37.94	40.53	43.95	40.13	30
8.09	11.40	6.50	6.21	4.47	4.17	4.54	5.33	6.13	4.22	4.52	4.20	5.27	6.11	4.91	31
															32
															33
19.52	13.45	23.91	22.52	30.44	31.73	32.85	24.25	22.98	26.62	26.48	30.68	24.44	23.07	24.41	34
51.77	42.54	51.76	48.28	57.25	59.08	62.86	47.37	54.02	46.67	48.25	54.67	45.85	46.34	41.25	35
															36
															37
.02	.07	.09	.13	.04	.04		.11		.20	.15		.17	.12	.23	38
1.69	7.37	5.00	7.87	1.86	1.44		10.52		6.97	7.47		11.63	11.51	15.87	39
89.15	88.05	84.44	80.42	78.87	78.21	79.92	80.99	86.47	84.27	75.82	81.37	81.09	83.72	86.20	40
69.87	50.68	62.47	59.32	53.16	64.56	52.83	47.20	58.73	52.00	39.93	54.16	46.37	50.62	53.60	41
10.71	11.91	15.36	13.48	20.79	21.60	19.85	18.90	13.39	15.67	23.76	18.47	18.03	16.15	13.72	42
20.85	49.26	37.04	40.54	46.81	45.21	46.50	52.66	40.99	47.42	57.32	45.58	52.32	48.98	46.00	43
															44
															45
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	46
13.17	16.93	16.69	17.06	18.13	17.08	17.55	20.03	15.67	19.41	17.16	18.74	21.47	21.66	20.46	47
24.25	16.39	7.45	9.05	10.77	9.27	15.65	5.07	18.87	8.11	7.94	14.41	4.71	4.73	1.96	48
10.52	12.76	10.78	13.06	10.56	12.81	7.03	14.29	10.27	14.31	13.75	8.39	14.35	14.80	12.28	49
4.01	7.75	5.87	5.50	5.42	3.95	5.18	6.38	3.56	3.90	7.25	6.45	6.55	6.09	8.84	50
21.63	19.81	27.50	24.76	25.08	25.63	26.01	23.99	24.18	24.92	23.65	25.56	22.33	23.20	23.50	51
4.66	4.94	6.30	5.32	3.92	5.01	4.17	4.76	3.71	4.55	7.31	4.02	6.01	4.73	6.55	52
2.80	3.94	3.76	3.67	4.04	3.28	4.79	3.69	4.02	4.68	3.18	6.15	4.52	4.70	6.03	53
3.99	4.55	7.29	6.99	6.29	6.21	7.52	5.37	6.14	6.78	5.78	4.67	8.93	4.08	5.10	54
2.23	1.63	3.00	2.81	4.85	4.93	2.72	2.63	2.94	2.48	1.60	3.08	2.42	3.04	2.12	55
5.16	1.62	3.33	3.16	1.59	2.87	.96	2.20	2.74	2.12	1.48	.39	3.74	2.92	2.65	56
.15	.12	.10	.13	.10	.13	.03	.22	.22	.05	.21	.03	.21	.24	.25	57
.20	.42	.34	.24	1.86	1.55	1.20	.72	.35	.76	.98	1.62	1.56	1.25	1.09	58
.47	.67	.50	.51	1.34	1.31	.85	1.61	.96	.71	2.12	1.40	1.63	1.27	.24	59
4.19	4.42	4.69	4.75	2.94	3.28	3.65	3.62	3.59	3.66	3.11	3.33	3.30	3.25	3.61	60
.52	1.10	.75	.88	.73	.74	.72	.93	.67	.64	.97	1.01	1.07	.94	1.10	61
2.05	2.95	2.67	2.41	2.38	1.95	1.96	4.08	2.11	2.92	3.50	2.75	3.20	3.05	4.25	62