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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 II—REPORTS BY STATES
ALABAMA—NEW HAMPSHIRE

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

BY

JOHN GUERNSEY, In Charge of Retail Distribution



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UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1934

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 COUNTIES AND 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.

DISTRIBUTION OF SALES OF MANUFACTURING PLANTS (ONE VOLUME).

RETAIL CHAINS.

LETTER OF TRANSMITTAL

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

SIR: I transmit herewith Part II 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, arranged alphabetically, 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 (pts. 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, assisted by Charles F. Beach.

W. M. STEUART,
Director of the Census.

Hon. ROY D. CHAPIN,
Secretary of Commerce.

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<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 45%;">Table</td> <td style="width: 5%;"></td> <td style="width: 50%;">Table</td> </tr> <tr> <td>1—Retail distribution, by kinds of business</td> <td></td> <td>11—Retail sales by manufacturers and wholesalers—country buying (assembling) of farm products</td> </tr> <tr> <td>2—Operating expenses, by kinds of business</td> <td></td> <td>12—Forms of organization and Negro proprietorship</td> </tr> <tr> <td>3—Seasonal employment characteristics</td> <td></td> <td>13—Retail distribution, by counties (including cities and towns of 1,000 population and over)</td> </tr> <tr> <td>4—Sales, by size of business</td> <td></td> <td>14—County distribution, by kinds of business</td> </tr> <tr> <td>5—Retail distribution, by types of operation</td> <td></td> <td>(NOTE.—Tables 13 and 14 listed above have been withdrawn from this report and may be found in vol. I, pt. 1, Retail Distribution.)</td> </tr> <tr> <td>6—Seventeen kinds of business, by types of operation</td> <td></td> <td>15—Sales, by commodities</td> </tr> <tr> <td>7—Credit business</td> <td></td> <td></td> </tr> <tr> <td>8—Credit business, by types of operation</td> <td></td> <td></td> </tr> <tr> <td>9—Receipts other than from sale of merchandise</td> <td></td> <td></td> </tr> <tr> <td>10—Merchandise manufactured by retailers, sales to other retailers, and returned goods, by kinds of business</td> <td></td> <td></td> </tr> </table>	Table		Table	1—Retail distribution, by kinds of business		11—Retail sales by manufacturers and wholesalers—country buying (assembling) of farm products	2—Operating expenses, by kinds of business		12—Forms of organization and Negro proprietorship	3—Seasonal employment characteristics		13—Retail distribution, by counties (including cities and towns of 1,000 population and over)	4—Sales, by size of business		14—County distribution, by kinds of business	5—Retail distribution, by types of operation		(NOTE.—Tables 13 and 14 listed above have been withdrawn from this report and may be found in vol. I, pt. 1, Retail Distribution.)	6—Seventeen kinds of business, by types of operation		15—Sales, by commodities	7—Credit business			8—Credit business, by types of operation			9—Receipts other than from sale of merchandise			10—Merchandise manufactured by retailers, sales to other retailers, and returned goods, by kinds of business				
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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	359,011	4,249,614	1,606,903	637,497	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	5.25
3	Counties.....	3,074	16	10	14	14	8	5	62	21	67
4	Cities of 10,000 to 30,000.....	644	7	8	3	44	12	10	47	33	72
5	Cities of more than 30,000.....	310	2	2	2	29	8	4	22	22	20
6	Number of retail stores.....	1,543,168	11,091	6,557	5,189	64,183	22,202	9,542	190,017	60,010	135,275
7	Total annual sales (in thousands of dollars).....	\$49,114,653	\$307,627	\$184,285	\$152,175	\$2,054,976	\$768,510	\$318,205	\$7,070,414	\$1,843,545	\$3,803,941
8	Per cent of credit sales to total sales.....	34.29	30.65	28.14	34.98	32.06	34.26	34.22	31.00	32.17	32.57
9	Full-time employees.....	3,833,581	22,925	13,843	10,278	177,214	58,934	27,281	513,434	126,751	317,099
10	Part-time employees.....	676,559	5,000	3,285	2,171	32,025	10,611	5,311	71,253	22,227	56,045
11	Proprietor owners (not included above).....	1,510,607	10,379	6,354	5,312	48,294	19,794	8,749	175,697	55,950	132,931
		Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
12	Proportion of part-timers to total employees.....	13 to 14	12 to 15	15 to 18	11 to 14	14 to 16	13 to 15	15 to 16	11 to 12	13 to 14	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	\$87,196	\$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	\$1,505	\$1,483	\$1,267
		Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
19	Average wage cost (per cent of sales).....	14.28	12.86	13.05	12.13	14.65	14.91	14.83	14.84	14.72	14.96
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	4.59
21	Average operating expenses (per cent of sales).....	24.83	22.02	21.70	20.14	20.28	26.65	25.59	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
	Proportion of total sales--										
23	By single-store independents.....	64.11	72.60	70.44	78.38	60.55	68.23	64.99	63.82	68.03	63.70
24	By local multiunit independents.....	8.84	7.43	10.52	7.78	13.70	7.39	9.63	9.72	7.43	9.50
25	By local chains.....	6.71	2.73	2.99	1.51	6.46	6.79	3.19	9.22	7.68	5.20
26	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
27	By all other types of operation.....	7.82									
	Proportion of total sales--										
28	By stores selling entirely for cash.....	34.93	33.67	37.70	25.30	39.16	39.82	37.56	46.82	42.91	38.82
29	1 to 50 per cent credit.....	30.73	35.81	33.56	40.82	27.93	24.90	29.57	21.63	25.11	27.25
30	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
31	Proportion of stores with sales of less than \$10,000.....	43.06	41.11	40.06	41.13	29.59	40.55	47.02	37.70	41.87	51.51
32	Proportion of total sales in such stores.....	5.99	6.05	5.87	5.41	4.48	6.23	5.92	4.54	5.05	7.02
33	Proportion of stores with sales between \$10,000 and \$30,000.....	31.51									
34	Proportion of total sales.....	17.59									
35	Proportion of stores with sales between \$30,000 and \$200,000.....	23.01	24.41	26.07	26.77	25.00	25.33	20.09	24.37	22.42	19.03
36	Proportion of total sales.....	45.25	53.63	56.57	56.74	41.78	46.37	34.46	40.29	45.03	42.41
37	Proportion of stores with sales between \$200,000 and \$1,000,000.....	1.08									
38	Proportion of total sales.....	19.13									
39	Proportion of stores with sales of more than \$1,000,000.....	.14	.05	.03	.22	.15	.25	.21	.13	.10	
40	Proportion of total sales.....	12.84	2.79	1.23	17.61	8.89	17.31	18.89	9.63	15.16	
41	Proportion of stores which are proprietorships.....	84.07	83.00	85.40	80.01	78.99	78.7	82.71	81.96	81.88	88.41
42	Proportion of business by such stores.....	51.40	54.97	65.19	60.96	40.70	44.8	42.03	44.98	48.34	54.89
43	Proportion of stores which are corporations.....	15.77	16.79	14.37	12.97	20.04	21.2	17.24	17.93	18.07	11.50
44	Proportion of business by such stores.....	48.23	44.29	33.80	32.22	59.13	55.1	57.29	54.87	51.62	44.65
45	Proportion of stores which are cooperatives.....	.16									
46	Proportion of business by such stores.....	.37									
47	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
48	Food groups ¹	22.07	23.05	27.47	20.90	27.05	28.56	26.41	25.06	30.09	24.78
49	General stores (country general stores).....	5.23	6.85	5.44	10.25	.68	.96	.63	1.02	.71	3.96
50	General merchandise group.....	13.12	8.60	8.70	7.24	14.78	10.88	12.30	11.95	10.18	16.01
51	Apparel group.....	8.63	8.72	7.27	5.89	9.46	9.86	9.46	13.30	8.27	9.62
52	Automotive group.....	19.58	21.25	21.79	24.08	16.75	18.98	17.54	13.40	17.94	16.56
53	Furniture and household group.....	5.61	4.64	4.61	4.03	4.92	6.43	5.73	6.63	5.89	6.08
54	Restaurant group.....	4.33	2.54	3.21	2.15	4.76	3.76	3.95	6.34	3.79	3.53
55	Lumber and building group.....	5.34	4.73	4.45	4.70	4.09	6.33	6.25	4.27	6.87	4.50
56	Hardware and farm implement stores.....	2.50	3.17	2.49	3.71	1.61	1.87	1.70	1.64	1.97	1.88
57	Farmers' supply stores.....	2.29	5.03	3.96	7.36	1.85	2.06	1.70	1.64	1.80	1.81
58	Book stores.....	.24	.13	.23	.14	.24	.24	.12	.51	.07	1.18
59	Cigar stores and cigar stands.....	.83	.48	.28	.69	.74	.67	.12	.88	.58	2.01
60	Coal and wood yards--ice dealers.....	2.06	3.34	3.13	3.12	4.53	3.71	4.22	2.88	3.71	2.98
61	Drug stores.....	3.44	3.33	3.70	3.13	3.13	2.97	3.58	2.88	2.74	2.98
62	Jewelry stores.....	1.09	.79	.73	.74	1.18	1.15	1.24	1.71	.75	1.20
63	All other stores.....	3.64	2.85	2.54	2.49	4.48	3.65	3.86	5.67	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.

UNITED STATES SUMMARY: 1929

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	2,030,006 5.03	2,503,953 4.96	2,470,930 4.95	3,629,367 5.26	680,845 3.79	692,849 4.41	1,377,993 4.95	1,880,999 5.03	238,380 5.40	1,631,526 4.97	1 2
88 36 28	92 21 13	102 38 20	83 25 15	71 17 10	87 11 3	99 14 7	115 11 5	53 4	69 5 1	93 6 2	105 17 3	3 1	24 3 3	3 4 5
85,717 \$2,864,891 38.16	41,618 \$1,222,384 32.80	96,900 \$9,711,903 29.90	55,958 \$2,226,398 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 \$234,640 34.91	8,845 \$255,197 27.34	17,037 \$562,944 30.76	25,605 \$744,586 35.09	3,688 \$103,513 33.47	21,082 \$619,573 37.30	6 7 8
229,870 41,103 78,846	100,677 20,531 41,058	296,785 52,471 92,936	161,245 26,413 53,640	88,535 20,806 38,571	81,729 14,527 30,903	70,538 18,409 33,470	123,094 20,268 40,068	14,297 3,485 8,017	16,460 5,106 9,013	39,780 10,012 18,474	64,605 13,529 26,412	7,774 1,680 3,417	63,480 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 6	Per cent 12 to 14 6	Per cent 17 to 19 6	Per cent 12 to 14 5	Per cent 14 to 16 8	Per cent 19 to 22 5	Per cent 17 to 19 5	Per cent 16 to 17 8	Per cent 15 to 17 7	Per cent 11 8	12 13
64 36 \$318,273 \$1,341	66 34 \$125,966 \$1,206	64 36 \$440,280 \$1,438	67 33 \$241,870 \$1,459	67 33 \$121,077 \$1,311	64 36 \$103,816 \$1,228	67 33 \$86,084 \$1,164	67 33 \$153,142 \$1,200	71 20 \$17,931 \$1,203	69 31 \$20,556 \$1,181	69 31 \$40,678 \$1,013	71 29 \$60,012 \$1,165	73 27 \$9,842 \$1,218	69 31 \$64,292 \$1,170	14 15 16 17
Per cent 14.64 4.10 25.60 75.70	Per cent 14.11 3.65 23.73 71.37	Per cent 15.16 4.60 26.77 75.00	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 66.58	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 54.04	Per cent 12.16 2.40 20.41 62.25	Per cent 12.60 2.98 21.48 69.24	Per cent 12.96 2.08 21.63 68.28	Per cent 13.07 3.75 21.87 56.54	Per cent 13.89 3.64 24.37 62.58	18 19 20 21
66.08 8.01 6.01 14.51	68.20 7.02 5.24 13.25	59.57 9.21 9.06 13.42	64.18 8.33 7.97 14.40	67.43 7.43 5.73 10.30	63.66 7.78 3.16 9.90	62.89 6.70 4.77 9.79	59.17 4.73 4.80 12.88	63.11 4.73 2.56 10.20	62.54 5.12 4.61 10.31	65.60 7.28 4.61 7.91	62.90 7.34 6.13 9.39	70.60 6.07 1.33 14.39	67.10 6.04 5.61 12.00	22 23 24 25 26
30.90 32.72 36.32	34.59 31.98 33.43	39.20 30.30 30.44	32.35 30.40 37.25	27.50 41.25 31.10	20.72 42.71 36.57	28.81 44.76 26.43	32.47 35.74 31.70	20.81 45.50 33.69	25.81 51.79 22.40	29.79 42.31 27.90	27.23 39.25 33.52	33.36 27.17 39.47	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 5.68	30.13 4.88	35.19 5.47	46.22 6.57	35.01 5.54	34.29 5.40	35.42 4.95	39.09 6.05	40.10 7.22	40.47 6.87	30 31 32 33
25.26 45.85	24.12 50.97	25.69 42.01	28.86 45.35	25.01 49.87	25.04 46.65	26.62 53.69	20.63 40.95	27.16 57.24	27.97 57.14	28.24 54.13	25.95 55.21	19.28 44.11	18.47 40.24	34 35 36 37 38 39
.15 12.34	.07 5.22	.19 19.51	.20 13.56	.09 7.74	.14 16.11	.07 4.99	.17 18.46	.01 1.84	.01 5.25	.08 5.25	.04 1.89	.11 6.08	.18 17.52	40 41 42 43 44 45
80.52 46.70 19.33 53.06	83.42 56.16 16.30 43.35	83.05 46.02 16.83 53.81	81.16 49.92 18.61 49.67	83.56 53.08 18.03 46.08	82.79 52.64 16.40 46.15	84.01 65.44 14.05 33.49	84.37 40.75 15.37 52.50	81.50 60.47 17.82 38.50	82.72 63.55 16.62 35.06	86.54 66.25 12.50 32.77	85.02 70.25 13.56 28.47	85.33 66.25 14.61 49.72	87.75 50.87 12.20 48.94	46 47 48 49 50 51 52 53 54 55 56 57 58 59
100.00 24.00 2.17 13.97 8.73 21.25 5.98 3.92 5.32 2.39 1.69 1.20 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 1.16 1.87 2.16 3.81 1.02 2.95	100.00 22.81 1.95 17.24 9.42 16.72 5.68 4.92 5.24 2.05 1.25 1.35 1.98 2.72 3.55 1.02 4.10	100.00 22.09 2.87 12.81 8.59 22.76 5.39 4.25 6.96 2.50 1.22 1.17 1.71 2.35 3.54 1.10 2.99	100.00 21.33 6.20 11.28 7.52 20.10 5.23 3.99 7.99 4.01 2.07 1.13 1.59 2.15 2.91 1.81 2.83	100.00 18.53 7.72 15.73 7.93 20.35 4.36 3.60 5.93 4.49 2.01 1.11 1.92 2.46 2.07 1.81 2.08	100.00 16.94 7.85 9.94 6.86 23.13 4.35 3.94 8.45 5.26 3.57 1.11 1.04 2.07 3.40 1.80 2.70	100.00 10.01 5.77 16.87 7.77 10.05 5.34 4.07 4.67 2.19 3.72 1.36 1.45 2.12 4.13 1.99 3.49	100.00 13.22 16.28 7.30 3.90 26.47 3.32 3.38 8.67 9.18 1.42 1.25 1.74 2.63 1.01 1.54	100.00 12.93 14.75 7.29 4.45 26.84 3.21 3.55 9.06 8.96 2.27 1.84 1.55 3.16 1.52 1.62	100.00 15.54 9.21 9.35 8.77 24.64 4.69 3.41 9.40 5.42 3.26 2.1 1.11 4.12 1.77 2.45	100.00 17.32 7.58 8.74 8.42 26.86 4.69 3.38 8.06 6.02 6.02 1.19 1.80 4.12 1.15 2.15	100.00 25.32 3.04 8.44 8.42 20.00 6.28 2.62 7.42 1.82 3.85 1.99 3.26 2.43 3.86	100.00 27.09 4.27 16.24 7.35 16.25 5.65 2.70 4.63 2.07 2.14 1.10 1.57 2.64 3.08 1.18 4.06	46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62

MAP OF UNITED STATES SHOWING GEOGRAPHIC DIVISIONS

