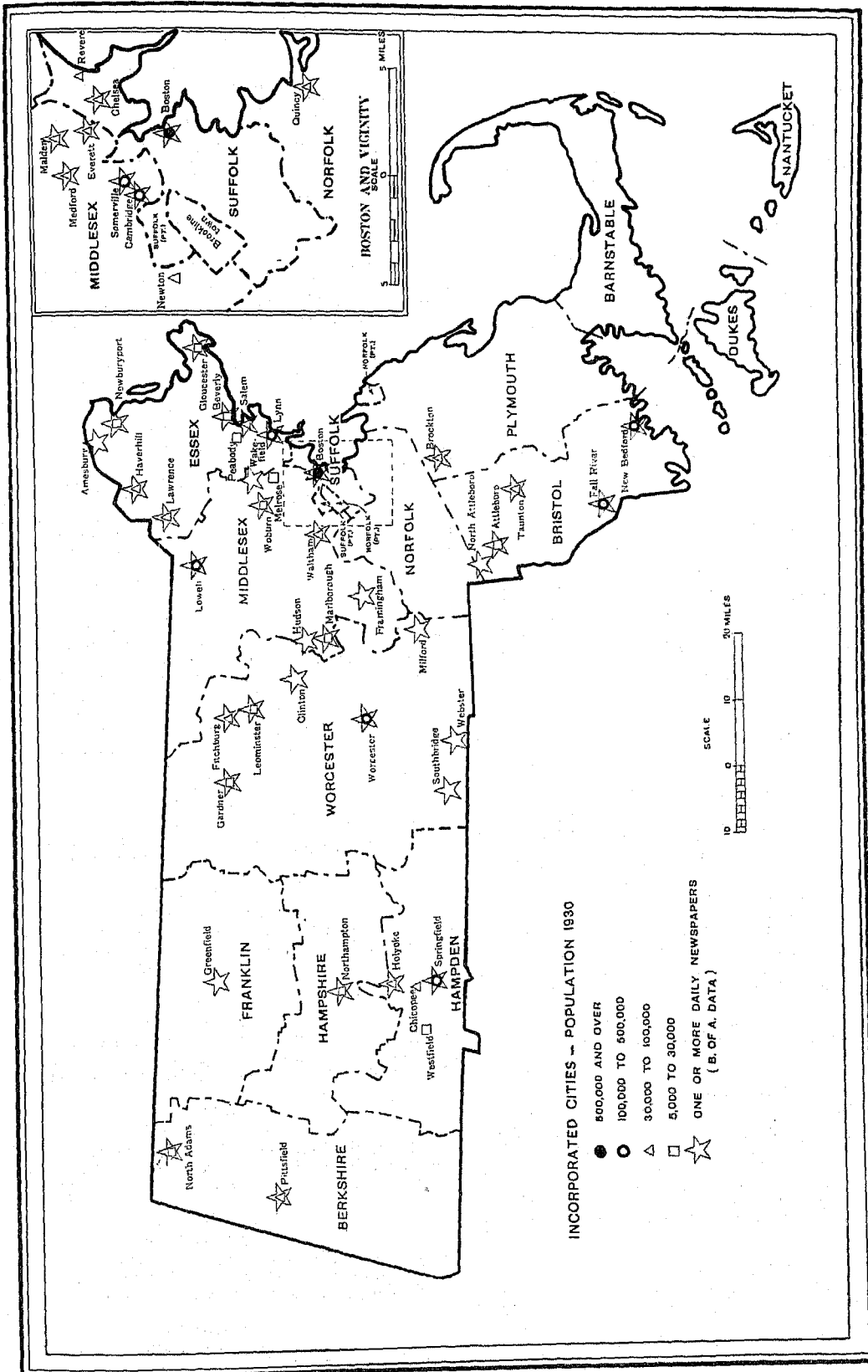


MASSACHUSETTS



CONTENTS

Map of Massachusetts		Page
		1077
THE STATE (Population, 4,249,614)		
Table		Page
1—Retail distribution, by kinds of business	1080	
2—Operating expenses, by kinds of business	1083	
3—Seasonal employment characteristics	1086	
4—Sales, by size of business	1089	
5—Retail distribution, by types of operation	1094	
6—Seventeen kinds of business, by types of operation	1095	
7—Credit business	1096	
8—Credit business by types of operation	1097	
9—Receipts other than from the sale of merchandise	1097	
10—Merchandise manufactured by retailers, sales to other retailers, and returned goods, by kinds of business	1098	
11—Retail sales by manufacturers and wholesalers—country buying (assembling) of farm products	1100	
12—Forms of organization and negro proprietorship	1102	
13 { These tables, showing sales analyzed by kind of business for counties, cities, and incorporated places of more than 1,000 population, were included in all the separate State reports, but they have been withdrawn from the State reports in this volume, and are included as Tables 13 and 14 in Volume I, Part 1, Retail Distribution.	1102	
14 {	1103	
15—Sales by commodities		
BOSTON (Population, 781,188)		
16—Retail distribution, by kinds of business	1113	
17—Operating expenses, by kinds of business	1116	
18—Retail distribution, by types of operation	1118	
19—Seventeen kinds of business, by types of operation	1119	
20—Credit business (sales classified according to degree of credit)	1120	
21—Credit business (open-account and installment)	1121	
22—Receipts other than from the sale of merchandise	1122	
23—Sales by commodities	1123	
CAMBRIDGE (Population, 113,643)		
24—Retail distribution, by kinds of business	1129	
25—Retail distribution, by types of operation	1130	
26—Seventeen kinds of business, by types of operation	1130	
27—Credit business (sales classified according to degree of credit)	1131	
28—Credit business (open-account and installment)	1132	
29—Receipts other than from the sale of merchandise	1132	
FALL RIVER (Population, 115,274)		
30—Retail distribution, by kinds of business	1133	
31—Retail distribution, by types of operation	1134	
32—Seventeen kinds of business, by types of operation	1134	
33—Credit business (sales classified according to degree of credit)	1135	
34—Credit business (open-account and installment)	1136	
35—Receipts other than from the sale of merchandise	1136	
LOWELL (Population, 100,234)		
36—Retail distribution by kinds of business	1137	
37—Retail distribution by types of operation	1138	
38—Seventeen kinds of business by types of operation	1138	
39—Credit business (sales classified according to degree of credit)	1139	
40—Credit business (open-account and installment)	1140	
41—Receipts other than from the sale of merchandise	1140	
LYNN (Population, 102,326)		
42—Retail distribution by kinds of business	1141	
43—Retail distribution by types of operation	1142	
44—Seventeen kinds of business by types of operation	1142	
45—Credit business (sales classified according to degree of credit)	1143	
46—Credit business (open-account and installment)	1144	
47—Receipts other than from the sale of merchandise	1144	
NEW BEDFORD (Population, 112,597)		
Table		Page
48—Retail distribution by kinds of business	1145	
49—Retail distribution by types of operation	1146	
50—Seventeen kinds of business by types of operation	1146	
51—Credit business (sales classified according to degree of credit)	1147	
52—Credit business (open-account and installment)	1148	
53—Receipts other than from the sale of merchandise	1148	
SOMERVILLE (Population, 103,908)		
54—Retail distribution by kinds of business	1149	
55—Retail distribution by types of operation	1150	
56—Seventeen kinds of business by types of operation	1150	
57—Credit business (sales classified according to degree of credit)	1151	
58—Credit business (open-account and installment)	1152	
59—Receipts other than from the sale of merchandise	1152	
SPRINGFIELD (Population, 149,900)		
60—Retail distribution by kinds of business	1153	
61—Retail distribution by types of operation	1154	
62—Seventeen kinds of business by types of operation	1154	
63—Credit business (sales classified according to degree of credit)	1155	
64—Credit business (open-account and installment)	1156	
65—Receipts other than from the sale of merchandise	1157	
WORCESTER (Population, 195,311)		
66—Retail distribution by kinds of business	1158	
67—Retail distribution by types of operation	1159	
68—Seventeen kinds of business by types of operation	1159	
69—Credit business (sales classified according to degree of credit)	1160	
70—Credit business (open-account and installment)	1161	
71—Receipts other than from the sale of merchandise	1161	
72—Sales by commodities	1162	
ARLINGTON (Population, 36,094)		
73—Retail distribution by kinds of business	1166	
74—Retail distribution by types of operation	1167	
75—Seventeen kinds of business by types of operation	1167	
BROCKTON (Population, 63,797)		
76—Retail distribution by kinds of business	1168	
77—Retail distribution by types of operation	1169	
78—Seventeen kinds of business by types of operation	1169	
BROOKLINE (Population, 47,490)		
79—Retail distribution by kinds of business	1170	
80—Retail distribution by types of operation	1170	
81—Seventeen kinds of business by types of operation	1171	
CHELSEA (Population, 45,816)		
82—Retail distribution by kinds of business	1172	
83—Retail distribution by types of operation	1172	
84—Seventeen kinds of business by types of operation	1173	
CHICOPEE (Population, 43,930)		
85—Retail distribution by kinds of business	1174	
86—Retail distribution by types of operation	1174	
87—Seventeen kinds of business by types of operation	1175	
EVERETT (Population, 48,424)		
88—Retail distribution by kinds of business	1176	
89—Retail distribution by types of operation	1176	
90—Seventeen kinds of business by types of operation	1177	

CONTENTS

1079

FITCHBURG	
(Population, 40,692)	
Table	Page
91—Retail distribution by kinds of business.....	1178
92—Retail distribution by types of operation.....	1179
93—Seventeen kinds of business by types of operation.....	1179
HAVERTHILL	
(Population, 48,710)	
94—Retail distribution by kinds of business.....	1180
95—Retail distribution by types of operation.....	1181
96—Seventeen kinds of business by types of operation.....	1181
HOLYOKE	
(Population, 56,537)	
97—Retail distribution by kinds of business.....	1182
98—Retail distribution by types of operation.....	1183
99—Seventeen kinds of business by types of operation.....	1183
LAWRENCE	
(Population, 85,068)	
100—Retail distribution by kinds of business.....	1184
101—Retail distribution by types of operation.....	1185
102—Seventeen kinds of business by types of operation.....	1185
MALDEN	
(Population, 58,036)	
103—Retail distribution by kinds of business.....	1186
104—Retail distribution by types of operation.....	1187
105—Seventeen kinds of business by types of operation.....	1187
MEDFORD	
(Population, 59,714)	
106—Retail distribution by kinds of business.....	1188
107—Retail distribution by types of operation.....	1188
108—Seventeen kinds of business by types of operation.....	1189
NEWTON	
(Population, 65,276)	
109—Retail distribution by kinds of business.....	1190
110—Retail distribution by types of operation.....	1190
111—Seventeen kinds of business by types of operation.....	1191
PITTSFIELD	
(Population, 49,677)	
112—Retail distribution by kinds of business.....	1192
113—Retail distribution by types of operation.....	1193
114—Seventeen kinds of business by types of operation.....	1193

QUINCY	
(Population, 71,983)	
Table	Page
115—Retail distribution by kinds of business.....	1194
116—Retail distribution by types of operation.....	1195
117—Seventeen kinds of business by types of operation.....	1195
REVERE	
(Population, 35,680)	
118—Retail distribution by kinds of business.....	1196
119—Retail distribution by types of operation.....	1196
120—Seventeen kinds of business by types of operation.....	1197
SALEM	
(Population, 43,353)	
121—Retail distribution by kinds of business.....	1198
122—Retail distribution by types of operation.....	1199
123—Seventeen kinds of business by types of operation.....	1199
TAUNTON	
(Population, 37,355)	
124—Retail distribution by kinds of business.....	1200
125—Retail distribution by types of operation.....	1201
126—Seventeen kinds of business by types of operation.....	1201
WALTHAM	
(Population, 39,247)	
127—Retail distribution by kinds of business.....	1202
128—Retail distribution by types of operation.....	1203
129—Seventeen kinds of business by types of operation.....	1203
WATERTOWN	
(Population, 34,913)	
130—Retail distribution by kinds of business.....	1204
131—Retail distribution by types of operation.....	1204
132—Seventeen kinds of business by types of operation.....	1205
COMBINED CITIES	
(Population, 1,463,447)	
133—Retail distribution by kinds of business—all cities of 10,000 to 30,000 population combined.....	1206
134—Retail distribution by types of operation—all cities of 10,000 to 30,000 population combined.....	1207
135—Seventeen kinds of business by types of operation—all cities of 10,000 to 30,000 population combined.....	1207
136—Retail distribution by kinds of business—all places of less than 10,000 population combined.....	1208
137—Retail distribution by types of operation—all places of less than 10,000 population combined.....	1209
138—Seventeen kinds of business by types of operation—all places of less than 10,000 population combined.....	1209

CENSUS OF DISTRIBUTION

TABLE 1.—THE STATE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, PAY ROLL, STOCKS, AND SALES

KIND OF BUSINESS (Not synonymous with commodities sold—See Table 15)	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		STOCKS ON HAND, END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only		Amount	Per cent of total sales
All groups	54,133	48,294	177,214	32,825	\$841,099,791	\$8,021,282	\$257,959,550	\$2,054,975,829	100.00
Food group	22,176	19,823	82,302	9,892	42,719,118	2,548,923	28,415,010	556,921,462	27.05
Candy and confectionery stores:									
Candy stores—nut stores.....	129	78	303	88	292,364	32,235	88,140	2,318,387	.11
Confectionery stores (candy and fountain).....	3,148	3,458	2,647	939	2,804,303	233,978	2,218,350	32,693,405	1.60
Dairy products stores:									
Dairy products stores (including ice cream).....	263	99	722	233	1,067,283	52,993	376,340	15,616,709	.76
Egg and poultry dealers.....	97	102	62	28	94,462	9,017	26,840	1,568,683	.08
Milk dealers ¹	357	375	1,622	84	2,571,795	23,193	122,650	18,395,050	.90
Delicatessen stores.....	390	430	540	189	622,166	53,554	348,310	7,073,540	.34
Fruit stores and vegetable markets.....	1,176	1,371	733	331	825,866	78,411	727,470	15,264,493	.74
Grocery stores (without meats).....	8,012	5,421	7,622	2,161	9,962,055	492,292	11,504,740	158,034,870	7.69
Combination stores (groceries and meats):									
Grocery stores (with meats).....	3,011	2,376	7,157	2,158	9,411,819	571,558	5,805,130	127,985,964	6.23
Meat markets (with groceries).....	3,079	3,317	6,759	2,421	9,337,342	636,312	5,755,870	123,784,806	6.02
Meat markets (including sea foods):									
Fish markets—sea foods.....	435	447	511	167	647,815	42,634	39,580	6,100,021	.30
Meat markets.....	1,053	1,106	1,461	524	2,243,249	157,309	695,140	31,207,141	1.52
Bakeries—caterers:									
Bakeries—bakery goods stores (except manufacturing bakeries).....	896	939	1,763	295	2,084,896	69,971	355,320	12,259,480	.60
Caterers.....	17	17	150	239	306,733	87,750	53,960	1,255,446	.06
Other food stores:									
Coffee, tea, spices.....	44	33	264	12	367,866	2,851	195,110	1,660,638	.08
Farm products stores.....	18	20	12	6	10,638	992	1,200	89,653	-----
General food stores.....	15	13	6	7	5,779	1,069	6,720	65,089	-----
Bottled waters and beverages.....	26	21	68	10	62,687	2,804	34,140	493,087	.02
General stores	404	441	652	108	824,389	28,708	1,885,440	11,934,326	.58
Groceries with other merchandise.....	253	279	498	79	625,776	21,684	1,408,820	3,947,781	.44
Groceries with apparel.....	22	25	15	9	21,755	2,531	61,810	394,107	.02
Groceries with dry goods.....	129	137	139	20	176,858	4,491	414,810	2,692,438	.12
General merchandise group	1,830	1,615	37,884	6,383	41,091,582	1,407,794	46,897,800	303,900,279	14.78
Department stores:									
With food departments.....	8	-----	1,913	241	2,135,257	53,426	2,348,350	14,473,256	.71
Without food departments ²	97	20	23,825	3,348	30,379,309	851,654	28,683,180	208,998,677	10.17
Dry goods stores—piece goods stores:									
Dry goods stores.....	967	1,002	1,644	777	1,912,038	145,582	6,546,190	20,372,854	.99
Piece goods stores.....	45	44	1,066	13	125,249	0,277	1,324,430	1,490,962	.07
General merchandise stores:									
With food departments.....	40	51	54	11	65,125	1,820	112,260	840,375	.04
Without food departments.....	237	239	503	179	605,179	35,715	1,906,460	6,379,716	.31
Army and navy goods stores.....	23	22	26	21	34,948	4,400	167,830	512,774	.02
Women's exchanges.....	20	15	213	10	318,577	1,965	75,720	1,505,020	.07
Variety, 5-and-10, and to-a-dollar stores.....	498	222	9,580	1,783	5,515,280	300,955	6,423,880	49,239,645	2.40
Automotive group	7,455	6,353	21,434	1,792	33,980,354	508,809	30,503,190	344,136,910	16.75
Motor-vehicle dealers:									
Automobile sales rooms—new and trade-in.....	1,142	750	11,722	285	20,020,369	111,842	21,315,370	235,352,211	11.45
Used-car establishments.....	148	103	399	40	656,821	13,818	752,740	6,186,026	.30
Accessories, tires, and batteries:									
Accessory stores with tires and batteries.....	368	333	1,024	96	1,594,915	28,136	2,392,300	12,889,059	.63
Battery and ignition shops—brake repair shops.....	286	278	442	52	604,026	19,070	375,010	3,723,154	.18
Tire shops (including tire repairs).....	213	177	526	27	889,082	9,041	1,015,560	7,555,895	.37
Filling stations:									
Gasoline and oil.....	1,057	749	1,373	132	1,772,442	38,527	547,920	16,482,785	.80
With tires and accessories.....	655	649	938	252	1,234,026	78,667	1,035,730	14,751,944	.72
With other merchandise.....	2,022	1,011	1,590	504	2,040,150	92,500	1,031,200	21,084,739	1.02
Motor cycles, bicycles, and supplies:									
Motor-cycle dealers.....	11	8	23	-----	33,115	-----	55,300	330,619	.02
Bicycles, motor cycles, and supplies stores.....	13	11	88	2	134,754	893	33,940	463,135	.02
Bicycle shops.....	25	25	8	10	10,113	2,247	26,080	163,455	.01
Garages and repair shops:									
Body, fender, and paint shops.....	88	96	208	22	323,044	6,608	78,140	1,038,929	.05
Garages (repairs and storage, gasoline, oil, accessories).....	1,347	1,406	2,706	339	4,031,696	102,779	1,459,370	20,322,651	.99
Parking stations, parking garages and lots.....	54	51	263	12	350,626	2,805	33,570	1,435,989	.07
Radiator shops (including repairs).....	33	36	65	7	89,528	1,832	21,520	340,363	.02
Other automotive establishments:									
Aircraft and accessories.....	3	4	11	-----	54,310	-----	38,120	126,563	.01
Boats (motor boats, yachts, canoes).....	10	6	48	6	82,337	2,244	291,320	1,890,283	.09
Apparel group³	5,339	4,522	16,603	4,480	24,322,530	1,109,827	44,093,900	194,415,521	9.46
Men's and boys' clothing and furnishings stores:									
Men's and boys' clothing stores.....	146	99	764	77	972,222	20,781	2,144,160	8,414,601	.41
Men's and boys' hat stores.....	84	42	151	64	260,602	17,252	453,680	2,072,731	.10
Men's furnishings stores.....	440	419	487	260	726,610	60,015	2,811,600	8,657,025	.42
Men's clothing and furnishings stores.....	469	385	1,988	594	3,663,065	167,377	9,862,970	29,901,680	1.45
Clothing stores—men's, women's, and children's.....	481	412	1,856	491	2,608,831	109,298	5,384,850	21,866,853	1.07
Women's ready-to-wear specialty stores—apparel and accessories.....	802	644	5,301	1,115	6,704,523	279,769	7,114,870	53,952,680	2.63

¹ Further data will be shown in a special report on milk dealers.

² Includes 1 mail-order house.

³ Group totals may include figures for stores which are omitted from the detail to avoid the disclosure of individual operations.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1083

TABLE 2.—THE STATE—OPERATING EXPENSES, BY KINDS OF BUSINESS

KIND OF BUSINESS	Total number of stores	Total pay roll reported	Wage value of proprietors' services at same rate as that paid full-time employees	Total wage cost, including proprietors' services	All other reported expenses, except pay roll (includes rent)	RENTAL COST (Included in "All other expenses" column)		
						Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises
All groups¹	54,183	\$241,099,791	\$59,953,115	\$301,052,906	\$238,989,802	39,871	\$70,557,301	\$1,642,776,875
Food group	22,176	42,719,118	21,250,089	63,969,207	44,248,578	16,475	13,774,163	462,540,762
Candy and confectionery stores:								
Candy stores—nut stores.....	139	292,364	67,002	359,366	507,397	118	294,422	2,011,935
Confectionery stores (candy and fountain).....	3,143	2,804,303	3,357,718	6,162,021	4,159,605	2,376	2,032,699	27,344,197
Dairy products stores:								
Dairy products stores (including ice cream).....	263	1,067,233	139,095	1,206,378	1,146,740	242	377,394	13,857,436
Egg and poultry dealers.....	97	94,462	140,556	235,018	143,568	55	30,555	1,158,038
Milk dealers.....	357	2,571,795	589,125	3,160,920	2,284,356	94	70,531	6,238,406
Deliatessen stores.....	390	622,166	451,930	1,074,096	758,194	353	361,772	6,365,297
Fruit stores and vegetable markets.....	1,176	825,866	139,603	965,469	1,525,749	966	762,733	13,190,294
Grocery stores (without meats).....	8,012	9,062,055	6,825,039	16,787,094	11,228,900	5,749	3,742,941	141,290,909
Combination stores (groceries and meats):								
Grocery stores with meats.....	3,011	9,411,819	2,934,360	12,346,179	8,556,136	2,188	2,390,070	108,153,338
Meat markets with groceries.....	3,079	9,337,342	3,268,970	12,606,321	8,711,747	2,289	2,087,569	90,486,306
Meat markets (including sea foods):								
Fish markets—sea foods.....	435	647,815	520,755	1,168,570	685,178	362	202,844	5,315,300
Meat markets.....	1,053	2,243,249	1,572,732	3,815,981	2,384,176	879	757,379	25,490,399
Bakeries—caterers:								
Bakeries—bakery goods stores (except manufacturing bakeries).....	896	2,084,896	1,126,800	3,211,696	1,693,496	729	584,407	8,945,111
Caterers.....	17	308,733	24,520	331,553	186,308	13	20,237	902,747
Other food stores:								
Coffee, tea, spices.....	44	367,866	45,639	413,505	216,608	33	42,103	1,485,309
Farm products stores.....	18	10,633	16,060	26,698	8,100	3	740	22,615
General food stores.....	15	5,779	11,376	17,154	9,840	11	3,921	47,689
Bottled waters and beverages.....	26	62,687	18,501	81,188	42,420	15	11,786	207,626
General stores	404	824,389	554,652	1,380,041	623,194	159	75,165	5,398,105
Groceries with other merchandise.....	253	625,776	338,327	964,103	473,272	96	49,706	4,027,210
Groceries with apparel.....	22	21,755	33,750	55,505	16,194	8	2,014	84,310
Groceries with dry goods.....	129	176,858	183,575	300,433	133,758	55	23,445	1,286,585
General merchandise group	1,930	41,091,562	1,622,385	42,713,947	45,055,445	1,567	11,529,444	281,280,450
Department stores:								
With food departments.....	8	2,135,257	-----	2,135,257	2,330,016	7	454,696	12,918,109
Without food departments ¹	97	30,379,309	25,200	30,404,509	31,600,889	87	6,239,763	192,634,078
Dry goods stores—piece-goods stores:								
Dry goods stores.....	967	1,912,638	1,077,150	2,989,788	2,558,202	771	962,740	17,751,058
Piece-goods stores.....	45	125,249	25,168	150,417	170,172	36	53,443	1,283,382
General merchandise stores:								
With food departments.....	40	65,125	55,389	120,514	53,222	18	8,690	212,542
Without food departments.....	237	605,179	270,543	875,727	762,192	194	267,619	5,506,111
Army and Navy goods stores.....	23	34,948	25,872	60,820	64,489	21	35,855	449,609
Women's exchanges.....	20	318,577	22,290	340,867	85,490	17	54,310	1,498,120
Variety, 5-and-10, and to-a-dollar stores.....	463	5,515,280	120,768	5,636,048	7,430,764	436	3,449,328	48,907,441
Automotive group	7,455	33,980,354	8,805,980	42,786,334	33,166,897	3,624	7,023,066	208,967,085
Motor vehicle dealers:								
Automobile sales rooms—new and trade-in.....	1,142	20,020,369	1,279,500	21,299,869	20,330,572	720	3,124,698	149,631,809
Used-car establishments.....	148	656,821	262,750	919,577	698,682	89	152,331	4,070,728
Accessories, tires, and batteries:								
Accessory stores with tires and batteries.....	368	1,594,915	346,066	1,941,901	1,746,222	303	498,104	10,753,750
Battery and ignition shops—brake repair shops.....	266	604,026	369,462	973,488	566,856	224	169,319	3,108,898
Tire shops (including tire repairs).....	213	889,082	296,121	1,185,203	926,881	185	250,353	6,178,220
Filling stations:								
Gasoline and oil.....	1,057	1,772,442	951,230	2,723,672	1,804,861	401	623,236	7,585,971
With tires and accessories.....	655	1,284,026	833,965	2,117,991	1,318,928	377	427,844	8,342,068
With other merchandise.....	2,022	2,040,160	2,073,357	4,113,507	1,518,132	384	266,807	4,727,994
Motor-cycles, bicycles, and supplies:								
Motor cycle dealers.....	11	33,115	11,728	44,843	40,558	10	14,770	320,363
Bicycles, motor cycles, and supplies stores.....	13	134,764	16,731	151,495	205,631	11	134,501	439,862
Bicycle shops.....	25	10,113	24,575	34,688	18,419	20	8,553	118,705
Garages and repair shops:								
Body, fender, and paint shops.....	88	323,044	150,524	473,568	169,117	69	61,652	728,428
Garages (repairs and storage, gasoline, oil, accessories).....	1,347	4,031,696	2,041,512	6,073,208	3,283,856	771	1,168,190	10,780,894
Parking stations, parking garages, and lots.....	54	369,626	69,207	428,833	268,136	22	95,517	431,423
Radiator shops (including repairs).....	33	89,528	48,564	138,092	54,372	30	16,851	302,703
Other automotive establishments:								
Aircraft and accessories.....	3	54,310	19,748	74,058	14,633	1	1,200	14,400
Boats (motor boats, yachts, canoes).....	10	82,337	10,014	92,351	216,043	7	13,240	820,869

¹ Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

² Includes 1 mail-order house.

CENSUS OF DISTRIBUTION

TABLE 2.—THE STATE—OPERATING EXPENSES, BY KINDS OF BUSINESS—Continued

KIND OF BUSINESS	Total number of stores	Total pay roll reported	Wage value of proprietors' services at same rate as that paid full-time employees	Total wage cost, including proprietors' services	All other reported expenses, except pay roll (includes rent)	RENTAL COST (Included in "All other expenses" column)		
						Number of stores in leased premises	Rent paid for premises	Net sales of stores in leased premises
Apparel group	5,339	\$24,322,530	\$3,450,682	\$30,773,212	\$30,401,458	4,915	\$13,219,047	\$185,749,850
Men's and boys' clothing and furnishings stores:								
Men's and boys' clothing stores.....	146	972,222	123,255	1,095,477	1,064,133	136	436,812	7,225,396
Men's and boys' hat stores.....	84	250,602	64,890	315,492	478,205	79	332,934	2,035,004
Men's furnishings stores.....	446	728,610	573,611	1,300,221	1,250,747	404	741,435	7,946,194
Men's clothing and furnishings stores.....	469	3,663,065	678,830	4,339,895	4,691,981	434	1,864,885	23,756,821
Clothing stores—men's, women's, and children's.....	481	2,608,831	554,964	3,163,795	3,340,776	426	1,163,472	20,026,163
Women's ready-to-wear specialty stores—apparel and accessories.....	802	6,794,523	791,476	7,585,999	8,254,953	756	3,200,689	53,039,892
Women's accessories stores:								
Corset and lingerie shops.....	147	284,201	162,734	446,035	383,984	129	175,901	2,068,917
Furriers—fur shops.....	137	1,280,287	221,769	1,502,056	1,478,918	124	463,065	8,282,454
Hosiery shops.....	79	496,357	47,171	543,528	602,046	75	204,287	4,908,642
Knit-goods shops.....	22	57,246	19,672	76,818	84,974	20	45,242	460,523
Millinery stores.....	533	1,243,411	487,692	1,731,103	1,763,091	497	1,058,707	7,537,790
Costume accessories stores (including jewelry, bags, and gloves).....	5	3,817	5,236	9,053	14,006	4	7,571	62,392
Umbrella shops (including parasols and canes).....	3	3,801	1,100	4,901	9,986	3	8,478	52,188
Other apparel stores:								
Children's specialty shops.....	41	40,395	38,104	78,499	109,572	41	58,348	643,473
Custom tailors.....	611	2,162,848	1,049,388	3,212,236	1,193,512	508	523,122	7,661,515
Dressmakers.....	19	27,764	19,660	47,424	18,682	17	10,835	113,190
Infants' wear shops.....	7	22,981	9,050	32,031	49,718	7	23,526	237,942
Shoe stores:								
Men's.....	91	262,705	50,688	313,393	756,097	83	319,188	3,482,451
Women's.....	44	354,429	43,792	398,221	449,117	43	256,917	2,971,003
Men's, women's, and children's.....	1,171	3,006,435	1,608,302	4,574,737	4,414,267	1,068	2,240,968	23,152,009
Furniture and household group	2,017	15,706,624	2,629,458	18,336,082	15,921,449	1,640	4,454,051	86,880,712
Furniture stores:								
Furniture stores.....	712	8,719,332	1,064,416	9,783,748	9,997,478	589	2,603,945	50,046,320
Furniture and undertaker.....	21	135,829	38,766	174,595	152,781	11	21,882	608,899
Furniture and hardware stores.....	18	54,762	18,944	73,706	52,856	9	13,994	312,286
Floor coverings, draperies, curtains, and upholstery stores:								
Draperies, curtains, and upholstery stores.....	24	96,064	27,528	124,492	75,832	20	37,361	611,817
Floor covering stores.....	63	366,710	100,856	467,566	522,068	53	211,142	2,991,653
Household appliance stores:								
Household appliance stores (electric).....	167	1,636,934	59,400	1,696,334	781,853	139	224,775	5,602,292
Household appliance stores.....	65	1,103,598	8,890	1,112,488	569,674	42	65,914	2,177,722
Refrigerator dealers—electric only.....	12	102,690	11,100	113,790	70,468	11	11,515	476,277
Other home furnishing and appliance stores:								
Antique and used furniture dealers.....	67	95,744	115,736	211,480	86,909	35	24,606	335,416
Brushes and brooms.....	8	185,383	3,168	188,551	11,510	7	5,589	379,625
China, glassware, crockery, tinware, enamelware.....	48	129,570	54,868	184,438	185,792	43	88,448	841,585
Picture and framing stores.....	54	174,861	75,185	250,030	135,053	44	87,802	740,646
Stove and range dealers.....	15	63,155	84,455	147,610	54,566	13	15,802	304,920
Antique shops.....	150	467,521	236,652	694,173	695,835	94	215,930	4,169,172
Awnings, flags, banners, window shades, and tents.....	32	75,598	49,865	124,893	65,104	26	26,854	479,500
Interior decorators.....	33	265,355	50,848	316,203	180,206	29	69,174	1,237,563
Lamp and shade shops.....	12	117,776	135,696	253,472	94,689	12	32,680	668,724
Radio and music stores:								
Radio and electrical shops.....	386	1,252,911	484,930	1,737,841	1,220,585	351	304,818	8,978,704
Radio and musical instruments stores.....	138	627,196	189,666	816,862	892,752	130	295,941	4,898,028
Restaurants, cafeterias, and eating places	3,904	20,533,895	4,025,869	24,559,764	16,419,244	2,992	6,088,663	87,170,242
Restaurants, cafeterias, and lunch rooms:								
Cafeterias.....	253	4,980,866	123,318	5,104,184	4,346,878	241	1,655,817	22,465,668
Lunch rooms.....	1,601	4,942,953	1,831,167	6,774,120	3,781,768	1,341	1,649,108	22,667,584
Restaurants (with table service).....	894	6,518,817	881,760	7,400,577	5,339,771	699	1,918,224	25,691,579
Lunch counters, refreshment stands, etc.:								
Box lunches.....	6	569,145	2,602	571,747	192,053	6	15,429	1,799,032
Refreshment stands.....	230	104,216	140,016	250,232	255,156	93	135,812	644,671
Fountain—lunches.....	66	972,109	44,462	1,016,571	844,769	61	310,825	4,240,007
Lunch counters.....	722	2,469,358	882,622	3,291,980	1,543,179	486	454,791	6,631,895
Soft-drink stands.....	132	36,431	113,832	150,263	65,670	65	39,657	229,821
Lumber and building group	1,269	13,269,787	1,743,084	15,012,851	8,988,685	881	1,093,791	45,866,804
Lumber and building material dealers:								
Lumber and building material dealers.....	297	6,331,070	344,738	6,675,808	5,061,502	153	306,256	21,760,400
Lumber and hardware.....	60	872,168	49,414	921,577	834,219	27	31,751	4,410,890
Roofing.....	32	80,247	37,656	97,903	32,446	22	6,841	108,128
Sand, gravel, and crushed stone.....	7	16,726	7,080	23,806	6,076	1	260	4,590
Any other single building material.....	3	2,270	4,540	6,810	1,423	1	300	1,760
Electrical shops (without radio).....	141	904,554	211,696	1,116,150	464,401	110	90,171	3,024,006
Heating and plumbing shops:								
Heating appliances and oil burners.....	83	1,140,641	103,092	1,243,733	603,057	73	83,687	4,249,198
Plumbing shops—heating and ventilating.....	297	2,191,603	507,348	2,698,951	853,968	216	149,218	5,500,826
Paint and glass stores:								
Glass and mirror shops.....	13	44,060	18,228	62,288	29,280	11	7,423	101,795
Paint and glass stores.....	325	1,706,133	459,392	2,165,525	1,102,090	286	417,809	6,416,999

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1087

TABLE 3.—THE STATE—SEASONAL EMPLOYMENT CHARACTERISTICS—Continued

KIND OF BUSINESS	Number of stores reporting seasonal data	SEASONAL VARIATION IN EMPLOYMENT													
		TOTAL EMPLOYEES (full time and part time)		PART TIME EMPLOYEES (included also in total column)		PROPRIETORS AND FIRM MEMBERS (not on pay roll)		Ratios at specified dates. (Total full time and part time employees; 100 per cent represents years average)				Proportion of part time employees to total employees, by seasons of the year. (Ratio of part time employees at specified dates to total full time and part time employees at same dates)			
		Men	Women	Men	Women	Men	Women	Apr. 15	July 15	Oct. 15	Dec. 15	Apr. 15	July 15	Oct. 15	Dec. 15
		Per cent 43	Per cent 52	Per cent 60	Per cent 50	Per cent 78	Per cent 22	Per cent 89	Per cent 98	Per cent 100	Per cent 105	Per cent 21	Per cent 18	Per cent 19	Per cent 22
Apparel group-----	3,873														
Men's and boys' clothing and furnishings stores:															
Men's and boys' clothing.....	116	88	12	84	16	100	102	99	101	98	8	7	8	9	
Men's and boys' hat stores.....	69	86	14	92	8	95	94	84	106	118	23	16	30	36	
Men's furnishings.....	323	85	15	93	7	94	97	97	95	111	29	29	28	37	
Men's clothing and furnishings.....	399	81	19	83	17	95	98	95	97	110	20	18	18	28	
Clothing stores, men's, women's, and children's.....	331	41	59	36	64	33	98	94	100	108	19	18	19	23	
Women's ready-to-wear specialty stores.....	618	14	80	8	92	54	99	95	99	107	16	15	16	17	
Women's accessory stores:															
Corsets and lingerie shops.....	92	6	94	7	93	34	97	96	98	109	21	21	22	28	
Furriers—fur shops.....	121	54	46	39	61	95	90	91	112	107	5	4	6	6	
Hosiery shops.....	58	30	70	3	97	50	97	95	101	107	9	10	11	15	
Knit goods shops.....	19	39	61	20	80	86	73	113	106	108	32	27	33	28	
Millinery stores.....	850	6	94	4	96	25	112	92	106	90	24	20	22	19	
Costume accessory stores (including jewelry, bags and gloves).....	4	33	67		100	50	94	85	93	128	64	60	64	73	
Other apparel stores:															
Children's specialty shops.....	33	6	94	11	89	38	96	93	101	110	29	28	32	34	
Custom tailors.....	352	80	20	82	18	98	101	99	100	100	34	12	12	12	
Dressmakers.....	8	3	97		100	38	102	98	98	102					
Infants' wear shops.....	6	29	71		100	40	103	95	99	103	4	4	4	4	
Shoe stores:															
Men's.....	69	94	6	90	10	100	100	100	100	100	34	34	34	35	
Women's.....	38	87	19	80	20	85	103	94	102	101	24	20	22	23	
Men's, women's, and children's.....	784	78	22	76	24	94	99	99	99	103	32	32	31	33	
Furniture and household group-----	1,584	77	23	73	27	91	98	99	100	103	6	6	6	7	
Furniture stores:															
Furniture stores.....	623	77	23	81	19	93	98	98	101	103	4	4	4	5	
Furniture and undertaker.....	21	81	19	73	27	95	100	100	100	100	14	18	13	13	
Furniture and hardware stores.....	16	77	23	67	33	82	101	105	99	98	4	4	2	5	
Floor coverings, draperies, curtains, and upholstery stores:															
Draperies, curtains, and upholstery stores.....	18	48	52	43	57	100	98	98	103	101	14	14	13	16	
Floor coverings stores.....	47	74	26	89	11	96	98	101	101	100	5	5	5	5	
Household appliances stores:															
Household appliances (electrical).....	136	80	20	56	44	100	98	101	99	102	8	8	8	8	
Household appliances other than electrical.....	64	90	10	97	3	100	98	101	100	101	9	8	9	7	
Refrigerator dealers—electric only.....	9	85	15	100		100	106	103	97	94	2	2	6		
Other home furnishings and appliances stores:															
Antique furniture with used furniture.....	26	78	22	100		73	97	99	101	103	11	11	10	12	
Brushes and brooms.....	7	99	1			100	100	100	100	100					
China, glassware, crockery, tinware, enamel-ware.....	20	64	36	58	42	86	96	98	97	111	8	8	9	19	
Picture and framing stores.....	34	61	39	25	75	92	94	96	100	110	10	11	9	16	
Stove and range dealers.....	12	90	10	100		100	96	97	102	105	3	3	8	8	
Antique shops.....	83	63	37	36	64	61	98	105	100	97	10	10	9	9	
Awnings, flags, banners, window shades, and tents.....	21	78	22	100		83	106	107	91	96	11	11	13	13	
Interior decorators.....	31	53	47	33	67	53	86	95	98	111	4	4	4	4	
Lamp and shade shops.....	7	62	38		100	100	100	97	99	104	1	1	1	1	
Radio and music stores:															
Radio and electrical shops.....	285	81	19	75	25	99	96	96	103	105	8	9	9	9	
Radio and musical instruments stores.....	116	67	33	87	13	96	99	97	102	102	9	10	9	10	
Restaurants, cafeterias, and eating places-----	2,980	59	41	46	54	78	98	105	101	96	11	12	11	10	
Restaurants, cafeterias, and lunch rooms:															
Cafeterias.....	246	74	26	84	16	88	100	100	100	100	11	11	11	11	
Lunch rooms.....	1,206	64	36	41	59	81	99	104	100	97	9	11	9	9	
Restaurants and table service.....	814	60	40	28	72	69	97	108	101	94	9	10	10	9	
Lunch counters, refreshment stands, etc.:															
Refreshment stands.....	115	71	29	73	27	76	62	210	100	28	30	45	42	43	
Fountain-lunches.....	52	25	75	5	95	84	99	95	102	104	16	15	16	17	
Lunch counters.....	504	63	37	47	53	82	97	109	100	94	14	17	15	14	
Soft-drink stands.....	40	76	24	64	36	85	78	153	104	65	22	28	85	27	
Lumber and building groups-----	1,100	88	12	84	16	95	97	102	105	96	4	4	4	4	
Lumber and building materials (including roofing):															
Lumber and building material dealers.....	283	90	10	82	18	86	88	104	102	96	2	2	2	2	
Lumber and hardware.....	58	88	12	89	11	96	101	103	100	95	3	4	3	3	
Roofing.....	21	78	22	100		93	97	92	109	102	14	15	21	26	
Sand, gravel, and crushed stone.....	5	100		100		100	104	104	112	80	8	8	7		
Electrical shops (without radio).....	128	85	15	90	10	95	98	102	103	97	6	8	6	5	
Heating and plumbing shops:															
Heating appliances and oil burners.....	64	90	10	73	27	100	89	92	124	95	2	1	2	2	
Plumbing, heating, ventilating (including fixtures).....	260	87	13	91	9	99	93	100	106	101	5	5	6	5	
Paint and glass stores:															
Glass and mirror shops.....	13	87	13	80	20	100	107	103	97	93	7	7	7		
Paint and glass stores.....	265	85	15	77	23	96	99	101	106	94	7	7	7		

TABLE 4B.—THE STATE—SALES BY SIZE OF BUSINESS
STORES WITH SALES OF MORE THAN \$200,000 GROUPED ACCORDING TO AMOUNT OF ANNUAL SALES
[Sales expressed in thousands of dollars]

KIND OF BUSINESS	ALL STORES WITH ANNUAL SALES EXCEEDING \$200,000 (Included in Table 4A)		STORES WITH ANNUAL SALES EXCEEDING \$1,000,000		STORES WITH ANNUAL SALES OF \$600,000 TO \$999,999		STORES WITH ANNUAL SALES OF \$300,000 TO \$499,999		STORES WITH ANNUAL SALES OF \$200,000 TO \$299,999	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
All groups.....	1,257	\$781,278	119	\$361,818	218	\$148,066	357	\$133,958	563	\$137,441
Per cent of total.....	2.32	38.03	.22	17.61	.40	7.21	.66	6.52	1.04	8.69
Food group.....	146	\$17,561	14	\$27,014	19	\$12,985	41	\$14,660	72	\$16,908
Confectionary stores (candy and fountain).....	3	716							3	716
Dairy products stores:										
Dairy product stores (including ice cream).....	7	2,778			2	1,432	1	352	4	939
Egg and poultry dealers.....	1	(x)							7	1,747
Milk dealers.....	16	7,678	1	1,307	5	3,577	3	1,047	4	447
Delicatessen stores.....	1	(x)							2	447
Grocery stores (without meats).....	5	6,625	1	5,423			2	755	2	447
Combination stores (groceries and meats):										
Grocery stores with meats.....	54	21,107	3	6,028	5	3,162	12	4,051	34	7,866
Meat markets with groceries.....	45	26,598	8	13,238	4	3,040	18	6,751	15	8,569
Meat markets (including sea foods):										
Fish markets—sea foods.....	1	(x)								
Meat markets.....	10	3,343			2	1,142	3	1,065	5	1,136
Bakeries—caterers:										
Bakeries—bakery goods stores (except manufacturing bakeries).....	1	(x)								
Caterers.....	1	(x)								
Coffee, tea and spices.....	1	(x)								
General stores.....	2	(x)								
Groceries with other merchandise.....	2	(x)								
General merchandise group.....	151	252,753	37	201,570	42	23,783	33	12,454	39	6,946
Department stores:										
With food departments.....	8	14,473	5	12,371	8	2,102				
Without food departments.....	65	183,665	28	168,545	19	13,903	13	4,836	5	1,381
Mail-order houses—general merchandise.....	1	(x)								
Dry goods stores—piece goods stores:										
Dry goods stores.....	12	4,511			3	1,880	3	1,097	6	1,534
Piece goods stores.....	1	(x)								
Women's exchanges.....	1	(x)								
Variety, 5 and 10 and to-a-dollar stores.....	63	26,938	2	3,325	16	10,061	17	6,521	28	7,031
Automotive group.....	362	179,364	27	60,135	56	36,782	107	40,245	172	42,713
Motor vehicle dealers:										
Automobile sales rooms—new and trade-in.....	334	169,110	26	59,091	51	33,598	98	37,031	159	39,390
Used-car establishments.....	3	1,790			2	1,548			1	242
Accessories, tires and batteries:										
Accessory stores with tires and batteries.....	6	2,320			2	1,058	2	865	2	597
Battery and ignition shops—brake repair shops.....	3	732							3	762
Tire shops (including tire repairs).....	6	1,586					1	364	5	1,222
Filling stations:										
Filling stations—gasoline and oil.....	3	1,026					2	742	1	284
Filling stations with tires and accessories.....	1	(x)								
Bicycles, motorcycles and supplies stores.....	1	(x)								
Garages (repairs and storage, gasoline, oil, accessories).....	2	(x)								
Parking stations, parking garages and lots.....	1	(x)								
Boats (motor boats, yachts, canoes).....	2	(x)								
Apparel group.....	121	66,189	14	24,070	20	15,706	39	14,326	48	11,667
Men's and boys' clothing and furnishings stores:										
Men's and boys' clothing stores.....	5	3,730	1	1,688	1	976	2	853	1	213
Men's clothing and furnishings stores.....	23	12,157	3	4,184	4	3,104	8	3,004	8	1,865
Clothing stores—men's, women's and children's.....	17	7,351	2	2,358	1	731	7	2,468	7	1,796
Women's ready-to-wear specialty stores—apparel and accessories.....	45	27,941	6	12,260	8	6,159	13	5,038	18	4,484
Women's accessories stores:										
Corsets and lingerie shops.....	1	(x)								
Furriers—fur shops.....	6	3,719			4	3,254			2	466
Hosiery shops.....	2	(x)								
Millinery stores.....	2	(x)								
Customs tailors.....	3	1,397			1	976			2	421
Shoe stores:										
Shoe stores, women's.....	5	1,622					3	1,184	2	438
Shoe stores, men's, women's and children's.....	12	4,635	1	1,420			5	1,804	6	1,411
Furniture and household group.....	77	35,041	5	9,496	13	8,786	18	6,852	41	10,197
Furniture stores.....	54	27,059	5	9,496	9	6,552	10	3,567	20	7,444
Floor coverings stores.....	3	828					1	341	2	487
Household appliances stores:										
Household appliances stores (electrical).....	4	1,663			2	1,097	1	318	1	248
Household appliances stores.....	5	1,913			2	1,117			3	796
Antique shops.....	5	1,857					3	1,394	2	463
Other home furnishings and appliances stores:										
Interior decorators.....	1	(x)								
Lamp and shade shops.....	1	(x)								
Radio and music stores:										
Radio and electrical shops.....	2	(x)								
Radio and musical instruments stores.....	2	(x)								

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1093

TABLE 4B.—THE STATE—SALES BY SIZE OF BUSINESS—Continued

STORES WITH SALES OF MORE THAN \$200,000 GROUPED ACCORDING TO AMOUNT OF ANNUAL SALES—Continued

[Sales expressed in thousands of dollars]

KIND OF BUSINESS	ALL STORES WITH ANNUAL SALES EXCEEDING \$200,000 (Included in Table 4A)		STORES WITH ANNUAL SALES EXCEEDING \$1,000,000		STORES WITH ANNUAL SALES OF \$500,000 TO \$999,999		STORES WITH ANNUAL SALES OF \$300,000 TO \$499,999		STORES WITH ANNUAL SALES OF \$200,000 TO \$299,999	
	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales	Number of stores	Net sales
Restaurants, cafeterias, and eating places.....	51	\$17,124			11	\$6,623	9	\$3,097	31	\$7,404
Restaurants, cafeterias, and lunch rooms.										
Cafeterias.....	17	4,515					5	1,730	12	2,785
Lunch rooms.....	1	(x)								
Restaurants with table service.....	20	5,909			2	1,198	4	1,367	14	3,434
Lunch counters, refreshment stands, etc.:										
Box lunches.....	3	(x)								
Fountain-lunches.....	6	2,564			3	1,873			3	691
Lunch counters.....	4	2,068			3	1,776			1	292
Lumber and building group.....	112	42,038	3	\$3,835	15	9,954	35	13,784	59	14,515
Lumber and building material dealers:										
Lumber and building material dealers.....	87	34,117	3	3,835	13	8,386	28	10,972	43	10,924
Lumber and hardware.....	14	3,814					5	1,877	9	1,987
Electrical shops (without radio).....	1	(x)								
Heating and plumbing shops:										
Heating appliances and oil burners.....	3	1,790			2	1,568			1	222
Plumbing shops—heating and ventilating.....	4	1,093					1	451	3	642
Paint and glass stores.....	3	(x)								
Other retail stores.....	234	115,744	19	\$5,703	42	28,467	72	27,306	101	24,288
Hardware stores.....	10	3,064			2	1,100	7	2,503	1	202
Feed stores (flour, food, grain, fertilizer).....	14	7,385	1	2,320	2	1,817	6	2,047	5	1,201
Farmers' supply stores.....	2	(x)								
Seeds, bulbs and nursery stock.....	2	(x)								
Coal and feed stores.....	15	5,897	1	1,866	2	1,188	8	2,939	4	904
Feed stores with groceries.....	1	(x)								
Book stores.....	6	1,982					4	1,548	2	434
Cigar stores without fountains.....	3	1,576			2	1,337			1	239
Coal and woodyards—ice dealers:										
Coal and woodyards.....	88	51,689	11	23,032	13	9,426	24	9,383	40	9,848
Ice dealers.....	8	5,378	1	2,069	3	2,114	1	425	3	770
Drug stores:										
Drug stores.....	2	(x)								
Drug stores with fountains.....	17	4,531			2	511	4	1,501	11	2,510
Florists.....	2	(x)								
Gift shops, novelties and toys:										
Toy shops.....	1	(x)								
Art and gift shops.....	4	1,835			2	1,276	1	307	1	252
Novelty and souvenir shops.....	1	(x)								
Jewelry stores:										
Jewelry stores (installment credit).....	5	2,698			3	2,161	1	320	1	217
Jewelry stores.....	7	6,153	4	4,940	1	537	1	409	1	267
Luggage and leather goods stores.....	3	769					1	315	2	454
Music stores (without radio).....	5	2,313			2	1,650			3	663
News dealers.....	1	(x)								
Office, school and store supplies and equipment dealers:										
Office and school supplies.....	3	856					1	420	2	436
Office and store mechanical appliances dealers (retail).....	6	3,255	1	1,478	1	851			4	928
Office and store furniture and equipment dealers.....	6	1,844					3	1,111	3	733
Typewriter dealers.....	3	1,127					2	853	1	274
Opticians and optometrists.....	1	(x)								
Sporting goods stores with toys and stationery.....	2	(x)								
Scientific and medical instruments and supplies, at retail.....	2	(x)							1	248
Stationers and printers:										
Paper and paper products stores.....	1	(x)								
Stationers and engravers.....	4	1,874			1	688	2	901	1	285
Miscellaneous classifications:										
Art galleries (sales).....	1	(x)								
Auction houses—miscellaneous goods at auction.....	1	(x)								
Blue printers.....	1	(x)								
Camera dealers—photographic supplies.....	1	(x)								
Hotel supply house and ship chandleries.....	2	(x)								
Regalia dealers—badges and emblems.....	1	(x)								
Religious goods stores, including religious books.....	2	(x)								
Secondhand stores.....	1	(x)								

(x) Amount not indicated.

CENSUS OF DISTRIBUTION

TABLE 5A.—THE STATE—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	NUMBER OF STORES	PROPRIETORS AND FIRM MEMBERS (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	54,183	48,294	177,214	32,625	\$241,099,791	\$8,021,282	\$238,989,802	\$257,958,550	\$2,054,975,829	100.00
Single-store independents.....	43,515	45,315	99,941	20,378	140,022,149	5,054,129	142,396,142	169,796,660	1,244,255,216	60.55
2-store independents.....	2,040	1,276	21,017	2,342	29,742,155	599,789	28,375,364	28,906,290	209,017,048	10.17
3-store independents.....	703	200	6,309	1,014	9,183,025	241,240	8,861,929	10,441,900	72,538,393	3.53
Local chains.....	1,907	77	12,425	2,480	17,417,930	652,829	15,332,430	14,009,200	132,705,410	6.46
Sectional chains.....	2,987	-----	12,220	2,092	16,564,478	554,749	14,839,493	11,253,210	154,062,520	7.50
National chains.....	2,315	-----	18,123	3,981	18,487,358	845,079	21,937,542	15,693,960	182,036,594	8.86
Mail order houses (does not include stores).....	9	5	1,897	5	1,780,189	491	2,534,389	2,658,430	19,515,403	.95
Direct selling (house to house).....	55	8	1,366	3	1,145,333	356	320,713	352,920	3,695,628	.18
Roadside markets or stands.....	55	71	30	44	16,918	4,275	24,336	14,470	320,825	.02
Curbside markets or stands.....	45	49	21	22	20,982	4,460	12,093	12,960	296,489	.01
Itinerant vendors.....	49	50	10	5	19,029	1,455	31,927	12,310	324,000	.02
Rolling stores.....	11	11	5	4	5,252	886	59,717	7,030	184,859	.01
Leased departments—Independent operators.....	10	3	103	11	181,508	1,064	219,220	155,910	862,760	.04
Leased-department chains.....	140	4	597	110	717,487	16,592	879,275	590,700	4,126,083	.20
Utility-operated retail stores.....	62	-----	561	23	1,028,917	11,379	465,588	1,001,380	4,332,493	.21
Manufacturer-controlled chains (and sales branch systems).....	147	-----	2,086	71	4,004,356	23,453	2,109,265	2,512,440	20,203,767	.98
Cooperative stores—Independent ¹	12	-----	52	4	101,979	375	45,578	36,850	714,256	.04
Retailers, country buyers ¹	61	74	147	21	240,621	5,120	183,003	235,020	2,429,809	.11
Wholesalers and retailers ¹	60	61	304	15	419,125	3,268	207,900	267,900	3,354,280	.16

¹ These classifications were used only in places of less than 10,000 population.

TABLE 5B.—THE STATE—COUNTY DISTRIBUTION BY TYPES OF OPERATION

[See Tables 13 and 14 for detailed county figures]

[Sales expressed in thousands of dollars]

COUNTY	TOTAL		INDEPENDENT STORES			SECTIONAL AND NATIONAL CHAINS			OTHER TYPES OF OPERATION		
	Number of stores	Net sales	Number of stores	Net sales	Per cent of total sales	Number of stores	Net sales	Per cent of total sales	Number of stores	Net sales	Per cent of total sales
Total.....	54,183	\$2,054,976	46,258	\$1,525,811	74	5,302	\$336,099	16	2,623	\$193,066	10
Barnstable.....	788	20,093	695	15,969	77	73	3,921	19	20	803	4
Berkshire.....	1,767	61,219	1,600	51,979	85	114	7,279	12	58	1,961	3
Bristol.....	5,067	137,287	4,475	107,170	78	409	18,510	14	183	11,607	8
Dukes.....	99	3,484	90	3,058	88	7	407	11	2	19	1
Essex.....	7,123	209,563	6,280	182,432	78	580	31,400	16	263	15,731	7
Franklin.....	702	21,124	612	15,607	74	62	2,684	13	28	2,833	13
Hampden.....	4,748	168,858	4,073	127,524	76	412	26,962	16	263	14,372	8
Hampshire.....	940	26,219	835	21,873	83	65	2,980	12	40	1,366	5
Middlesex.....	10,175	322,344	8,405	225,317	70	1,224	60,603	21	540	30,424	9
Nantucket.....	74	2,410	69	1,939	80	5	471	20	-----	-----	-----
Norfolk.....	2,680	102,094	2,123	73,706	72	392	20,232	20	165	8,156	8
Plymouth.....	2,682	78,405	2,366	58,894	75	211	11,340	15	105	8,171	10
Suffolk.....	11,224	700,154	9,347	504,943	72	1,228	113,798	16	649	81,413	12
Worcester.....	6,114	201,122	5,288	155,400	77	520	29,512	15	306	16,210	8

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1095

TABLE 6.—THE STATE—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	105	55	18	7	5	19	1
Annual net sales.....	\$223,466,933	\$100,254,915	\$93,161,806	(x)	\$1,841,701	\$9,365,709	(x)
Per cent of total sales.....	100.00	44.86	41.68	(x)	.82	4.19	(x)
Variety 5-and-10 and to-a-dollar stores:							
Number of stores.....	493	202	11		13	267	
Annual net sales.....	\$49,233,945	\$1,090,302	\$150,718		\$1,101,343	\$40,291,282	
Per cent of total sales.....	100.00	3.43	.31		2.24	94.02	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	1,145	852	150	38	44	47	14
Annual net sales.....	\$49,106,037	\$27,871,012	\$8,901,335	\$2,601,808	\$5,467,484	\$2,524,331	\$1,750,067
Per cent of total sales.....	100.00	56.70	18.13	5.30	11.11	6.14	3.56
Clothing stores—men's, women's, and children's:							
Number of stores.....	481	377	52	12	23	12	5
Annual net sales.....	\$21,866,353	\$13,002,197	\$5,787,344	\$771,406	\$1,506,676	\$744,163	\$104,667
Per cent of total sales.....	100.00	59.46	26.24	3.53	6.89	3.40	.48
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	802	598	112	28	32	29	3
Annual net sales.....	\$53,952,080	\$31,068,807	\$12,066,632	\$5,367,661	\$1,856,665	\$3,452,013	\$120,002
Per cent of total sales.....	100.00	57.69	22.37	9.98	3.44	6.40	.22
Shoe stores:							
Number of stores.....	1,806	944	120	20	59	104	59
Annual net sales.....	\$36,387,745	\$17,240,878	\$4,135,532	\$3,555,935	\$2,685,731	\$5,480,475	\$3,289,194
Per cent of total sales.....	100.00	47.38	11.86	9.77	7.38	15.07	9.04
Furniture stores:							
Number of stores.....	751	631	87	30		2	1
Annual net sales.....	\$60,273,275	\$42,780,915	\$12,959,980	\$4,415,203		(x)	(x)
Per cent of total sales.....	100.00	70.95	21.60	7.33		(x)	(x)
Radio and music stores:							
Number of stores.....	524	450	45	12	16		1
Annual net sales.....	\$14,900,068	\$10,690,941	\$2,556,717	\$428,049	\$1,150,308		\$74,053
Per cent of total sales.....	100.00	71.75	17.16	2.87	7.72		.50
Grocery stores (without meats):							
Number of stores.....	8,012	4,971	90	339	1,563	1,000	19
Annual net sales.....	\$158,034,870	\$46,384,036	\$2,129,436	\$14,459,517	\$53,144,507	\$41,209,018	\$703,356
Per cent of total sales.....	100.00	29.35	1.35	9.15	33.63	26.07	.45
Combination stores (groceries and meats):							
Number of stores.....	6,090	4,830	238	520	188	288	26
Annual net sales.....	\$251,770,770	\$144,311,749	\$18,422,089	\$25,755,439	\$25,045,866	\$37,240,603	\$995,024
Per cent of total sales.....	100.00	57.32	7.32	10.23	9.95	14.79	.39
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	2,748	2,448	153	69	77	6	
Annual net sales.....	\$78,047,638	\$49,985,240	\$9,341,755	\$9,056,815	\$8,338,358	\$1,325,525	
Per cent of total sales.....	100.00	64.04	11.97	11.61	10.68	1.70	
Cigar stores and cigar stands:							
Number of stores.....	729	642	20		1	66	
Annual net sales.....	\$14,830,491	\$8,607,512	\$1,044,689		(x)	(x)	
Per cent of total sales.....	100.00	60.06	7.29		(x)	(x)	
Filling stations:							
Number of stations.....	3,734	2,661	159	115	613	169	17
Annual net sales.....	\$52,319,468	\$27,946,900	\$4,386,256	\$3,167,341	\$12,442,285	\$4,106,735	\$209,971
Per cent of total sales.....	100.00	53.42	8.38	6.05	23.78	7.85	.52
Coal and wood yards—ice dealers:							
Number of yards.....	899	817	32	24	9		17
Annual net sales.....	\$93,055,609	\$74,453,584	\$7,188,581	\$6,132,649	\$4,936,442		\$344,253
Per cent of total sales.....	100.00	80.01	7.73	6.59	5.30		.37
Drug stores:							
Number of stores.....	1,971	1,653	174	59	4	81	
Annual net sales.....	\$64,378,590	\$45,097,511	\$6,220,430	\$3,046,986	\$160,856	\$9,843,807	
Per cent of total sales.....	100.00	70.05	9.67	4.73	.26	15.29	
Hardware stores:							
Number of stores.....	870	766	65	37		1	1
Annual net sales.....	\$28,279,929	\$23,356,099	\$2,583,208	\$2,143,793		(x)	(x)
Per cent of total sales.....	100.00	82.59	9.13	7.58		(x)	(x)
Jewelry stores:							
Number of stores.....	790	715	43	7	3	8	14
Annual net sales.....	\$24,212,355	\$18,585,499	\$3,663,881	\$389,084	\$136,023	\$1,047,320	\$389,948
Per cent of total sales.....	100.00	76.76	15.13	1.61	.56	4.33	1.61

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1097

TABLE 8.—THE STATE—CREDIT BUSINESS BY TYPES OF OPERATION

TYPE OF OPERATION	Number of stores reporting credit sales	Total net sales of such stores	Net credit sales of such stores	Ratio of credit sales to total sales in stores reporting credit sales	Installment sales of stores reporting installments (included also in credit sales) ¹	TYPE OF OPERATION	Number of stores reporting credit sales	Total net sales of such stores	Net credit sales of such stores	Ratio of credit sales to total sales in stores reporting credit sales	Installment sales of stores reporting installments (included also in credit sales) ¹
Total.....	17,440	\$1,057,015,606	\$567,435,389	53.68	\$132,143,586	Itinerant vendors.....	24	\$188,550	\$51,509	27.32
Independent stores ²	16,460	905,384,559	498,813,080	55.09	108,209,823	Utility-operated retail stores.....	30	3,317,523	2,857,762	86.14	\$1,496,692
Local chains.....	460	62,291,239	31,146,195	50.00	7,985,808	Manufacturer-controlled chains.....	37	8,616,111	6,382,711	74.08	3,120,485
Sectional chains.....	184	33,006,747	12,517,534	37.92	5,787,885	Retailers-country buyers (rural) ³	45	1,610,549	782,029	48.55
National chains.....	100	20,202,328	9,895,508	48.98	3,652,712	Combination retailers and wholesalers (rural).....	36	2,714,318	1,919,105	70.70	88,000
Mail-order houses (catalogue only).....	4	17,017,465	1,788,756	10.51	1,096,439	Other types of operation.....	15	815,052	327,660	40.20	18,086
Direct selling (house-to-house).....	26	1,486,900	838,195	56.37	757,656						

¹ Installment sales were not reported by country stores, nor by any stores with total sales of less than \$80,000 annually. Therefore this column can not be related to the credit sales column, because it is incomplete. Some installment dealers have failed to report as installment sales those transactions in which the customers' notes were handled through finance companies. The proportion of installment and credit business is greater than that shown in this table.
² Includes single-store independents, two and three store independents, and 10 cooperative independent stores.
³ Used only in places of less than 10,000 population.

TABLE 9.—THE STATE—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total ¹	167,514	\$78,560,363
Restaurants and eating places.....	158,941	73,276,030
Cafeterias.....	20,427	15,393,958
Lunch rooms.....	59,752	22,776,919
Restaurants with table service.....	67,327	25,487,690
Refreshment stands.....	136	10,281
Fountain-lunches.....	2,267	2,010,048
Lunch counters.....	9,032	7,597,184
Other stores in which meals are served.....	8,573	3,284,333
Confectionery stores (candy and fountain).....	2,337	494,677
Dairy products stores (including ice cream).....	129	268,570
Deli-cafeteria stores.....	1,368	442,737
Fruit stores and vegetable markets.....	71	10,625
Grocery stores (without meats).....	498	114,792
Combination stores—grocery stores with meats.....	164	65,806
Combination stores—meat markets with groceries.....	50	15,000
Fish markets—sea foods.....	209	84,806
Bakeries—bakery goods stores (except manufacturing bakeries).....	486	90,395
Caterers.....	70	511,599
Country general stores—miscellaneous merchandise.....	87	15,420
Department stores with food departments.....	80	58,725
Department stores without food departments.....	1,448	868,018
Women's exchanges.....	35	2,420
Variety stores, 5-and-10, and 25-and-dollar stores.....	24	2,800
Filling stations with other merchandise.....	1,049	99,091
Garages (repairs and storage, gasoline, oil, accessories).....	16	400
Men's furnishings stores.....	45	12,000
Women's ready-to-wear specialty shops—apparel and accessories.....	69	43,584
Antique and used furniture.....	110	9,936
Cigar stands.....	31	41,627
Drug stores with fountains.....	18	5,951
Art and gift shops.....	152	29,776
News dealers.....	40	5,578

¹ This table is based upon replies to a question as to the total receipts from the sale of meals. Not all stores selling meals replied in detail. Additional data on this subject is contained in the commodity table. Both tables should be taken into consideration in any study of food sales.

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total ¹	8,019	\$28,124,629	\$1,774,255
General stores—miscellaneous merchandise.....	1	1,000
Automotive group.....	7,987	26,028,633	1,774,258
Automobile sales rooms—new and trade-in.....	4,890	13,095,340	599,811
Used-car establishments.....	142	372,965	11,600
Accessory stores with tires and batteries.....	194	728,623	1,250
Battery shops (including repairs).....	234	1,170,662
Tire shops (including tire repairs).....	99	442,047
Filling stations—gasoline and oil.....	131	198,512	3,727
Filling stations with tires and accessories.....	246	850,256	26,904
Filling stations with other merchandise.....	50	178,815
Motor cycle dealers.....	4	15,056
Bicycles, motor cycles, and supplies stores.....	5	16,711
Body, fender, and paint shops.....	190	739,790
Garages (repairs and storage, gasoline, oil, accessories).....	1,704	7,905,754	790,210
Parking stations, parking garages, and lots.....	38	121,698	350,756
Radiator shops (including repairs).....	54	192,604
Furniture and household group.....	3	8,321
Radio and electrical shops.....	3	8,321
Lumber and building group.....	1	19,585
Electrical shops (without radio).....	885
Heating appliances and oil burners.....	1	5,000
Paint and glass stores.....	13,700
Other retail stores.....	16	61,940
Hardware stores.....	5	22,640
Farm implements, machinery, and equipment dealers.....	3	9,107
Coal and feed stores.....	2	2,450
Cigar stands.....	5,701
Blacksmiths (miscellaneous merchandise).....	4	17,547
Machinery dealers.....	2	4,195
Secondhand stores.....	4	10,150
Automobile parts and accessories (secondhand).....	1	2,000
Motor cycles, bicycles and supplies (secondhand).....	400
Tires and batteries (secondhand).....	3	7,750

¹ This table is based upon replies to a question as to the total receipts from automotive repairs and storage. Additional data on this subject are contained in the commodity table. Both tables should be considered in any study of automotive repairs and storage.

CENSUS OF DISTRIBUTION

TABLE 9.—THE STATE—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE—Continued

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE (Incidental to the sale of merchandise)		C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE—Contd. (Incidental to the sale of merchandise)	
KIND OF BUSINESS	Receipts from other repairs and service	KIND OF BUSINESS	Receipts from other repairs and service
Total	\$13,339,348	Restaurants and eating places	\$4,588
Food group	28,916	Lunch rooms.....	518
Confectionery stores (candy and fountain).....	6,111	Restaurants with table service.....	2,000
Delicatessen stores.....	12,000	Refreshment stands.....	2,060
Grocery stores (without meats).....	1,312	Lumber and building group	2,318,842
Combination stores—meat markets with groceries.....	1,645	Lumber and building material dealers.....	70,888
Bakeries—bakery goods stores (except manufacturing bakeries).....	848	Lumber and hardware.....	25,865
Caterers.....	5,000	Roofing.....	38,293
General merchandise group	1,878,830	Electrical shops (without radio).....	370,522
General stores—miscellaneous merchandise.....	840	Heating appliances and oil burners.....	344,046
Department stores with food departments.....	34,006	Plumbing shops—heating and ventilating.....	822,969
Department stores without food departments.....	1,831,398	Glass and mirror shops.....	19,688
Dry-goods stores.....	7,484	Paint and glass stores.....	625,770
General merchandise stores with food departments.....	500	Other retail stores	5,159,897
General merchandise stores without food departments.....	1,144	Hardware stores.....	242,325
Women's exchanges.....	892	Farm implements, machinery and equipment dealers.....	8,400
Variety stores, 5-and-10 and to-a-dollar stores.....	2,366	Farm hardware and farm implement stores.....	4,396
Automotive group	202,225	Feed stores (flour, feed, grain, fertilizer).....	2,679
Automobile sales rooms—(new and trade-in).....	4,707	Harness shops.....	18,978
Accessory stores with tires and batteries.....	14,495	Book stores.....	19,477
Battery and ignition shops—brake repair shops.....	25,859	Circulating libraries.....	3,407
Tire shops (including tire repairs).....	600	Cigar stands.....	51,855
Filling stations—gasoline and oil.....	35,737	Cigar stores without fountains.....	0,024
Filling stations with tires and accessories.....	1,080	Coal and wood yards.....	186,045
Filling stations with other merchandise.....	12,875	Ice dealers.....	86,723
Bicycle shops.....	21,089	Drug stores with fountains.....	5,192
Body, fender, and paint shops.....	18,000	Drug stores.....	3,295
Garages (repairs and storage, gasoline, oil, accessories).....	32,835	Florists.....	2,962
Aircraft and accessories.....	8,509	Toy shops.....	4,530
Boats (motor boats, yachts, canoes).....	26,439	Art and gift shops.....	5,049
Apparel group	2,637,911	Novelty and souvenir shops.....	2,412
Men's and boys' clothing stores.....	500	Jewelry stores (installment credit).....	106,116
Men's and boys' hat and cap stores.....	36,197	Jewelry stores.....	1,715,894
Men's furnishings stores.....	16,653	Luggage and leather goods stores.....	61,621
Men's clothing and furnishings stores.....	75,210	Music stores (without radio).....	27,057
Clothing stores—men's, women's and children's.....	121,038	News dealers.....	28,825
Women's ready-to-wear specialty shops—apparel and accessories.....	334,006	Office and school supplies.....	1,200
Corsets and lingerie shops.....	2,425	Office and store mechanical appliance dealers (retail).....	889,385
Furriers—fur shops.....	1,021,371	Office and store furniture and equipment dealers.....	121,640
Hosiery shops.....	552	Store fixture dealers.....	8,579
Millinery stores.....	11,547	Typewriter dealers.....	65,470
Custom tailors.....	483,569	Opticians and optometrists.....	121,566
Dressmakers.....	1,850	Sporting goods specialty stores.....	1,970
Infants' wear shops.....	7,652	Sporting goods stores with toys and stationary.....	5,463
Shoe stores—men's.....	18,194	Scientific and medical instruments and supplies, at retail.....	801
Shoe stores—men's, women's, and children's.....	507,147	Printers and lithographers.....	82,638
Furniture and household group	1,017,237	Stationers and engravers.....	27,271
Furniture stores.....	135,513	Artificial limbs.....	475,683
Furniture and undertaker.....	5,800	Beauty shops and barber shops (merchandise).....	40,049
Draperies, curtains, and upholstery stores.....	9,200	Blacksmiths (miscellaneous merchandise).....	225,637
Floor coverings stores.....	45,774	Blue printers.....	10,208
Household appliances stores (electric).....	98,033	Camera dealers—photographic supplies.....	17,885
Household appliances stores.....	108,130	Toilet articles and preparations, including perfumes.....	2,583
Refrigerator dealers—electric only.....	6,758	Embroidery, needlework and stamped goods.....	1,800
Antique and used furniture dealers.....	30,994	Hotel supply houses and ship chandleries.....	21,794
Picture and framing stores.....	3,500	Locksmiths.....	35,088
Stove and range dealers.....	7,662	Machinery dealers.....	480
Antique shops.....	7,873	Malt products and supplies.....	6,860
Awnings, flags, banners, window shades and tents.....	9,986	Monuments and tombstones.....	1,500
Interior decorators.....	84,080	Pet shops, animals, birds, etc.....	40,224
Radio and electrical shops.....	393,511	Photographers and illustrators.....	1,100
Radio and musical instruments stores.....	70,423	Religious goods stores, including religious books.....	845,000
		Undertakers' supplies (including some service).....	93,822
		Secondhand stores	93,822

TABLE 10.—THE STATE—MERCHANDISE MANUFACTURED BY RETAILERS—SALES TO OTHER RETAILERS, AND RETURNED GOODS, BY KINDS OF BUSINESS

KIND OF BUSINESS	Merchandise manufactured on sales premises ¹	Sales to other retailers for use or resale ¹	Returned goods and allowances ¹	KIND OF BUSINESS	Merchandise manufactured on sales premises ¹	Sales to other retailers for use or resale ¹	Returned goods and allowances ¹
All groups	\$18,380,879	\$22,105,928	\$38,684,915	Food group—Continued.			
Food group	4,268,702	1,310,726	110,390	Combination stores (groceries and meats):			
Candy and confectionery stores:				Grocery stores with meats.....	\$283,847	\$23,190	\$45,762
Candy stores—nut stores.....	1,200			Meat markets with groceries.....	1,132,102	60,151	
Confectionery stores (candy and fountain).....	426,320	103,983		Meat markets (including sea foods):			
Dairy products stores:				Fish markets—sea foods.....			8,569
Dairy products stores (including ice cream).....	216,201	335,264		Meat markets.....	281,814	168,213	
Egg and poultry dealers.....		31,846		Bakeries—caterers:			
Milk dealers.....	225,886	232,688		Bakeries—bakery goods stores (except manufacturing bakeries).....	1,107,271	104,262	61,229
Delicatessen stores.....	44,548	38,450		Caterers.....	335,403	34,000	
Fruit stores and vegetable markets.....	19,400	47,002		Other food stores:			
Grocery stores (without meats).....	89,345	79,200		Coffee, tea, spices.....	68,889	15,180	
				Farm products stores.....		4,000	
				Bottled waters.....	34,476		

¹ Merchandise manufactured in sales premises is a factor in retail distribution in that, like the sale of services and meals, it represents a proportion of total retail business for which there is not corresponding purchase of merchandise in kind. Sales to other retailers include merchandise for their use, such as supplies, and merchandise for resale, which is in the nature of wholesale business. Returned goods and allowances were not reported by stores in cities and places of less than 10,000 population, nor by stores with sales of less than \$50,000 annually. Blanks indicate that no returned goods were reported, not necessarily that no goods were returned.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1099

TABLE 10.—THE STATE—MERCHANDISE MANUFACTURES BY RETAILERS—SALES TO OTHER RETAILERS, AND RETURNED GOODS, BY KINDS OF BUSINESS—Continued

KIND OF BUSINESS	Merchandise manufactured on sales premises	Sales to other retailers for use or resale	Returned goods and allowances	KIND OF BUSINESS	Merchandise manufactured on sales premises	Sales to other retailers for use or resale	Returned goods and allowances
General stores		\$9,465		Lumber and building group	\$3,113,808	\$794,221	\$528,668
General stores—groceries with other merchandise.....		3,740		Lumber and building material dealers:			
General stores—groceries with dry goods.....		5,725		Lumber and building material dealers.....	2,790,686	379,387	375,043
General merchandise group	\$522,344	663,535	\$25,838,156	Lumber and hardware.....	116,560	123,369	
Department stores:				Roofing.....	39,208		
Department stores with food departments.....		550,827	403,244	Electrical shops (without radio).....			9,003
Department stores without food departments.....	222,294		25,45,280	Heating and plumbing shops:			
Dry goods stores—piece goods stores:				Heating appliances and oil burners.....	7,905	162,204	40,010
Dry goods stores.....	76,784	207,461	40,327	Plumbing shops—heating and ventilating.....	60,036	54,841	6,968
Piece goods stores.....		15,000		Paint and glass stores:			
General merchandise stores:				Glass and mirror shops.....	3,000	4,000	1,015
General merchandise stores without food departments.....			42,304	Paint and glass stores.....	66,321	75,420	96,629
Women's exchanges.....	223,266	90,247		Other retail stores	4,923,656	3,433,492	1,980,988
Automotive group	172,581	15,085,306	3,552,163	Hardware stores.....	54,139	108,946	146,050
Motor vehicle dealers (new and trade-in):				Hardware and farm implement stores:			
Automobile sales rooms—new and trade-in.....	10,438	14,554,478	3,369,542	Farm implements, machinery and equipment dealers.....		4,700	3,638
Used-car establishments.....	41,481	229,800	27,268	Hardware and farm implement stores.....	3,000	15,000	4,020
Accessories, tires and batteries:				Farmers' supplies:			
Accessory stores with tires and batteries.....	36,286	65,611	48,071	Feed stores (flour, feed, grain, fertilizer).....	799,682	306,471	13,282
Battery and ignition shops—brake repair shops.....	18,410	48,228	53,962	Harness shops.....	12,464		3,659
Tire shops (including tire repairs).....		78,985	8,904	Seeds, bulbs, and nursery stock.....	136,602	10,360	10,306
Filling stations:				Coal and feed stores.....	47,424	57,622	20,270
Filling stations—gasoline and oil.....		26,262		Book stores.....		160,842	135,086
Filling stations—with tires and accessories.....		70,115	2,189	Cigar stores without fountains.....	11,086	100,484	26,346
Filling stations—with other merchandise.....	4,800			Coal and wood yards—ice dealers:			
Garages and repair shops:				Coal and wood yards.....	291,838	673,352	169,730
Body, fender, and paint shops.....	18,319	5,000		Ice dealers.....	1,250,244	1,338,203	
Garages (repairs and storage, gasoline, oil, accessories).....	21,841	6,737	3,000	Drug stores			
Boats (motor boats, yachts, canoes).....	15,000		38,027	Drug stores.....	58,974	3,879	
Apparel group	3,418,898	226,862	3,775,291	Drug stores with fountains.....	38,420	7,387	
Men's and boys' clothing and furnishings stores:				Florists.....	163,269	95,145	5,806
Men's and boys' clothing stores.....	310,030		9,211	Gift shops, novelties and toys:			
Men's and boys' hat and cap stores.....	13,127			Toy shops.....			54,211
Men's furnishings stores.....	60,600	12,900	4,376	Art and gift shops.....			9,875
Men's clothing and furnishings stores.....	191,727	57,553	215,613	Jewelry stores:			
Clothing stores—men's, women's and children's.....		82,400	367,849	Jewelry stores (installment credit).....			411,608
Women's ready-to-wear specialty shops—apparel and accessories.....	238,911	30,025	2,718,101	Jewelry stores.....	105,827	103,101	225,467
Women's accessories stores:				Luggage and leather goods stores.....	42,218		16,210
Corset and lingerie shops.....	11,000			Music stores (without radio).....	340,562	7,236	255,922
Furriers—fur shops.....	881,174	43,744	378,322	News dealers.....		25,780	55,245
Millinery stores.....	36,036			Office, school and store supplies and equipment dealers:			
Other apparel and furnishings stores:				Office and school supplies.....	39,786	37,724	5,249
Custom tailors.....	1,040,194		20,192	Office and store mechanical appliance dealers (retail).....		95,599	230,670
Dressmakers.....	41,069			Office and store furniture and equipment dealers.....	98,797		29,731
Shoe stores:				Store fixture dealers.....	59,071	3,200	
Shoe stores—men's.....			7,853	Opticians and optometrists.....	42,536		5,859
Shoe stores—women's.....			24,000	Sporting goods stores, including athletic and playground equipment:			
Shoe stores—men's, women's and children's.....			29,774	Sporting goods, specialty stores.....			17,529
Furniture and household group	1,484,559	339,098	3,741,807	Sporting goods stores with toys and stationery.....		49,381	28,570
Furniture stores.....	643,876	261,009	2,051,901	Scientific and medical instruments and supplies, at retail.....	5,861		
Household appliances stores:				Stationers and printers:			
Household appliances stores (electrical).....		39,057	224,050	Printers and lithographers.....	33,500		
Household appliances stores.....	492,981	21,224	455,259	Stationers and engravers.....	184,084	54,410	21,496
Refrigerator dealers—electric only.....		1,162		Miscellaneous classifications:			
Other home furnishings and appliances stores:				Art galleries (sales).....		5,602	
Antique and used furniture dealers.....	28,979		7,217	Camera dealers—photographic supplies.....	38,518	8,050	5,480
China, glassware, crockery, tinware, enamelware.....				Embroidery, needle-work and stamped goods.....	5,349		
Picture and framing stores.....	104,928	2,470		Livestock dealers.....		10,000	
Antique shops.....	124,862			Locksmiths.....	1,500		
Awnings, flags, banners, window shades and tents.....	53,660			Machinery dealers.....		7,218	4,134
Interior decorators.....	32,033			Malt products and supplies.....		25,000	
Lamp and shade shops.....	3,240	1,560		Monuments and tombstones.....	290,987		4,487
Radio and music stores:				Patent medicines, remedies, perfumes, extracts, etc.....	53,118	16,858	6,428
Radio and electrical shops.....		12,614	91,601	Photographers and illustrators.....	4,500		
Radio and musical instruments stores.....			311,770	Regalia dealers—badges and emblems.....	104,530		11,241
Restaurants, cafeterias, and eating places	489,663	38,725		Religious goods stores, including religious books.....	204,000	79,706	42,895
Restaurants, cafeterias, and lunch rooms:				Rubber goods stores.....		4,650	
Lunch rooms.....	53,800	9,400		Janitors' supply stores.....	2,913		
Restaurants with table service.....	396,883	21,205		Sanitary supply stores (insecticides, disinfectants).....	13,000		
Lunch counters, refreshment stands, etc:				Undertakers' supplies (including some service).....		5,538	
Fountains—lunches.....	11,480	3,120		Secondhand stores	13,500	4,400	7,455
Lunch counters.....	7,500	5,000					

¹ Includes 1 mail-order house.

CENSUS OF DISTRIBUTION

TABLE 11A.—RETAIL SALES, BY CERTAIN MANUFACTURING ESTABLISHMENTS WHICH ARE INCLUDED ONLY IN THE CENSUS OF MANUFACTURES

Note.—Manufacturing bakeries included herein are those which report that 25 per cent or more of their sales are to home consumers. Planing mills included herein are those which report that they sell principally to industrial and home consumers, for utilization rather than for resale. Power laundry sales include the full amount received for work done. The cleaning and dyeing establishments' sales include both retail and wholesale, retail sales in this state aggregating \$4,202,741.

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

	MANUFACTURING BAKERIES		PLANING MILLS		POWER LAUNDRIES		CLEANING AND DYEING ESTABLISHMENTS	
	Number of establishments	Net sales (1929)	Number of mills	Net sales (1929)	Number of establishments	Net sales (1929)	Number of establishments	Retail sales (1929)
Total.....	852	\$28,749,421	117	\$10,015,710	458	\$25,615,551	77	\$8,825,603
Boston.....	204	6,796,709	21	2,419,666	111	7,524,591	16	2,082,368
Cambridge.....	28	1,555,603	1	(x)	10	1,187,046	3	232,583
Fall River.....	46	758,409	4	316,174	19	700,588		
Lowell.....	27	639,313	3	241,096	11	393,779	3	83,004
Lynn.....	28	2,307,535	2	(x)	16	1,101,175	3	272,401
New Bedford.....	43	861,936	4	201,856	19	791,396	4	176,105
Somerville.....	17	2,019,086	1	(x)	13	1,023,343		
Springfield.....	26	893,957	1	(x)	11	1,038,475	4	358,729
Worcester.....	28	1,263,713	5	608,055	9	1,020,881	4	355,279

TABLE 11B.—COUNTRY BUYING (ASSEMBLING) OF FARM PRODUCTS BY ASSEMBLERS WHO ARE ALSO RETAILERS

[Retailers who are also country buyers are included in the Retail Census. That part of their business which is assembling of farm products is shown below]

COUNTY	COUNTRY BUYING (ASSEMBLING)	COUNTY	COUNTRY BUYING (ASSEMBLING)	COUNTY	COUNTRY BUYING (ASSEMBLING)
Total.....	\$306,445	Bristol.....	\$11,200	Middlesex.....	\$28,129
Barnstable.....	300	Essex.....	95,319	Plymouth.....	3,506
Berkshire.....	31,572	Franklin.....	9,126	Worcester.....	48,968
		Hampshire.....	8,335		

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1101

TABLE 11C.—THE STATE—RETAIL SALES BY WHOLESALE ESTABLISHMENTS

CLASSIFIED BY KINDS OF BUSINESS

KINDS OF BUSINESS	SALES TO ULTIMATE CONSUMERS		KINDS OF BUSINESS	SALES TO ULTIMATE CONSUMERS	
	By whole- salers only ¹	By all types of whole- salers ¹		By whole- salers only ¹	By all types of whole- salers ¹
Total	\$30,861,641	\$41,594,074	Hardware	\$594,777	\$701,138
Amusement and sporting goods	562,392	1,194,638	Hardware (general line).....	553,174	659,535
Amusement and sporting goods (except cameras and motion-picture equipment).....	548,392	1,175,638	Hardware (specialty).....	41,603	41,603
Cameras and motion picture equipment and supplies.....	14,000	19,000	Iron and steel scrap and other waste materials	7,040	7,040
Automotive	13,248,733	15,103,893	Iron and steel scrap.....	1,098	1,098
Automobile and other motor vehicles.....	12,640,590	14,382,969	Junk and scrap.....	5,942	5,942
Automotive equipment.....	608,143	715,924	Jewelry and optical goods	151,600	151,600
Automobile parts (new and used).....	5,000	5,000	Jewelry.....	150,600	150,600
Chemicals, drugs, and allied products	350,724	1,058,736	Optical goods.....	1,000	1,000
Chemicals.....	70,035	463,614	Leather and leather goods (except gloves and shoes)	113,448	125,515
Drugs and drug sundries (specialty).....	2,137	2,137	Leather and leather belting.....	106,245	109,314
Paints, varnishes, lacquers, and enamels.....	278,562	590,832	Luggage and leather goods.....	13,201	3,600
Toilet articles and preparations.....		2,153	Shoe findings and cut stock.....		13,201
Dry goods and apparel	363,392	2,320,354	Lumber and building materials (other than metal)	1,128,708	1,229,208
Clothing and furnishings (other than millinery and footwear).....	139,807	233,552	Construction and building materials (other than metal and wood).....	394,503	395,093
Dry goods (general line).....	54,652	231,356	Lumber and mill work.....	734,115	834,115
Piece goods.....	12,381	12,381	Machinery, equipment and supplies (except electrical)	244,971	844,698
Shoes and other footwear.....	146,562	1,843,005	Commercial equipment and supplies.....	81,114	236,843
Electrical	633,780	1,790,841	Farm machinery and equipment.....		254,690
Electrical goods, including appliances.....	260,825	562,591	Manufacturing, mining, and drilling machinery, equipment and supplies.....	99,870	223,876
Electrical equipment and supplies.....	10,000	11,295	Professional equipment and supplies.....	79,960	80,260
Radios and radio equipment.....	280,697	284,697	Service equipment and supplies.....	24,387	39,387
Refrigerators (electrical).....	82,268	832,268	Transportation equipment and supplies.....	9,640	9,640
Farm products, n. e. s.	410,819	410,819	Metals and minerals (except petroleum and scrap)	25,605	27,729
Flowers and nursery stock.....	214,497	214,497	Iron and steel (except scrap).....		2,124
Hides, skins, and furs.....	140,322	146,322	Metals, and metal work, other than iron and steel.....	25,605	25,605
Tobacco (leaf).....	50,000	50,000	Paper and paper products	202,875	282,887
Farm supplies (except machinery and equipment)	1,127,337	1,250,337	Paper and paper products (general line).....	162,894	167,694
Feed.....	662,292	662,292	Paper and paper products (specialty, other than specified).....	16,994	16,994
Fertilizer and fertilizer materials.....	465,045	588,045	Stationery and stationery supplies.....	21,817	77,029
Food products, n. e. s.	7,260,031	8,128,712	Wall paper.....	11,170	11,170
Confectionery and soft drinks.....	158,483	165,896	Petroleum and petroleum products	679,520	796,285
Dairy products.....	3,569,216	3,578,056	Plumbing and heating equipment and supplies	261,742	305,558
Poultry and poultry products.....	668,833	664,833	Plumbing equipment and supplies.....	150,000	190,770
Dairy and poultry products.....	275,172	275,172	Heating equipment and supplies.....	111,742	114,788
Fish and sea foods.....	1,024,607	1,024,607	Tobacco and tobacco products (except leaf)	415,945	415,945
Fruits and vegetables (fresh).....	321,776	322,076	All other	1,204,372	1,309,792
Meats and meat products.....	1,251,944	2,097,172	Books, periodicals and newspapers.....	17,300	91,671
Forest products (except lumber)	216,238	216,238	Oils and greases (animal and vegetable).....		2,089
Other forest products.....	216,238	216,238	Rubber goods (general line).....	(x)	41,399
Furniture and house furnishings	1,042,228	1,042,328	Textiles and textile materials (other than dry goods).....	1,045,363	1,045,363
Furniture.....	115,810	115,810	Miscellaneous kinds of business.....	(x)	129,270
House furnishings.....	830,373	830,473	Groceries and food specialties	698,638	2,873,057
Musical instruments and sheet music.....	96,043	96,043	Groceries (general line).....	444,783	444,783
General merchandise	26,732	26,732	Food and grocery specialties.....	253,875	2,428,294
Groceries and food specialties	698,638	2,873,057			
Groceries (general line).....	444,783	444,783			
Food and grocery specialties.....	253,875	2,428,294			

¹ "Wholesalers only" includes those wholesalers and importers who sell to retailers for resale, although it does not include manufacturers' sales branches. For types of distributors included in "all types of wholesalers" reference should be made to the wholesale census, and especially to Table 4 therein.

TABLE 12A.—THE STATE—FORMS OF ORGANIZATION

	Number of stores	Proprietors and firm members (not on pay roll)	Number of employees (full time)	Total pay roll (includes part time)	Stocks on hand end of year (at cost)	Net sales (1929)	Per cent of total net sales
Total.....	54, 183	48, 294	177, 214	\$241, 099, 791	\$257, 959, 550	\$2, 054, 975, 829	100.00
Proprietorships.....	42, 527	47, 922	61, 015	77, 412, 566	108, 423, 510	\$25, 649, 077	40.18
Proprietorships and members of cooperative associations.....	100	114	445	736, 960	733, 990	6, 336, 637	.83
Corporations.....	11, 246	-----	107, 051	150, 733, 575	138, 935, 360	1, 141, 333, 583	55.64
Corporations and members of cooperative associations.....	100	-----	8, 005	11, 399, 346	8, 991, 950	73, 933, 279	3.59
Cooperative associations.....	38	-----	301	436, 197	410, 960	3, 411, 226	.17
Negro proprietorships.....	121	135	86	98, 139	123, 380	1, 149, 686	.06
Oriental mutuals.....	51	123	311	283, 008	370, 400	2, 062, 361	.13

TABLE 12B.—THE STATE—STORES OPERATED BY NEGRO PROPRIETORS

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	Number of employees (full time)	Total pay roll	Stocks on hand end of year (at cost)	Net sales (1929)	KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	Number of employees (full time)	Total pay roll	Stocks on hand end of year (at cost)	Net sales (1929)
Total.....	121	135	86	\$98, 139	\$123, 380	\$1, 149, 686	Other apparel and furnishings stores.....	4	6	3	\$2, 800	\$2, 700	\$30, 115
Candy and confectionery stores.....	6	7	1	680	680	14, 660	Home furnishings and appliances stores.....	2	3	-----	-----	5, 120	54, 830
Grocery stores (without meats).....	32	38	3	2, 578	14, 060	114, 839	Restaurants, cafeterias, and lunch rooms.....	14	16	32	30, 755	1, 340	142, 950
Combination stores (groceries and meats).....	8	8	7	6, 853	8, 630	137, 095	Lunch counters, refreshment stands, etc.....	7	8	7	5, 388	890	35, 992
Other food stores.....	3	3	1	1, 308	390	19, 375	Cigar stores and cigar stands.....	3	3	-----	312	900	3, 880
Filling stations.....	12	12	5	3, 350	1, 370	65, 444	Drug stores.....	3	4	4	5, 052	15, 500	70, 506
Garages and repair shops.....	6	6	3	5, 350	420	19, 800	Miscellaneous classifications.....	9	10	4	7, 280	6, 750	67, 189
Other automotive establishments.....	3	3	7	14, 000	0, 930	145, 850	Secondhand stores.....	4	5	2	1, 375	1, 130	8, 100
Men's and boys' clothing and furnishings stores.....	5	3	7	11, 058	56, 570	214, 064							

TABLES 13 AND 14.—RETAIL DISTRIBUTION, BY COUNTIES AND INCORPORATED PLACES HAVING 1,000 INHABITANTS OR MORE

These tables, which were included in the separate State bulletins, have been withdrawn and are included as tables 13 and 14 of volume I, part 1, Retail Distribution.

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
FURNITURE AND HOUSEHOLD GROUP—Continued			FURNITURE AND HOUSEHOLD GROUP—Continued		
Floor coverings stores: (Commodity coverage, 76.6 per cent)			Radio and electrical shops—Continued.		
Home furnishings:			Secondhand goods.....	3.4	0.2
Draperies, upholstery, and curtains.....	46.5	1.5	Service.....	19.4	5.0
Floor coverings.....	98.0	98.0	Sporting goods.....	6.4	.1
Service.....	4.1	.5	Toilet articles.....	2.6	.1
Household appliances stores (electrical): (Commodity coverage, 89.4 per cent)			Radio and musical instruments stores: (Commodity coverage, 51.7 per cent)		
Appliances and supplies, electrical:			Appliances and supplies, electrical.....	5.9	1.0
Household appliances, motor-driven (except refrigerators)	68.7	65.2	Books.....	2.7	.1
Household heating appliances—portable.....	11.7	5.0	Musical instruments and accessories:		
Lighting equipment.....	4.5	1.9	Pianos and accessories.....	18.6	15.6
Incandescent lamps.....	7.0	3.0	Phonographs and records.....	8.7	7.5
Construction materials.....	2.7	.1	Stringed and band instruments.....	7.7	3.0
Commercial and industrial appliances.....	9.9	3.5	Sheet music, music books, etc.....	3.5	1.5
Ranges, water heaters, etc.....	5.9	2.7	Musical instruments and accessories, other.....	2.4	1.4
Appliances, other.....	5.5	2.5	Radios and equipment:		
Home furnishings:			Radio sets.....	54.9	54.9
China, glassware and crockery.....	12.0	.3	Radio parts and accessories.....	13.5	13.5
Kitchen utensils.....	10.3	.3	Refrigerators, electric and gas.....	3.4	.2
Refrigerators, electric.....	25.8	11.2	Service.....	1.6	.7
Miscellaneous merchandise.....	(x)	.5	RESTAURANTS AND EATING PLACES		
Plated silverware.....	7.7	.2	Cafeterias: (Commodity coverage, 46.1 per cent)		
Radios and equipment:			Bakery products, fresh.....	24.0	.3
Radio sets.....	5.9	1.0	Confectionery and nuts.....	1.2	.3
Radio parts and accessories.....	1.7	.1	Fountain sales and ice cream.....	23.0	.5
Service.....	3.5	2.2	Nonfood products:		
Stoves, ranges, heaters, etc.....	6.6	.3	Cigars, cigarettes, and tobacco.....	4.4	4.3
Household appliances stores: (Commodity coverage, 79.3 per cent)			Other nonfood products.....	(x)	.1
Appliances and supplies, electrical:			Receipts from sale of meals.....	94.5	94.6
Household appliances, motor-driven (except refrigerators)	22.1	8.4	Restaurants with table service: (Commodity coverage, 16.8 per cent)		
Household heating appliances—portable.....	5.8	1.0	Bakery products, fresh.....	19.1	8.2
Lighting equipment.....	1.3	.2	Bottled beverages.....	8.5	.8
Incandescent lamps.....	2.1	.3	Cigars, cigarettes, and tobacco.....	2.7	2.0
Ranges, water heaters, etc.....	2.0	.3	Confectionery and nuts.....	12.1	4.1
Appliances, other.....	9.4	1.8	Fountain sales and ice cream.....	19.1	4.7
Appliances, except refrigerators, gas:			Fresh fish and other sea foods.....	14.1	.5
Stoves and ranges.....	24.4	22.5	Receipts from sale of meals.....	84.3	84.3
Water heaters.....	9.8	9.0	Service.....	16.7	.4
Other appliances, except refrigerators.....	13.7	17.0	Refreshment stands: (Commodity coverage, 10.2 per cent)		
Heating and plumbing equipment and supplies.....	28.4	10.3	Bottled beverages.....	23.4	20.0
Radios and equipment:			Confectionery and nuts.....	12.4	11.1
Radio sets.....	15.6	2.3	Lunches.....	23.6	21.1
Radio parts and accessories.....	2.3	.2	Fountain sales and ice cream.....	20.7	20.7
Refrigerators, electric and gas.....	10.5	8.3	Nonfood products:		
Service.....	5.4	2.5	Cigars, cigarettes, and tobacco.....	8.9	7.9
Wood, coke, and other fuels.....	(x)	15.9	Other nonfood products.....	(x)	18.3
China, glassware, crockery, tinware, enamelware: (Commodity coverage, 54.1 per cent)			Fountain—lunches: (Commodity coverage, 63.6 per cent)		
China, glassware, and crockery.....	87.3	87.3	Bakery products, fresh.....	8.7	6.5
Kitchen utensils.....	27.2	12.0	Cigars, cigarettes, and tobacco.....	3.1	2.0
Toys and games.....	(x)	.7	Confectionery and nuts.....	14.2	13.0
Interior decorators: (Commodity coverage, 48.7 per cent)			Fountain sales and ice cream.....	20.0	20.0
Furniture, household.....	63.9	22.4	Magazines and newspapers.....	18.8	1.8
Home furnishings.....	76.6	70.6	Receipts from sale of meals.....	56.7	56.7
Draperies, upholstery, and curtains.....	62.1		LUMBER AND BUILDING GROUP		
Floor coverings.....	4.4		Lumber and building material dealers: (Commodity coverage, 73.5 per cent)		
Other home furnishings.....	10.1		Building materials:		
Office and store furniture.....	1.2	.1	Brick, terra cotta, tile, etc.....	3.2	1.8
Wall paper.....	12.7	.9	Building stone.....	.4	.2
Radio and electrical shops: (Commodity coverage, 8.4 per cent)			Cement.....	3.7	2.3
Art goods, gifts.....	11.4	.4	Lime, plaster, etc.....	2.1	1.3
Appliances and supplies, electrical:			Lumber (rough and dressed).....	63.8	58.2
Household appliances, motor-driven (except refrigerators)	21.8	8.9	Planing-mill products, woodwork.....	20.8	15.6
Household heating appliances—portable.....	4.7	1.6	Wood shingles and shakes.....	3.6	2.7
Lighting equipment.....	3.5	3.4	Roofing materials (except wood shingles).....	4.9	2.9
Incandescent lamps.....	3.1	1.2	Iron and other building metal.....	5.8	.7
Construction materials.....	14.7	4.7	Building paper, insulating boards with wood base, etc.....	1.9	1.4
Ranges, water heaters, etc.....	2.0	.4	Wall boards (except wood base).....	5.0	2.8
Appliances, other.....	10.6	4.6	Building materials, other.....		
Automotive parts and accessories.....	(x)	2.8	Fuels:		
Books.....	4.8	.1	Wood, coke, and other fuels.....	3.0	.2
Cameras and photographic supplies.....	2.4	.3	Coal.....	44.3	4.9
Heating and plumbing equipment and supplies.....	4.4	.2	Hay, grain and feed.....	10.7	.1
Home furnishings:			Heating and plumbing equipment and supplies.....	5.0	.3
China, glassware, and crockery.....	4.2	.1	Miscellaneous merchandise.....	(x)	.3
Refrigerators, electric.....	20.6	4.9	Paints, varnishes, glass and painters' supplies:		
Miscellaneous merchandise.....	(x)	.1	Paints, varnishes, lacquers.....	2.2	.1
Oils and greases.....	3.7	.1	Glass.....	7.5	.3
Phonographs and records.....	2.3	.2	Wire fencing, gates and posts.....	19.2	.6
Radios and equipment:					
Radio sets.....	40.1	40.1			
Radio parts and accessories.....	20.5	20.5			

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1105

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
GENERAL MERCHANDISE GROUP—Continued			GENERAL MERCHANDISE GROUP—Continued		
General merchandise stores without food departments—Con.			Variety, 5-and-10, and to-a-dollar stores—Continued.		
Furniture, household—			Leather goods, bill folds, purses.....		
Bedroom.....	4.5	1.7	Miscellaneous merchandise.....	(x) 2.3	0.8
Living room, library, and hall.....	3.4	1.1	Musical goods:		6.2
Dining room.....	4.2	1.6	Phonograph records.....	1.8	1.6
Kitchen.....	2.6	1.0	Sheet music, music books, etc.....	2.2	1.3
Other household.....	2.5	.8	Other musical goods.....	1.3	.1
Furs and fur goods.....	3.4	1.4	Optical goods.....	.6	.1
Hardware:			Paints, varnishes, glass, and painters' supplies:		
Builders' and shelf hardware.....	.5	.1	Paints, varnishes, lacquers.....	2.2	1.7
Carpenters' and mechanics' tools.....	.5	.1	Painters' supplies.....	.5	.1
Other hardware.....	1.6	.2	Pets (goldfish, birds, etc.).....	.4	.1
Heating and plumbing equipment and supplies.....	2.5	.3	Radio parts and accessories.....	6.7	1.6
Home furnishings:	7.4	4.9	Seeds, bulbs, plants, and nursery stock.....	.7	.5
Draperies, upholstery, and curtains.....	0.6		Shoes and other footwear.....	2.0	.2
Floor coverings.....	1.4		Sporting goods.....	1.2	.2
Bedding, mattresses, springs.....	.9		Stationery, books, and magazines:		
China, glassware, and crockery.....	.3		Books.....	.6	.4
Other home furnishings.....	1.7		Paper and paper goods.....	4.6	3.9
Infants' wear.....	6.8	2.3	Other stationery.....	1.9	1.2
Jewelry, silverware, and clocks:			Toilet articles and preparations:		
Clocks.....	.3	.1	Toiletries and cosmetics.....	5.7	5.6
Watches.....	1.7	1.0	Toilet articles.....	1.0	.7
Diamond jewelry.....	1.3	.5	Toys and games.....	5.2	5.2
Rings, other than diamond.....	.4	.1	Wall paper.....	.8	.1
Plated silverware.....	1.2	.1			
Other jewelry.....	.9	.3			
Leather goods, bill folds, purses.....	.6	.3			
Luggage.....	.8	.1			
Miscellaneous merchandise.....	(x) .3	2.4			
Motor cycles, bicycles, and accessories.....	1.3	.2			
Paints, varnishes, lacquers.....	2.0	.3			
Pets (goldfish, birds, etc.).....	1.7	.3			
Radios and equipment.....	6.7	4.6			
Roofing materials.....	.4	.1			
Shoes:					
Men's.....	1.5	.6			
Boys' and youths'.....	.5	.2			
Women's.....	1.6	.6			
Misses' and children's.....	.4	.2			
Rubber and other footwear.....	.4	.1			
Sporting goods.....	3.3	.6			
Stationery, books, and magazines.....	.4	.1			
Stoves and ranges, gas.....	.5	.1			
Stoves, ranges, heaters, etc., (other than electric and gas).....	3.8	.6			
Toilet articles and preparations:					
Toiletries and cosmetics.....	1.4	.3			
Soaps and sanitary supplies.....	6.1	.4			
Toys and games.....	2.3	.3			
Variety, 5-and-10, and to-a-dollar stores:¹					
(Commodity coverage, 22.2 per cent)					
Art goods, gifts.....	1.1	.1			
Apparel and accessories, women's, misses', children's:					
Millinery.....	3.2	1.2			
Hosiery.....	7.8	4.9			
Wash dresses.....	.4	.4			
Underwear, negligees, corsets, etc.....	5.6	3.0			
Other apparel.....	6.4	2.1			
Appliances and supplies (electrical):	6.1	5.3			
Household appliances, motor-driven.....	0.2				
Lighting equipment, electric.....	.6				
Incandescent lamps.....	.9				
Construction materials, electrical.....	.6				
Other appliances.....	3.0				
Automotive parts and accessories.....	1.3	.1			
Bakery products, fresh.....	.6	.1			
Batteries.....	.8	.5			
Confectionery and nuts.....	6.7	5.5			
Clothing and furnishings (men's and boys'):					
Suits, boys'.....	5.3	.1			
Furnishings.....	7.3	3.4			
Other clothing.....	1.2	.1			
Dry goods and notions:					
Piece goods.....	5.0	2.3			
Notions and small wares.....	7.2	7.0			
Other dry goods.....	4.0	3.4			
Flowers, wreaths, etc.....	.7	.6			
Fountain sales and ice cream.....	11.0	8.4			
Fruits and vegetables.....	.8	.3			
Hardware:					
Builders' and shelf hardware.....	3.3	2.3			
Carpenters' and mechanics' tools.....	2.1	1.3			
Other hardware.....	3.7	2.8			
Home furnishings:					
Draperies, and curtains.....	1.0	.1			
Bed linens.....	3.3	.1			
China, glassware, and crockery.....	4.0	3.4			
Kitchen utensils.....	2.0	1.2			
Other home furnishings.....	2.4	2.0			
Infants' wear.....	4.8	1.8			
Jewelry:					
Gold and gold-filled jewelry.....	2.5	.1			
Other jewelry.....	3.6	3.5			

(x) Amount not indicated.

¹ Many variety chains can not report commodity analysis except for the chain as a whole. See the Merchandise Series report on Retail Distribution for Variety Chains for commodity analysis of chain sales.

CENSUS OF DISTRIBUTION

TABLE 15.—THE STATE SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
AUTOMOTIVE GROUP—Continued			AUTOMOTIVE GROUP—Continued		
Battery and ignition shops—brake repair shops: (Commodity coverage, 33.5 per cent)			Garages (repairs and storage, gasoline, oil, accessories): (Commodity coverage, 16.7 per cent)		
Automotive parts and accessories:			Automotive parts and accessories:		
Automotive parts and accessories.....	49.2	12.5	Passenger automobiles, new.....	4.8	0.1
Tires, tubes and tire accessories.....	14.8	2.8	Used passenger cars.....	5.6	.7
Parts and accessories sold to dealers.....	8.4	1.6	Automotive parts and accessories.....	25.3	18.5
Batteries.....	66.4	66.4	Tires, tubes and tire accessories.....	9.4	6.6
Commercial and industrial electrical appliances.....	28.0	1.4	Batteries.....	15.0	6.6
Gasoline, oils, and greases:			Gasoline, oils and greases:		
Gasoline.....	5.9	1.8	Gasoline.....	31.7	25.1
Oils and greases.....	1.8	.9	Oils and greases.....	4.8	4.0
Miscellaneous merchandise.....	(x)	2.2	Miscellaneous merchandise.....	(x)	.8
Radios and equipment:			Radios and equipment.....	23.0	1.8
Radio sets.....	20.4	6.4	Repairs and service.....	27.8	22.8
Radio parts and accessories.....	2.2	.7	Storage.....	29.1	12.1
Repairs and service.....	7.1	3.3			
Tire shops (including tire repairs): (Commodity coverage, 52.3 per cent)			Parking stations, parking garages, and lots: (Commodity coverage, 35.8 per cent)		
Automotive parts and accessories:			Automotive parts and accessories:		
Automotive parts and accessories.....	14.6	3.3	Automotive parts and accessories.....	3.7	3.7
Tires, tubes and tire accessories.....	83.6	33.6	Tires, tubes and tire accessories.....	2.3	2.3
Tires, and tubes sold to dealers.....	5.8	.8	Batteries.....	.2	.2
Batteries.....	4.	1.2	Gasoline, oils and greases:		
Gasoline, oils, and greases.....	10.1	6.1	Gasoline.....	18.6	18.6
Gasoline.....	5.8		Oils and greases.....	3.4	3.4
Oils and greases.....	.3		Miscellaneous merchandise.....	(x)	1.1
Miscellaneous merchandise.....	(x)	.5	Radios and service.....	12.9	8.3
Radios and equipment:			Storage.....	62.4	62.4
Radio sets.....	5.1	.2			
Radio parts and accessories.....	13.1	.2	Radiator shops (including repairs): (Commodity coverage, 32.8 per cent)		
Repairs and service.....	7.3	4.1	Automotive parts and accessories.....	80.8	80.8
Filling stations—gasoline and oil: (Commodity coverage, 28.7 per cent)			Repairs and service.....	19.2	19.2
Gasoline, oils, and greases:					
Gasoline.....	76.5	76.5	Aircraft and accessories: (Commodity coverage, 86.3 per cent)		
Oils and greases.....	19.5	19.5	Aeroplanes and gliders.....	71.3	71.3
Miscellaneous merchandise.....	(x)	1.7	Aeroplane parts and accessories.....	16.8	16.8
Repairs and service.....	3.5	2.3	Gasoline, oils and greases.....	6.8	6.8
			Service.....	5.1	5.1
Filling stations with tires and accessories: (Commodity coverage, 19.7 per cent)			Boats (motor boats, yachts, canoes): (Commodity coverage, 95.0 per cent)		
Automotive parts and accessories:			Batteries.....	4.3	2.5
Automotive parts and accessories.....	11.2	6.7	Boats and marine accessories:		
Tires, tubes and tire accessories.....	15.8	9.7	Boats.....	69.5	69.5
Parts and accessories sold to dealers.....	(x)	.8	Parts and accessories.....	61.4	26.0
Tires and tubes sold to dealers.....	(x)	.5	Lighting equipment.....	.7	.4
Batteries.....	11.8	4.1	Oils and greases.....	.4	.2
Gasoline, oils, and greases:			Service.....	2.3	1.4
Gasoline.....	55.2	55.2			
Oils and greases.....	11.5	11.5	APPAREL GROUP		
Miscellaneous merchandise.....	(x)	5.0	Men's and boys' clothing stores: (Commodity coverage, 58.7 per cent)		
Radio sets.....	(x)	.9	Clothing and furnishings.....	90.1	90.1
Repairs and service.....	7.7	4.7	Custom tailoring.....	0.2	
Storage.....	21.2	.9	Suits.....	74.4	
			Overcoats.....	22.4	
Filling stations with other merchandise: (Commodity coverage, 5.8 per cent)			Hats and caps.....	.2	
Automotive parts and accessories:			Other clothing.....	1.9	
Used passenger cars.....	2.7	.2	Jewelry.....	7.5	.3
Automotive parts and accessories.....	17.5	4.9	Service.....	11.3	.6
Tires, tubes and tire accessories.....	24.9	11.9			
Batteries.....	3.1	1.5	Men's and boys' hat stores: (Commodity coverage, 64.0 per cent)		
Gas, oils, and greases:			Hats and caps.....	85.1	85.1
Gasoline.....	60.0	60.0	Furnishings.....	20.7	14.9
Oil and greases.....	6.1	6.1			
Miscellaneous merchandise.....	(x)	8.8	Men's furnishing stores: (Commodity coverage, 16.1 per cent)		
Radios and equipment:			Furnishings.....	82.0	82.0
Radio sets.....	9.4	3.6	Hats and caps.....	28.9	17.3
Radio parts and accessories.....	5.2	.5	Jewelry.....	1.1	.1
Repairs and service.....	4.4	2.5	Work clothing.....	1.6	.6
Motor cycle dealers: (Commodity coverage, 69.9 per cent)			Men's clothing and furnishing stores: (Commodity coverage, 68.0 per cent)		
Batteries.....	1.3	.3	Custom tailoring.....	2.4	1.1
Boats and marine accessories:			Furnishings.....	20.5	20.5
Boats.....	30.0	13.0	Hats and caps.....	5.0	4.8
Parts and accessories.....	10.0	4.3	Overcoats.....	17.8	17.8
Gasoline, oils, and greases:			Suits.....	40.7	40.7
Gasoline.....	9.1	1.0	Work clothing.....	1.0	.5
Oils and greases.....	2.6	.3	Other clothing.....	15.9	12.2
Miscellaneous merchandise.....	(x)	2.2	Hosiery.....	9.7	.1
Motor cycles, bicycles and accessories.....	65.3	65.3	Leather goods, bill folds, and gloves.....	2.0	.2
Radios and equipment.....	23.5	3.5	Services.....	(x)	.3
Secondhand goods.....	37.2	5.6	Shoes and other footwear:		
Repairs and service.....	6.8	4.4	Men's.....	4.7	1.4
Used passenger cars.....	1.0	.1	Boys' and youths'.....	1.5	.3
			Sporting goods.....	9.1	.1

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1107

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
APPAREL GROUP—Continued			APPAREL GROUP—Continued		
Clothing stores—men's, women's, and children's: (Commodity coverage, 45.8 per cent)			Custom tailors: (Commodity coverage, 43.2 per cent)		
Apparel and accessories, women's, misses', and children's:			Apparel and accessories, women's, misses', children's:		
Custom tailoring, dressmaking.....	4.5	1.0	Custom tailoring.....	59.5	3.3
Children's wear.....	7.2	3.7	Millinery.....	5.3	.3
Millinery.....	3.9	2.8	Coats, suits, and dresses.....	28.7	1.6
Hosiery.....	6.4	3.9	Other apparel, except furs.....	2.2	.1
Coats, suits, and dresses.....	37.0	30.8	Clothing and furnishings (men's and boys'):		
Underwear, negligees, corsets, etc.....	7.4	4.1	Custom tailoring.....	96.2	90.9
Other apparel, except furs.....	7.0	5.3	Overcoats.....	10.1	.6
Clothing and furnishings (men's and boys'):			Furnishings.....	6.1	2.0
Custom tailoring.....	.7	.3	Gift merchandise.....	4.3	.2
Suits.....	18.9	16.0	Service.....	3.1	1.0
Overcoats.....	9.2	8.1	Infants' wear shops: (Commodity coverage, 59.1 per cent)		
Hats and caps.....	7.2	5.1	Apparel and accessories, women's, misses', children's.....	19.0	19.0
Furnishings.....	9.2	6.9	Infants' wear.....	76.0	76.0
Work clothing.....	2.0	1.0	Service.....	5.0	5.0
Other clothing.....	4.1	2.9	Shoe stores—men's: (Commodity coverage, 17.3 per cent)		
Furniture.....	(x) 8.7	.3	Furnishings.....	20.5	5.7
Furs and fur goods.....	.6	.1	Miscellaneous merchandise.....	(x) .3	.1
Gift merchandise.....	3.9	.1	Service.....	.8	.1
Home furnishings.....	9.6	.3	Shoes, men's.....	94.1	94.1
Infants' wear.....	1.6	.3	Shoe stores—women's: (Commodity coverage, 81.9 per cent)		
Jewelry.....	2.7	.5	Hosiery.....	21.3	4.7
Leather goods, bill folds, purses, gloves, and hand bags.....	1.0	.1	Leather goods, gloves, and hand bags.....	3.2	.1
Luggage.....	1.7	.4	Miscellaneous merchandise.....	(x) .1	.1
Notions and small wares.....	5.2	1.1	Shoes and other footwear:		
Service.....	4.3	1.2	Women's.....	94.2	94.2
Shoes and other footwear.....	1.8	.2	Rubber and other footwear.....	4.2	.9
Toilet articles and preparations.....	.5	.1	Shoe stores—men's, women's, and children's: (Commodity coverage, 33.0 per cent)		
Toys and games.....			Furnishings.....	.9	.2
Women's ready-to-wear specialty stores—apparel and accessories: (Commodity coverage, 76.1 per cent)			Hosiery.....	9.4	2.5
Apparel and accessories, women's, misses', children's:			Leather goods, bill folds, gloves, and hand bags.....	1.0	.2
Children's wear.....	3.9	1.9	Miscellaneous merchandise.....	(x) .9	.3
Millinery.....	6.5	4.3	Novelties.....	.9	.2
Hosiery.....	7.3	5.8	Service.....	3.4	.8
Coats, suits, and dresses.....	62.8	62.8	Shoes and other footwear:		
Underwear, negligees, corsets, etc.....	9.4	7.6	Men's.....	16.1	16.1
Other apparel except furs.....	10.6	7.6	Boys' and youths'.....	4.7	3.5
Clothing and furnishings (men's and boys').....	1.6	.2	Women's.....	58.6	58.6
Furs and fur goods.....	6.6	3.2	Misses' and children's.....	10.1	8.5
Gift merchandise.....	1.2	.2	Infants'.....	2.5	1.2
Infants' wear.....	3.1	.5	Rubber and other footwear.....	10.1	7.9
Jewelry.....	1.7	.6			
Leather goods, gloves, and hand bags.....	3.4	1.4	FURNITURE AND HOUSEHOLD GROUP		
Miscellaneous merchandise.....	(x) .4	.4	Furniture stores: (Commodity coverage, 61.9 per cent)		
Notions and small wares.....	3.8	.7	Appliances and supplies, electrical:		
Receipts from sale of meals.....	2.4	.1	Household appliances motor-driven (except refrigerators).....	1.1	.1
Service.....	2.3	.8	Lighting equipment, electric.....	1.7	.1
Shoes and other footwear.....	11.0	1.0	Incandescent lamps.....	2.9	.1
Toilet articles and preparations.....	3.0	.9	Appliances, except refrigerators, gas.....	3.1	.4
Corset and lingerie shops: (Commodity coverage, 12.8 per cent)			Furniture:		
Apparel and accessories, women's, misses', children's:			Bedroom.....	21.9	21.9
Children's wear.....	3.3	1.1	Living room, library, and hall.....	22.8	22.8
Hosiery.....	39.5	38.7	Dining room.....	12.6	12.6
Coats, suits, and dresses.....	21.0	7.2	Kitchen.....	6.3	6.3
Underwear, negligees, corsets, etc.....	50.9	50.9	Other household.....	8.9	7.5
Infants' wear.....	4.6	1.6	Office and store furniture.....	2.4	.4
Novelties.....	1.6	.5	Home furnishings:		
Furriers—fur shops: (Commodity coverage, 78.1 per cent)			Draperies, upholstery, and curtains.....	10.1	3.1
Apparel and accessories, women's, misses', children's:			Floor coverings.....	19.3	10.6
Millinery.....	5.5	.8	Bedding, mattresses, springs.....	11.4	4.2
Coats, suits, and dresses.....	15.8	5.4	China, glassware, and crockery.....	2.0	.5
Clothing and furnishings (men's and boys'):			Kitchen utensils.....	3.5	.4
Hats and caps.....	10.7	.1	Refrigerators, electric and gas.....	3.5	.2
Furnishings.....	29.8	4.4	Other home furnishings.....	4.6	.9
Furs and fur goods.....	82.5	82.5	Jewelry, silverware, and clocks.....	4.2	.3
Luggage.....	11.4	.1	Miscellaneous merchandise.....	(x) .5	.5
Miscellaneous merchandise.....	(x) 16.5	10.6	Photo-finishing sales.....	15.1	.1
Service.....			Pianos and accessories.....	.9	.1
Hosiery shops: (Commodity coverage, 70.4 per cent)			Radio sets.....	12.1	4.4
Hosiery.....	72.8	72.8	Second hand furniture.....	3.7	.3
Coats, suits, and dresses.....	28.5	.3	Service.....	6.4	.4
Underwear, negligees, corsets, etc.....	20.5	19.6	Stoves, ranges, heaters, etc., (other than electric or gas).....	6.4	1.5
Other apparel.....	34.2	7.3	Toys and games.....	1.6	.2
Millinery stores: (Commodity coverage, 50.1 per cent)			Wallpaper.....	1.6	.1
Millinery.....	96.1	96.1	Furniture and undertaker: (Commodity coverage, 13.7 per cent)		
Hosiery.....	12.0	1.5	Caskets and undertaker's supplies.....	13.1	13.1
Luggage.....	5.9	.4	Furniture, household.....	57.0	57.6
Toiletries and cosmetics.....	1.1	.1	Home furnishings.....	41.5	23.2
Trimmings.....	14.7	1.9	Household appliances, motor-driven.....	.2	.1
(x) Amount not indicated.			Stoves, ranges, heaters, etc. (other than electric or gas).....	5.9	3.3
			Undertaking service.....	4.7	2.7

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
FURNITURE AND HOUSEHOLD GROUP—Continued			FURNITURE AND HOUSEHOLD GROUP—Continued		
Floor coverings stores: (Commodity coverage, 76.6 per cent)			Radio and electrical shops—Continued.		
Home furnishings:			Secondhand goods.....	3.4	0.2
Draperies, upholstery, and curtains.....	46.5	1.5	Service.....	19.4	5.0
Floor coverings.....	98.0	98.0	Sporting goods.....	6.4	.1
Service.....	4.1	.5	Toilet articles.....	2.6	.1
Household appliances stores (electrical): (Commodity coverage, 89.4 per cent)			Radio and musical instruments stores: (Commodity coverage, 51.7 per cent)		
Appliances and supplies, electrical:			Appliances and supplies, electrical.....	5.9	1.0
Household appliances, motor-driven (except refrigerators)	68.7	65.2	Books.....	2.7	.1
Household heating appliances—portable.....	11.7	5.0	Musical instruments and accessories:		
Lighting equipment.....	4.5	1.9	Pianos and accessories.....	18.6	15.6
Incandescent lamps.....	7.0	3.0	Phonographs and records.....	8.7	7.5
Construction materials.....	2.7	.1	Stringed and band instruments.....	7.7	3.0
Commercial and industrial appliances.....	9.9	3.5	Sheet music, music books, etc.....	3.5	1.5
Ranges, water heaters, etc.....	5.9	2.7	Musical instruments and accessories, other.....	2.4	1.4
Appliances, other.....	5.5	2.5	Radios and equipment:		
Home furnishings:			Radio sets.....	54.9	54.9
China, glassware and crockery.....	12.0	.3	Radio parts and accessories.....	13.5	13.5
Kitchen utensils.....	10.3	.3	Refrigerators, electric and gas.....	3.4	.2
Refrigerators, electric.....	25.8	11.2	Service.....	1.6	.7
Miscellaneous merchandise.....	(x)	.5	RESTAURANTS AND EATING PLACES		
Plated silverware.....	7.7	.2	Cafeterias: (Commodity coverage, 46.1 per cent)		
Radios and equipment:			Bakery products, fresh.....	24.0	.3
Radio sets.....	5.9	1.0	Confectionery and nuts.....	1.2	.3
Radio parts and accessories.....	1.7	.1	Fountain sales and ice cream.....	23.0	.5
Service.....	3.5	2.2	Nonfood products:		
Stoves, ranges, heaters, etc.....	6.6	.3	Cigars, cigarettes, and tobacco.....	4.4	4.3
Household appliances stores: (Commodity coverage, 79.3 per cent)			Other nonfood products.....	(x)	.1
Appliances and supplies, electrical:			Receipts from sale of meals.....	94.5	94.6
Household appliances, motor-driven (except refrigerators)	22.1	8.4	Restaurants with table service: (Commodity coverage, 16.8 per cent)		
Household heating appliances—portable.....	5.8	1.0	Bakery products, fresh.....	19.1	3.2
Lighting equipment.....	1.3	.2	Bottled beverages.....	8.5	.8
Incandescent lamps.....	2.1	.3	Cigars, cigarettes, and tobacco.....	2.7	2.0
Ranges, water heaters, etc.....	2.0	.3	Confectionery and nuts.....	12.1	4.1
Appliances, other.....	9.4	1.8	Fountain sales and ice cream.....	19.1	4.7
Appliances, except refrigerators, gas:			Fresh fish and other sea foods.....	14.1	.5
Stoves and ranges.....	24.4	22.5	Receipts from sale of meals.....	84.3	84.3
Water heaters.....	9.8	9.0	Service.....	16.7	.4
Other appliances, except refrigerators.....	13.7	17.0	Refreshment stands: (Commodity coverage, 10.2 per cent)		
Heating and plumbing equipment and supplies.....	28.4	10.3	Bottled beverages.....	23.4	20.0
Radios and equipment:			Confectionery and nuts.....	12.4	11.1
Radio sets.....	15.6	2.3	Lunches.....	23.6	21.1
Radio parts and accessories.....	2.3	.2	Fountain sales and ice cream.....	20.7	20.7
Refrigerators, electric and gas.....	10.5	3.3	Nonfood products:		
Service.....	5.4	2.5	Cigars, cigarettes, and tobacco.....	8.9	7.9
Wood, coke, and other fuels.....	(x)	15.9	Other nonfood products.....	(x)	13.3
China, glassware, crockery, tinware, enamelware: (Commodity coverage, 54.1 per cent)			Fountain—lunches: (Commodity coverage, 63.6 per cent)		
China, glassware, and crockery.....	37.3	37.3	Bakery products, fresh.....	8.7	6.5
Kitchen utensils.....	27.2	12.0	Cigars, cigarettes, and tobacco.....	3.1	2.0
Toys and games.....	(x)	.7	Confectionery and nuts.....	14.2	13.0
Interior decorators: (Commodity coverage, 48.7 per cent)			Fountain sales and ice cream.....	20.0	20.0
Furniture, household.....	63.9	22.4	Magazines and newspapers.....	18.3	1.8
Home furnishings.....	76.6	70.6	Receipts from sale of meals.....	56.7	56.7
Draperies, upholstery, and curtains.....	62.1		LUMBER AND BUILDING GROUP		
Floor coverings.....	4.4		Lumber and building material dealers: (Commodity coverage, 73.5 per cent)		
Other home furnishings.....	10.1		Building materials:		
Office and store furniture.....	1.2	.1	Brick, terra cotta, tile, etc.....	3.2	1.8
Wall paper.....	12.7	.9	Building stone.....	.4	.2
Radio and electrical shops: (Commodity coverage, 8.4 per cent)			Cement.....	3.7	2.3
Art goods, gifts.....	11.4	.4	Lime, plaster, etc.....	2.1	1.3
Appliances and supplies, electrical:			Lumber (rough and dressed).....	63.8	58.2
Household appliances, motor-driven (except refrigerators)	21.8	8.9	Planing-mill products, woodwork.....	20.3	15.6
Household heating appliances—portable.....	4.7	1.6	Wood shingles and shakes.....	3.6	2.7
Lighting equipment.....	3.5	3.4	Roofing materials (except wood shingles).....	4.9	2.9
Incandescent lamps.....	3.1	1.2	Iron and other building metal.....	5.8	.7
Construction materials.....	14.7	4.7	Building paper, insulating boards with wood base, etc.....	1.9	1.4
Ranges, water heaters, etc.....	2.0	.4	Wall boards (except wood base).....	5.0	2.8
Appliances, other.....	10.6	4.6	Building materials, other.....		
Automotive parts and accessories.....	(x)	2.8	Fuels:		
Books.....	4.8	.1	Wood, coke, and other fuels.....	3.0	.2
Cameras and photographic supplies.....	2.4	.3	Coal.....	44.3	4.9
Heating and plumbing equipment and supplies.....	4.4	.2	Hay, grain and feed.....	10.7	.1
Home furnishings:			Heating and plumbing equipment and supplies.....	5.0	.3
China, glassware, and crockery.....	4.2	.1	Miscellaneous merchandise.....	(x)	.3
Refrigerators, electric.....	20.6	4.9	Paints, varnishes, glass and painters' supplies:		
Miscellaneous merchandise.....	(x)	.1	Paints, varnishes, lacquers.....	2.2	.1
Oils and greases.....	3.7	.1	Glass.....	7.5	.3
Phonographs and records.....	2.3	.2	Wire fencing, gates and posts.....	19.2	.6
Radios and equipment:					
Radio sets.....	40.1	40.1			
Radio parts and accessories.....	20.5	20.5			

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1109

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
LUMBER AND BUILDING GROUP—Continued			OTHER RETAIL STORES		
Lumber and hardware: (Commodity coverage, 21.2 per cent)			Hardware stores: (Commodity coverage, 37.2 per cent)		
Building materials:			Appliances and supplies (electrical):		
Brick, terra cotta, tile, etc.....	17.3	8.5	Household appliances, motor-driven (except refrigerators).....	1.9	0.7
Cement.....	6.7	6.3	Household heating appliances—portable electric.....	1.3	.5
Lime, plaster, etc.....	5.1	4.2	Lighting equipment, electric.....	5.4	.3
Lumber (rough and dressed).....	51.3	42.3	Incandescent lamps.....	1.1	.3
Planing-mill products, woodwork.....	17.8	12.7	Construction materials, electrical.....	.9	.2
Wood shingles and shakes.....	3.2	2.6	Other appliances.....	2.9	.3
Roofing materials (except wood shingles).....	7.7	7.6	Appliances and supplies, gas.....	1.0	.1
Iron and other building metal.....	6.5	3.2	Automotive parts and accessories:		
Building paper, insulating boards with wood base, etc.....	3.7	3.3	Automotive parts and accessories.....	7.2	.3
Wall boards (except wood base).....	.8	.7	Tires, tubes, and tire accessories.....	4.8	.3
Building materials, other.....	1.4	.6	Building materials:		
Wood, coke, and other fuels.....	.3	.1	Brick, terra cotta, tile, etc.....	4.6	.2
Hardware.....	6.6	6.6	Cement.....	8.4	1.6
Paints, varnishes, lacquers.....	3.1	1.6	Lime, plaster, etc.....	1.3	.2
Service.....	4.1	.7	Roofing materials.....	4.1	1.4
Electrical shops (without radio): (Commodity coverage, 34.2 per cent)			Structural steel (at retail).....		
Appliances and supplies, electrical.....			Iron and other building metal.....		
Household appliances, motor-driven (except refrigerators).....	7.5	7.5	Building paper, insulating boards with wood base, etc.....	1.1	.3
Household heating appliances, portable.....	1.1	1.1	Other building material.....	4.2	.5
Lighting equipment.....	34.4	34.4	Farm and garden equipment and supplies:		
Incandescent lamps.....	7.8	7.8	Farm machinery.....	1.0	.1
Construction materials.....	12.3	12.3	Wire fencing, gates, and posts.....	1.3	.4
Commercial and industrial appliances.....	12.6	12.6	Other farm and garden equipment and supplies.....	1.9	.6
Ranges, water heaters, etc.....	.3	.3	Fertilizers.....	1.2	.4
Appliances, other.....	7.2	7.2	Furniture:		
Hardware.....	36.1	2.9	Kitchen.....	16.4	.1
Refrigerators, electric.....	27.5	9.6	Office and store furniture.....	10.8	.1
Service.....	21.7	4.3	Gasoline, oils and greases.....	.6	.1
Heating appliances and oil burners: (Commodity coverage, 81.5 per cent)			Grain and feed.....		
Fuel oil.....	44.6	13.3	Hardware.....	6.7	.8
Heating equipment and supplies.....	74.7	74.7	Builder's and shelf hardware.....	37.2	37.2
Refrigerators, electric and gas.....	13.7	2.7	Carpenters' and mechanics' tools.....	6.2	6.3
Service.....	16.5	9.3	Other hardware.....	21.0	17.7
Plumbing shops—heating and ventilating: (Commodity coverage, 23.8 per cent)			Heating and plumbing equipment and supplies.....		
Appliances and supplies, electrical.....			Home furnishings:		
Appliances and supplies, gas:			China, glassware and crockery.....	2.2	.3
Stoves and ranges.....	2.7	.4	Kitchen utensils.....	6.2	2.5
Water heaters.....	1.8	.6	Refrigerators, electric and gas.....	1.1	.2
Building materials:			Other home furnishings.....	4.5	.7
Roofing materials.....	3.2	.4	Jewelry, silverware and clocks.....	.7	.1
Iron and other building metal.....	25.4	2.7	Miscellaneous merchandise.....	(x)	.9
Farm and garden equipment and supplies:			Motor cycles, bicycles, and accessories.....	1.5	.1
Wire fencing, gates, and posts.....	1.8	.2	Paints, varnishes, glass and painters' supplies:		
Farm and garden equipment and supplies.....	.5	.1	Paints, varnishes, lacquers.....	14.0	10.8
Hardware:			Glass.....	1.7	1.2
Builder's and shelf hardware.....	5.4	.8	Painters' supplies.....	2.6	1.7
Carpenters' and mechanics' tools.....	4.4	1.0	Radios and equipment:		
Heating and plumbing equipment and supplies.....	85.7	85.7	Radio sets.....	6.4	2.6
Home furnishings.....	12.9	2.8	Radio parts and accessories.....	1.5	.4
Miscellaneous merchandise.....	(x)	.1	Seeds, bulbs, plants, and nursery stock.....	2.6	1.0
Paints, varnishes, glass, and painters' supplies:			Service.....	6.6	.3
Paints, varnishes, lacquers.....	3.4	.6	Sporting goods, gymnasium, and playground equipment.....	5.5	2.3
Glass.....	.4	.1	Stoves, ranges, heaters, etc. (other than electric or gas).....	2.5	.8
Painters' supplies.....	2.7	.4	Toilet articles.....	.7	.1
Radio parts and accessories.....	14.1	2.8	Toys and games.....	1.1	.3
Service.....	(x)	.6	Wall paper.....	4.4	.6
Stoves, ranges, heaters, etc. (other than electric or gas).....	3.0		Farm implements, machinery, and equipment dealers: (Commodity coverage, 83.4 per cent)		
Paint and glass stores: (Commodity coverage, 46.5 per cent)			Automobile service.....		
Art goods, gifts.....	3.7	.3	Automotive parts and accessories.....	6.1	2.6
Carpenters' and mechanics' tools.....	3.4	.2	Commercial and industrial electrical appliances.....	15.6	8.4
Chemicals, except drugs.....	24.9	4.0	Farm machinery.....	3.7	1.7
Gasoline, oils and greases:			Heating and plumbing equipment and supplies.....	41.3	41.3
Gasoline.....	.6	.1	Secondhand goods.....	21.7	10.0
Oils and greases.....	5.4	.6	Tractors.....	9.0	3.0
Home furnishings:				61.8	33.0
Draperies, upholsteries and curtains.....	4.1	.1	Hardware and farm implement stores: (Commodity coverage, 24.3 per cent)		
Other home furnishings.....	13.1	2.6	Appliances and supplies (electrical):		
Miscellaneous merchandise.....	(x)	2.6	Household appliances, motor-driven.....		
Paints, varnishes, glass, and painters' supplies:			Household heating appliances—portable electric.....		
Paints, varnishes, lacquers.....	49.8	37.0	Incandescent lamps.....		
Glass.....	27.9	11.9	Building materials:		
Painters' supplies.....	5.5	2.5	Cement.....		
Service.....	47.7	7.8	Roofing materials.....		
Toys and games.....	18.2	.4	Building paper, insulating boards with wood base, etc.....		
Wall paper.....	59.7	31.0	Farm and garden equipment and supplies.....		
(x) Amount not indicated.			Farm machinery.....		
			Wire fencing, gates and posts.....		
			Other farm and garden equipment and supplies.....		
			Fertilizers.....		

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES—Continued			OTHER RETAIL STORES—Continued		
Hardware and farm implement stores—Continued.			Cigar stores without fountains:		
Hardware	50.9	50.9	(Commodity coverage, 45.0 per cent)		
Builders' and shelf hardware	25.5		Cigars, cigarettes, and tobacco	85.6	85.6
Carpenters' and mechanics' tools	1.6		Smokers' supplies	10.2	10.2
Other hardware	23.8		Confectionery and nuts	10.1	2.2
Home furnishings:			Drugs, patent medicines, etc.	7.4	.2
China, glassware, and crockery	18.0	5.4	Jewelry, silverware, and clocks	1.4	.1
Kitchen utensils	5.1	1.5	Miscellaneous merchandise	(x)	.6
Paints, varnishes, glass, and painters' supplies:			Stationery and magazines:		
Paints, varnishes, lacquers	17.7	13.7	Magazines and newspapers	7.6	.5
Glass	.6	.5	Paper and paper goods	11.1	.1
Painters' supplies	5.1	.5	Toiletries and cosmetics	4.0	.3
Secondhand goods	.8	.1	Toilet articles	4.4	.2
Seeds, bulbs, plants, and nursery stock	2.3	1.1			
Service	1.9	.3	Coal and wood yards:		
Sporting goods, gymnasium, and playground equipment	11.8	7.3	(Commodity coverage, 83.1 per cent)		
Toys and games	.7	.1	Building materials:		
Feed stores (flour, feed, grain, fertilizer):			Brick, terra cotta, tile, etc.	2.5	.1
(Commodity coverage, 55.2 per cent)			Cement	9.3	.7
Building materials:			Lime, plaster, etc.	3.5	.2
Cement	3.3	.6	Carpenters' and mechanics tools	(x)	.2
Lime, plaster, etc.	3.3	.2	Fuel:		
Roofing materials	1.2	.1	Fuel oil	2.4	.5
Farm and garden equipment and supplies:			Wood, coke, and other fuels	4.1	3.1
Farm machinery	1.8	.1	Coal	93.8	93.8
Wire fencing, gates, and posts	2.7	.2	Gasoline, oils, and greases	6.7	.2
Other farm and garden equipment and supplies	6.4	.7	Ice	29.0	1.0
Fertilizers	1.9	.5	Service	3.5	.2
Flour	2.5	.2			
Hardware	3.4	.1	Ice dealers:		
Hay, grain, and feed:			(Commodity coverage, 54.2 per cent)		
Hay, straw, and alfalfa	7.7	7.4	Building materials	2.8	.1
Grain and feed	88.7	88.7	Ice	99.7	99.7
Kitchen utensils	5.5	.1	Ice refrigerators	2.0	.1
Miscellaneous merchandise	(x)	.1	Wood, coke, and other fuels	2.0	.1
Paints, varnishes, lacquers	2.7	.3			
Pets (dogs, cats, goldfish, etc.)	13.0	.4	Drug stores:		
Seeds, bulbs, plants, and nursery stock	1.9	.2	(Commodity coverage, 7.2 per cent)		
Wood, coke, and other fuels	14.0	.1	Cigars, cigarettes, and tobacco	12.1	1.9
Seeds, bulbs, and nursery stock:			Confectionery and nuts	2.0	.2
(Commodity coverage, 70.5 per cent)			Drugs, patent medicines, etc.	63.6	63.6
Farm and garden equipment and supplies:			Miscellaneous merchandise	7.9	7.9
Farm machinery	6.0	2.1	Rubber goods	1.0	
Wire fencing, gates, and posts	1.4	.5	Surgical and hospital supplies	4.6	
Other farm and garden equipment and supplies	9.3	7.7	Other merchandise	2.3	
Fertilizers	9.6	8.0	Prescriptions	20.3	20.3
Grain and feed	4.9	.6	Toilet articles and preparations	6.8	6.1
Hardware	8.2	1.1			
Iron and other building metal	16.5	2.1	Drug stores with fountains:		
Miscellaneous merchandise	(x)	.9	(Commodity coverage, 13.5 per cent)		
Seeds, bulbs, plants, and nursery stock	77.0	77.0	Bottled beverages	2.5	.8
Coal and feed stores:			Cigars, cigarettes, and tobacco	15.0	14.0
(Commodity coverage, 32.9 per cent)			Confectionery and nuts	6.6	5.8
Building materials:			Drugs, patent medicines, etc.	29.6	29.6
Brick, terra cotta, tile, etc.	2.5	.2	Fountain sales and ice cream	19.2	19.2
Cement	6.2	2.7	Miscellaneous merchandise	11.7	11.7
Lime, plaster, etc.	1.9	.8	Stationery, books, periodicals, etc.	4.0	
Lumber (rough and dressed)	3.4	.5	Rubber goods	1.7	
Wood shingles and shakes	3.2	.1	Surgical and hospital supplies	1.7	
Iron and other building metal	2.4	.1	Other merchandise	4.3	
Fertilizers	1.6	.4	Prescriptions	10.3	10.3
Flour	4.5	.6	Toiletries and cosmetics	10.2	7.0
Fuel:			Toilet articles	2.4	1.6
Fuel oil	2.4	.1			
Wood, coke, and other fuels	6.0	3.8	Florists:		
Coal	60.6	60.6	(Commodity coverage, 22.9 per cent)		
Hay, grain, and feed:			Flowers, wreaths, etc.	86.2	86.2
Hay, straw, and alfalfa	3.9	2.9	Garden furniture	7.1	1.7
Grain and feed	28.1	26.1	Gift merchandise	42.6	10.3
Ice	16.2	.9	Lighting equipment, electric	4.6	1.1
Paints, varnishes, glass, and painters' supplies	2.2	.1	Seeds, bulbs, plants, and nursery stock	15.4	.7
Seeds, bulbs, plants, and nursery stock	.9	.1			
Book stores:			Jewelry stores (installment credit):		
(Commodity coverage, 56.5 per cent)			(Commodity coverage, 93.3 per cent)		
Furnishings (men's and boys')	17.3	1.9	Cameras and photographic supplies	8.3	0.1
Service	5.5	.6	Clothing and furnishings (men's and boys')	3.2	.1
Sheet music, music books, etc.	1.1	.1	Jewelry, silverware, and clocks:		
Stationery, books, and magazines:			Clocks	3.6	2.6
Books	89.0	89.0	Watches	22.8	22.8
Magazines and newspapers	6.4	1.8	Diamond jewelry	27.4	27.4
Paper and paper goods	17.7	6.6	Rings, other than diamond	7.0	7.0
Cigar stores with fountains:			Gold and gold-filled jewelry	5.3	5.3
(Commodity coverage, 19.0 per cent)			Plated silverware	5.3	3.9
Confectionery and nuts	1.4	1.4	Sterling silverware	14.1	6.0
Fountain sales and lunches	9.2	9.2	Other jewelry	20.7	19.4
Nonfood products:			Leather goods	4.2	.8
Cigars, cigarettes, and tobacco	80.3	80.3	Miscellaneous merchandise	(x)	.1
Smokers' supplies	2.9	2.9	Musical instruments and accessories	30.9	1.0
Other nonfood products	(x)	6.2	Optical goods	14.7	.7
			Radio sets	18.5	.7
			Service	4.5	2.0
			Toilet articles	1.4	.2

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1111

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES—Continued			OTHER RETAIL STORES—Continued		
Jewelry stores: (Commodity coverage, 52.1 per cent)			Sporting goods stores with toys and stationery—Continued.		
Antiques, art goods, gifts.....	4.8	2.0	Motorcycles, bicycles and accessories.....	8.6	6.7
China, glassware, and crockery.....	9.2	1.8	Musical instruments and accessories:		
Jewelry:			Phonographs and records.....	2.0	1.0
Clocks.....	3.5	3.4	Stringed and band instruments.....	.1	.1
Watches.....	10.4	10.4	Radios and equipment:		
Diamond jewelry.....	19.7	19.7	Radio sets.....	10.5	8.1
Rings, other than diamond.....	5.0	5.0	Radio parts and accessories.....	.4	.3
Gold and gold-filled jewelry.....	8.2	8.2	Refrigerators, electric and gas.....	1.2	.1
Plated silverware.....	9.7	9.1	Rubber goods.....	1.6	.2
Sterling silverware.....	14.5	12.0	Service.....	2.5	.5
Other jewelry.....	6.7	6.4	Shoes:		
Leather goods.....	4.3	2.4	Men's.....	.7	.1
Lighting equipment, electric.....	7.6	3.1	Rubber and other footwear.....	6.9	1.9
Miscellaneous merchandise.....	(x)	2.6	Sporting goods, gymnasium and playground equipment.....	62.5	62.5
Novelties.....	3.3	1.1	Tires, tubes, and tire accessories.....	.4	.2
Optical goods.....	25.6	1.5	Toys and games.....	8.3	4.1
Religious goods.....	1.7	.2	Scientific and medical instruments and supplies—at retail: (Commodity coverage, 59.9 per cent)		
Secondhand goods.....	2.7	.4	Adding and calculating machines and accessories.....	2.2	.1
Service.....	9.9	7.8	Appliances and supplies (electrical).....	8.5	3.5
Smokers' supplies.....	1.8	.2	Batteries.....	17.6	.7
Stationery, books, and magazines:			Clocks.....	10.1	.3
Paper and paper goods.....	2.8	1.1	Drug and drug sundries.....	17.4	7.2
Other stationery.....	2.6	1.4	Luggage.....	3.5	.3
Toiletries and cosmetics.....	2.3	.6	Optical goods.....	8.3	3.4
Toilet articles.....	2.2	.6	Professional and scientific instruments and equipment.....	27.8	16.0
Office and store mechanical appliance dealers (retail): (Commodity coverage, 89.0 per cent)			Service.....	1.1	.1
Office and store equipment:			Stationery, books, and magazines.....	18.2	7.5
Adding and calculating machines and accessories.....	37.4	29.9	Surgical, dental, and hospital supplies.....	65.5	60.1
Typewriters and accessories.....	29.1	14.8	Toilet articles.....	6.5	.5
Other office and store mechanical appliances.....	51.8	35.4	Stationery and engravers: (Commodity coverage, 67.8 per cent)		
Office and store furniture.....	5.3	2.4	Art goods, gifts.....	16.0	2.8
Service.....	8.5	7.3	Cameras and photographic supplies.....	.5	.1
Stationery.....	22.0	10.2	Home furnishings.....	2.8	.1
Office and store furniture and equipment dealers: (Commodity coverage, 66.4 per cent)			Leather goods.....	3.3	1.1
Office and store equipment.....	66.4	11.7	Office and store equipment.....	9.6	1.3
Typewriters and accessories.....	0.9		Office and store furniture.....	10.6	5.0
Other office and store equipment.....	10.8		Secondhand goods.....	3.4	.4
Office and store furniture.....	73.0	73.0	Service.....	2.8	.5
Secondhand furniture.....	9.1	1.3	Stationery, books, and magazines:		
Service.....	19.1	4.8	Books.....	15.5	6.7
Stationery, books, and magazines:			Magazines and newspapers.....	2.8	1.0
Paper and paper goods.....	7.8	1.9	Paper and paper goods.....	47.1	37.8
Other stationery.....	17.0	7.3	Other stationery.....	53.7	40.5
Opticians and optometrists: (Commodity coverage, 31.1 per cent)			Toys and games.....	13.5	2.9
Cameras and photographic supplies.....	39.7	27.3	Beauty shops and barber shops (merchandise): (Commodity coverage, 23.7 per cent)		
Cameras.....	2.6		Notions and small wares.....	10.0	1.1
Photographic supplies.....	14.9		Novelties.....	17.6	13.0
Photo-finishing sales.....	9.8		Service.....	50.1	37.0
Optical goods.....	64.9	64.9	Toiletries and cosmetics.....	49.5	48.9
Professional and scientific instruments and equipment.....	9.3	3.8	Luggage and leather goods stores: (Commodity coverage, 62.7 per cent)		
Service.....	(x)	3.2	Art goods, gifts.....	4.9	.8
Stationery, books, and magazines:			China, glassware and crockery.....	1.7	.2
Paper and paper goods.....	7.6	.7	Furniture, household.....	3.2	.4
Other stationery.....	1.6	.1	Leather goods, billfolds, gloves and handbags.....	28.3	28.3
Sporting goods (specialty stores): (Commodity coverage, 38.8 per cent)			Luggage.....	62.3	62.3
Cameras and photographic supplies.....	39.1	9.6	Miscellaneous merchandise.....	(x)	.6
Clothing, men's.....	11.1	5.6	Notions and other small wares.....	2.8	.2
Miscellaneous merchandise.....	(x)	.1	Service.....	8.1	3.2
Radios and equipment.....	.4	.1	Shoes:		
Sporting goods, gymnasium and playground equipment.....	84.6	84.6	Boys' and youths'.....	4.0	.2
Sporting goods stores with toys and stationery: (Commodity coverage, 53.1 per cent)			Women's.....	39.2	1.8
Appliances and supplies (electrical):			Misses' and children's.....	13.0	.6
Household appliances, motor-driven (except refrigerators).....	.4	.2	Rubber and other footwear.....	4.4	.2
Household heating appliances—portable electric.....	1.1	.7	Smokers' supplies.....	2.8	.5
Batteries.....	.6	.2	Sporting goods.....	1.8	.3
Cameras and photographic supplies:			Toys and games.....	2.0	.4
Cameras.....	5.4	3.7	Music stores (without radio): (Commodity coverage, 56.3 per cent)		
Photographic supplies.....	4.8	2.4	Furniture, household.....	44.9	.7
Photo-finishing sales.....	1.2	.8	Miscellaneous merchandise.....	(x)	1.2
Furnishings (men's and boys').....	1.8	.3	Musical instruments and accessories:		
Hardware.....	5.7	1.0	Pianos and accessories.....	88.9	66.6
Jewelry, silverware, and clocks:			Phonographs and records.....	13.3	5.1
Clocks.....	.2	.1	Stringed and band instruments.....	49.5	17.3
Watches.....	.5	.2	Sheet music, music books, etc.....	11.6	2.2
Plated silverware.....	.2	.1	Other musical instruments and accessories.....	21.9	5.8
Leather goods, billfolds, and purses.....	.5	.3	Secondhand goods.....	14.5	.5
Luggage.....	.3	.1	Service.....	1.5	.2
Miscellaneous merchandise.....	(x)	4.1	Sporting goods.....	20.0	.4

(x) Amount not indicated.

TABLE 15.—THE STATE—SALES BY COMMODITIES—Continued

COMMODITY	Percent of each commodity sold to total sales of stores selling such commodity	Percent of each commodity sold to total sales of all stores in same classification	COMMODITY	Percent of each commodity sold to total sales of stores selling such commodity	Percent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES—Continued			OTHER RETAIL STORES—Continued		
Newsdealers:			Hotel supply houses and ship chandleries—Continued.		
(Commodity coverage, 13.6 per cent)			Cigars, cigarettes and tobacco.....	0.1	0.1
Cigars, cigarettes, tobacco, and smokers' supplies.....	22.5	3.6	Coal.....	.6	.5
Confectionery and nuts.....	16.5	1.1	Confectionery and nuts.....	.2	.2
Fountain sales and ice cream.....	22.6	2.3	Delicatessen, ready-to-serve foods.....	.2	.2
Sporting goods.....	1.7	.1	Drugs, patent medicines, etc.....	.6	.5
Stationery, books, and magazines:			Dry goods.....	.9	.6
Books.....	2.7	1.0	Fresh fish and other sea foods.....	1.0	.8
Magazines and newspapers.....	85.8	85.8	Fruits and vegetables.....	3.4	2.6
Paper and paper goods.....	11.3	3.7	Furniture:		
Other stationery.....	6.4	2.4	Household.....	.6	.5
Office and school supplies:			Office and store furniture.....	.4	.3
(Commodity coverage, 53.8 per cent)			Groceries:		
Office and store equipment:			Butter and cheese.....	2.2	2.2
Typewriters and accessories.....	36.5	19.9	Eggs.....	7.6	7.6
Office and store equipment.....	25.3	10.0	Lard, cooking fats, etc.....	1.1	1.1
Office and store furniture.....	24.2	1.5	Flour.....	4.3	4.3
Stationery.....	68.0	68.0	Sugar.....	4.9	4.9
Paper and paper goods.....	18.1		Canned goods and other groceries.....	36.8	36.8
Other stationery.....	50.5		Hardware:		
Camera dealers—photographic supplies:			Carpenters' and mechanics' tools.....	.6	.5
(Commodity coverage, 32.1 per cent)			Other hardware.....	3.6	2.7
Cameras and photographic supplies:			Heating and plumbing equipment and supplies.....	.3	.2
Cameras.....	13.8	13.8	Home furnishings:		
Photographic supplies.....	68.6	68.6	Bedding, mattresses, springs.....	.3	.2
Photo-finishing sales.....	8.0	8.6	Kitchen utensils.....	1.1	.8
Leather goods.....	2.6	.2	Ice.....	.6	.4
Miscellaneous merchandise.....	(x)	2.8	Meats, including poultry.....	21.1	21.1
Stationery.....	38.3	6.0	Milk and cream.....	1.3	1.0
Toilet articles and preparations—including perfumes:			Paints, varnishes, glass and painter's supplies.....	1.7	1.3
(Commodity coverage, 58.8 per cent)			Stoves, ranges, heaters, etc. (other than electric or gas).....	.6	.5
Patent medicines, etc.....	27.5	3.1	Oils and greases.....	.9	.7
Miscellaneous merchandise.....	(x)	4.3			
Toiletries and cosmetics.....	89.0	89.0	SECONDHAND STORES		
Toilet articles.....	5.0	3.6	Automobile parts and accessories (secondhand):		
Hotel supply houses and ship chandleries:			(Commodity coverage, 19.8 per cent)		
(Commodity coverage, 32.1 per cent)			Automobile parts and accessories:		
Appliances and supplies (electrical):			Automotive parts and accessories.....	59.5	59.6
Incandescent lamps.....	.0	.5	Tires, tubes and tire accessories.....	14.0	12.0
Construction materials.....	.4	.3	Used cars sold to dealers.....	5.1	1.2
Other appliances.....	5.4	4.0	Parts and accessories sold to dealers.....	16.3	4.4
Bakery products, fresh.....	2.6	1.9	Tires and tubes sold to dealers.....	3.7	.7
Bottled beverages.....	.4	.3	Batteries.....	1.7	.4
Building materials:			Gasoline, oils and greases:		
Cement.....	.3	.2	Gasoline.....	9.8	.8
Iron and building metal.....	.2	.2	Oils and greases.....	4.9	.4
			Miscellaneous merchandise.....	(x)	.9
			Repairs and service.....	32.8	2.7
			Used cars.....	18.2	17.0

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1115

TABLE 16.—BOSTON—RETAIL DISTRIBUTION BY KINDS OF BUSINESS—Continued

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES—Continued

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS (Not synonymous with commodities sold—see Table 23)	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Other retail stores—Continued.										
Sporting goods stores (including athletic and playground equipment):										
Sporting goods specialty stores	9	8	46		\$90,613		\$77,882	\$156,150	\$494,176	0.07
Sporting goods stores (with toys and stationery)	3	4	55	2	75,289	\$81	90,682	206,900	481,981	0.07
Scientific and medical instruments and supplies (at retail)	12	9	162	6	249,948	896	221,296	259,480	1,859,899	.28
Stationers and printers:										
Blank books, accounting and legal forms	3	1	6	2	47,068	950	6,693	3,000	92,097	.01
Paper and paper products stores	3		44		51,531		36,203	24,480	241,257	.04
Printers and lithographers	12	8	39	4	78,181	803	24,783	15,862	345,515	.05
Stationers and engravers	43	27	374	20	551,684	2,060	392,212	467,740	3,156,817	.47
Miscellaneous classification:										
Art galleries (sales)	3	3	18		28,499		91,710	469,070	593,177	.08
Artificial limbs	3	1	8		12,766		5,277	2,320	36,535	.01
Artists' supplies (retail)	5	5	13	1	17,766	300	30,577	20,330	176,145	.03
Auction houses—miscellaneous goods at auction	5	4	13		25,069		31,160	25,810	311,313	.05
Autographs, philatelists (stamps)	4	2	8		14,357		11,203	44,050	115,552	.02
Barbers' supplies at retail	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Beauty shops and barber shops (merchandise)	28	26	180	7	254,456	1,168	143,164	51,070	589,873	.09
Blacksmiths	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Blue printers	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Camera dealers—photographic supplies	7	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Chemicals (other than drugs)	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Toilet articles and preparations (including perfumes)	9	3	43	1	55,281	350	39,573	30,290	326,755	.05
Embroidery, needlework, and stamped goods	8	4	24	6	24,663	1,900	39,984	68,910	238,199	.04
Hotel supplies and ship chandleries	10	7	38		62,847		67,330	75,040	841,125	.13
Institutional stores (not for profit)	7		50		40,029		15,458	14,650	245,709	.04
Locksmiths	6	14	5		8,293		5,315	10,600	37,494	.01
Machinery dealers	3	2	6	2	9,412	139	11,983	6,970	57,784	.01
Malt products and supplies	44	47	31	6	37,414	1,435	56,804	44,450	502,562	.07
Monuments and tombstones	5	5	20		46,751		34,649	72,630	189,941	.03
Patent medicines, remedies, perfumes, extracts, etc.	5	6	6	1	11,102	300	19,760	11,640	201,061	.03
Patterns (dress patterns)	5	3	2		3,968	844	4,654	4,700	15,766	.02
Pet shops, animals, birds, etc.	5	8	14		20,300		31,031	7,200	145,003	.02
Photographers and illustrators	4	4	8		23,403		10,898	5,190	57,787	.01
Regalia dealers—badges, and emblems	15	13	79		132,000		115,423	155,740	840,757	.12
Religious goods stores (including religious books)	20	13	116	8	185,836	1,709	127,603	400,120	1,293,640	.19
Rubber goods stores	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Rubber stamp stores	3	3	3		3,380		6,407	1,500	37,704	.01
Janitors' supply stores	4	3	14		16,151		18,470	14,470	102,226	.02
Sanitary supply stores (insecticides, disinfectants)	4	1	8	2	22,516	960	11,938	1,180	52,861	.01
Sign shops	5	5	11		17,780		6,626	3,090	57,728	.01
Undertakers' supplies (including some service)	61	58	165	48	379,559	12,690	320,166	98,480	1,603,787	.24
Unclassified	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Secondhand stores	153	178	227	18	395,910	7,956	545,353	438,780	1,818,079	.27
Auto parts and accessories	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Motorcycles, bicycles and supplies	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Tires and batteries (secondhand)	5	4	1		6,260	100	4,250	4,300	41,940	.01
Furniture stores (secondhand)	33	36	19	3	20,393	530	19,399	37,470	207,365	.03
Pawn shops (sales)	51	63	59	11	88,459	3,234	59,420	277,800	710,924	.11
Clothing and shoe stores (secondhand)	23	27	7		7,800		13,518	15,790	99,623	.01
Shoe repairing and secondhand shoes	4	4					2,160	2,010	18,101	.01
Lumber and building materials	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Hardware (secondhand)	3	3					300	1,000	3,496	.01
Book stores	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Typewriters	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Store fixtures and equipment (secondhand)	4	5	7		11,036		7,666	8,970	70,228	.01
Barrels, boxes, crates, casks, sawdust, etc. (used)	8	11	20		25,334		9,464	4,460	85,127	.01
Machinery (including secondhand pipe)	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Household appliances	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Unclassified (secondhand)	10	12	2	1	2,388	480	7,560	19,800	52,365	.01

CENSUS OF DISTRIBUTION

TABLE 17.—BOSTON—OPERATING EXPENSES, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores	Total pay roll reported	Wage value of proprietors' services at same rate as that paid full-time employees	TOTAL WAGE COST (including proprietors' services)	ALL OTHER REPORTED EXPENSES EXCEPT PAY ROLL (includes rent)	RENTAL COST (Included in "All other expenses" column)		
						Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises
All groups¹	9,972	\$93,549,840	\$9,803,140	\$103,665,160	\$92,539,581	6,186	\$24,266,449	\$510,650,196
Food group	4,044	8,952,397	3,086,371	12,047,778	10,084,575	2,722	3,138,554	87,891,185
Candy and confectionery stores:								
Candy stores—nut stores.....	47	125,079	14,468	139,547	278,221	35	148,449	804,351
Confectionery stores (candy and fountain).....	536	604,432	672,677	1,277,109	940,594	293	379,689	4,160,564
Dairy products stores:								
Dairy products stores (including ice cream).....	92	314,029	45,182	359,211	370,017	76	125,275	4,859,209
Eggs and poultry dealers.....	10	34,054	25,827	60,481	37,258	8	9,051	494,340
Delicatessen stores.....	162	279,079	215,798	495,477	372,104	96	139,783	1,985,406
Fruit stores and vegetable markets.....	321	227,754	404,410	632,164	451,738	177	145,591	2,304,833
Grocery stores (without meats).....	1,509	2,709,426	135,900	2,839,326	3,377,925	1,104	1,063,202	34,686,309
Combination stores (groceries and meats):								
Grocery stores (with meats).....	346	1,463,781	155,250	1,619,031	1,350,528	284	438,150	16,121,410
Meat markets (with groceries).....	376	1,515,833	513,780	2,029,613	1,303,732	237	273,719	10,810,220
Meat markets (including sea foods):								
Fish markets—sea foods.....	90	148,951	109,989	257,950	140,812	54	46,044	1,008,760
Meat markets.....	383	979,619	621,970	1,601,589	1,000,892	265	278,206	9,064,947
Bakeries—caterers:								
Bakeries—bakery goods stores (except manufacturing bakeries).....	151	335,000	159,984	495,884	279,589	81	77,130	1,024,462
Caterers.....	3	163,898	3,142	166,540	88,280	2	4,689	341,840
Other food stores:								
Coffee, tea, spices.....	7	40,859	8,085	48,947	18,014	4	5,364	99,023
General food stores.....	7	1,950	5,850	7,800	4,662	4	1,332	11,463
Bottled waters.....	4	13,053	2,061	15,114	8,603			
General-merchandise group	814	26,030,540	391,838	26,422,378	27,257,071	186	5,829,764	167,891,886
Department stores (including one mail-order house).....	18	23,537,658		23,537,658	24,238,292	15	4,201,835	133,856,491
Dry goods stores—piece goods stores:								
Dry goods stores.....	147	293,880	286,047	579,927	411,991	77	127,261	2,113,876
Piece good stores.....	13	103,265	14,976	118,241	121,596	6	28,143	967,411
General merchandise stores:								
With food departments.....	6	2,110	9,350	11,460	4,042			
Without food departments.....	44	160,614	60,042	220,656	107,307	24	36,948	939,661
Army and navy goods stores.....	3	7,356	5,328	12,684	7,797			
Women's exchanges.....	4	302,948	1,596	304,544	67,598	3	41,670	1,276,795
Variety, 5-and-10, and to-a-dollar stores.....	79	1,622,709	14,499	1,637,208	2,238,448	50	1,074,075	12,091,400
Automotive group	645	8,370,652	642,328	9,012,970	8,924,424	276	1,362,334	31,363,682
Motor vehicle dealers:								
Automobile sales rooms—new and trade-in.....	76	5,136,172	28,368	5,164,540	5,840,033	43	622,692	21,678,069
Used car establishments.....	7	272,109	10,705	282,814	199,773	3	11,630	1,026,045
Accessories, tires, and batteries:								
Accessory stores with tires and batteries.....	83	557,166	126,910	684,076	616,902	40	94,724	1,860,526
Battery and ignition shops—brake-repair shops.....	48	177,799	60,606	238,405	169,341	19	32,874	602,013
Tire shops (including tire repairs).....	45	318,964	49,028	367,992	294,216	22	50,582	1,362,232
Filling stations:								
Filling stations—gasoline and oil.....	128	351,576	82,832	433,408	401,508	51	152,224	1,468,295
Filling stations with tires and accessories.....	56	116,424	61,914	178,338	80,342	18	13,635	208,061
Filling stations with other merchandise.....	40	169,847	12,240	202,087	110,583	2	5,700	108,077
Motor cycles, bicycles, and supplies.....	3	13,566		13,566	11,847			
Garages and repair shops:								
Body, fender, and paint shops.....	17	53,379	21,350	74,719	38,001	11	12,379	115,201
Garages (repairs and storage, gasoline, oil, accessories).....	120	740,224	161,998	902,222	707,693	57	225,145	1,393,708
Parking stations, parking garages, and lots.....	13	304,610	18,057	322,667	218,756	5	135,000	659,632
Radiator shops (including repairs).....	4	35,361	8,320	43,681	22,239			
Boats (motor boats, yachts, canoes).....	4	70,855		70,855	200,650	2	5,650	760,629
Apparel group	1,329	12,119,984	1,858,208	13,476,585	13,802,734	839	4,987,102	67,103,188
Men's and boys' clothing and furnishings stores:								
Men's and boys' clothing stores.....	51	702,551	51,172	753,723	617,792	38	220,818	4,247,863
Men's and boys' hat stores.....	24	122,942	11,410	134,352	241,234	17	140,100	734,952
Men's furnishings stores.....	143	375,458	58,534	433,992	599,645	65	100,561	1,782,365
Men's clothing and furnishings stores.....	44	1,421,590	60,990	1,482,580	1,709,124	28	675,778	8,562,467
Clothing stores—men's, women's, and children's.....	107	893,107	116,256	1,009,363	1,184,362	65	331,885	5,677,263
Women's ready-to-wear specialty stores—apparel and accessories.....	227	3,598,540	229,089	3,828,229	4,220,764	173	1,432,021	22,327,919
Women's accessories stores:								
Corset and lingerie shops.....	40	157,578	55,708	213,286	169,587	27	51,460	669,910
Furriers—fur shops.....	66	997,519	100,912	1,098,431	1,156,145	45	269,189	5,406,155
Hosiery shops.....	27	211,880	15,821	227,701	179,431	22	99,360	1,894,082
Knit-goods shops.....	4	27,505	4,514	32,019	36,340	3	194,341	194,341
Millinery stores.....	126	596,401	124,500	721,301	717,949	72	313,703	2,233,340
Other apparel and furnishings stores:								
Children's specialty shops.....	7	9,748	5,550	15,298	24,277	5	11,238	102,404
Custom tailors.....	176	1,365,522	335,088	1,700,610	665,728	104	183,195	3,636,792
Dressmakers.....	5	16,007	6,080	22,087	8,440			
Shoe stores:								
Men's.....	36	160,362	11,529	171,891	413,066	31	191,976	1,705,499
Women's.....	10	272,676	19,448	292,124	320,803	14	160,918	1,602,888
Men's, women's, and children's.....	224	1,188,590	151,032	1,339,622	1,534,330	120	683,210	6,887,409

¹ Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1117

TABLE 17.—BOSTON—OPERATING EXPENSES, BY KINDS OF BUSINESS—Continued

KIND OF BUSINESS	Number of stores	Total pay roll reported	Wage value of proprietors' services at same rate as that paid full-time employees	TOTAL WAGE COST (including proprietors' services)	ALL OTHER REPORTED EXPENSES EXCEPT PAY ROLL (includes rent)	RENTAL COST (Included in "All other expenses" column)		
						Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises
Furniture and household group.....	440	86,306,492	3,650,363	86,856,915	86,374,978	316	\$1,626,331	\$30,219,541
Furniture stores.....	146	3,760,895	181,170	3,942,065	3,954,549	99	850,525	17,567,155
Floor coverings, draperies, curtains, and upholstery stores:								
Draperies, curtains, and upholstery stores.....	4	9,663	6,040	15,703	11,509	3	1,860	35,788
Floor coverings stores.....	26	262,038	39,501	301,539	385,713	19	155,874	1,940,598
Household appliances stores:								
Household appliances stores (electrical).....	25	520,363	2,214	522,577	297,753	15	74,486	1,574,692
Household appliance stores.....	14	464,923	2,006	466,929	140,990	9	20,729	448,487
Other home furnishings and appliance stores:								
Antique and used furniture dealers.....	8	20,937	10,992	31,929	24,418	2	7,191	94,279
China, glassware, crockery, tinware, enamelware.....	17	104,832	17,107	121,939	135,792	10	46,745	359,026
Picture and framing stores.....	19	81,400	27,472	108,872	99,899	13	51,363	422,688
Stove and range dealers.....	4	9,500	4,700	14,200	11,321	3	5,919	63,652
Antique shops.....	51	324,227	85,500	409,727	538,272	47	178,123	3,519,933
Awnings, flags, banners, window shades, and tents.....	11	33,727	31,056	64,783	27,827	7	4,976	94,124
Interior decorators.....	14	126,161	24,710	150,871	110,682	13	47,139	1,045,259
Lamp and shade shops.....	10	116,691	12,551	129,242	92,671	5	14,646	192,162
Radio and music stores:								
Radio and electrical shops.....	74	251,335	80,215	331,550	312,412	57	103,917	1,918,799
Radio and musical instruments stores.....	13	126,864	22,231	149,095	210,947	10	68,215	704,224
Restaurants, cafeterias, and eating places.....	852	10,209,761	818,454	11,028,215	8,152,012	445	2,426,527	33,209,476
Restaurants, cafeterias, and lunch rooms:								
Cafeterias.....	124	2,643,809	42,200	2,686,009	2,424,767	100	888,025	11,045,817
Lunch rooms.....	387	2,329,327	468,096	2,797,423	1,745,680	179	440,315	6,131,506
Restaurants (with table service).....	227	3,014,490	200,498	3,220,988	2,617,664	105	757,146	8,577,981
Lunch counters, refreshment stands, etc.:								
Box lunches.....	5	569,145	1,346	570,491	190,373	5	16,809	1,789,932
Refreshment stands.....	10	33,730	7,470	41,200	63,294	7	40,058	107,996
Fountain-lunches.....	19	696,415	9,860	706,275	558,162	14	170,180	2,718,025
Lunch counters.....	72	916,695	76,880	991,573	541,742	32	108,478	2,792,002
Soft-drink stands.....	8	4,140	7,104	11,244	15,330	3	5,540	15,617
Lumber and building group.....	139	2,350,379	143,904	2,394,283	1,617,534	88	241,987	6,997,290
Lumber and building material dealers.....	30	1,118,268	23,524	1,141,792	827,899	15	41,718	2,318,113
Roofing.....	4	4,309	2,156	6,465	2,430			
Electrical shops (without radio).....	13	78,076	16,676	94,752	37,018	10	8,250	270,575
Heating and plumbing shops:								
Heating appliances and oil burners.....	16	612,231	12,036	624,267	325,594	12	43,980	2,317,095
Plumbing shops—heating and ventilating.....	22	117,863	27,151	145,014	75,780	13	12,528	404,073
Paint and glass stores.....	54	324,632	62,361	386,993	338,813	35	135,313	1,676,004
Other retail stores.....	2,066	18,913,526	2,688,709	21,704,148	16,982,900	1,367	4,674,382	85,147,667
Hardware stores.....	183	927,599	286,380	1,213,979	771,070	118	285,323	5,547,776
Hardware and farm-implement stores.....	3	18,601		18,601	7,306	3	4,237	96,918
Farmers' supplies:								
Feed stores (flour, feed, grain, fertilizer).....	4	14,273	3,567	17,840	14,159	4	4,657	260,486
Harness shops.....	8	18,116	14,814	32,929	18,450	4	4,066	96,728
Seeds, bulbs, and nursery stock.....	11	188,674	11,880	200,554	196,370	4	30,205	600,777
Book stores:								
Book stores.....	53	695,055	63,308	758,363	509,550	32	106,268	2,407,418
Circulating libraries.....	6	1,480	4,440	5,920	6,841	3	4,425	10,217
Cigar stores and cigar stands:								
Cigar stores with fountains.....	7	28,594	6,550	35,144	43,701	4	24,062	178,320
Cigar stands.....	6	8,842	12,978	21,820	7,365			
Cigar stores without fountains.....	211	350,259	282,359	632,618	604,380	106	324,008	3,532,314
Coal and wood yards, ice dealers:								
Coal and wood yards.....	41	3,646,999	74,511	3,721,510	2,220,773	22	152,990	16,154,121
Drug stores:								
Drug stores.....	102	486,378	109,848	596,226	382,229	66	131,463	2,026,579
Drug stores with fountains.....	318	1,897,826	327,248	2,225,074	1,779,682	195	679,323	9,952,149
Florists.....	120	520,974	171,248	692,222	621,054	70	228,197	2,363,010
Gift shops, novelties, and toys:								
Art and gift shops.....	41	247,063	52,500	299,563	332,798	30	135,699	1,453,904
Novelty and souvenir shops.....	30	65,133	31,639	96,772	127,003	18	62,760	374,785
Toy shops.....	4	21,746	11,706	33,452	49,877			
Jewelry stores:								
Jewelry stores (installment credit).....	19	436,013	18,770	454,783	992,444	18	177,882	3,397,283
Jewelry stores.....	187	1,487,033	321,675	1,808,708	1,642,386	114	359,574	6,265,408
Luggage and leather goods stores.....	17	209,034	13,750	222,784	282,239	12	84,700	1,259,507
Music stores (without radio).....	45	859,138	49,812	908,950	809,343	30	249,548	3,485,842
News dealers.....	116	699,105	30,304	729,409	689,409	100	317,942	2,940,616
Office, school and stores supplies and equipment dealers:								
Office and school supplies.....	16	192,046	19,668	211,714	132,816	12	35,374	899,621
Office and store mechanical appliance dealers.....	16	1,136,780	4,590	1,141,370	331,581	13	115,903	3,793,878
Office and store furniture and equipment dealers.....	22	448,907	16,440	465,347	417,869	15	96,876	2,227,223
Store fixture dealers.....	8	16,280	13,024	29,304	25,037	6	16,550	109,265
Typewriter dealers.....	8	400,692	1,912	402,604	167,023	5	25,746	946,701
Opticians and optometrists.....	78	476,051	134,201	610,252	387,060	55	165,528	1,742,707
Sporting goods stores (including athletic and playground equipment):								
Sporting goods specialty stores.....	9	90,613	15,700	106,313	77,882	9	43,691	494,176
Sporting goods stores with toys and stationery.....	3	75,289	5,468	80,757	90,682	2	14,583	466,381

CENSUS OF DISTRIBUTION

TABLE 17.—BOSTON—OPERATING EXPENSES, BY KINDS OF BUSINESS—Continued

KIND OF BUSINESS	Number of stores	Total pay roll reported	Wage value of proprietors' services at same rate as that paid full-time employees	TOTAL WAGE COST (including proprietors' services)	ALL OTHER REPORTED EXPENSES EXCEPT PAY ROLL (includes rent)	RENTAL COST (Included in "All other expenses" column)		
						Number of stores in leased premises	Rent paid for leased premises	Net sales of stores in leased premises
Other retail stores—Continued.								
Scientific and medical instruments and supplies (at retail).....	12	\$249,348	\$13,797	\$462,145	\$221,296	10	\$48,442	\$1,724,244
Stationers and printers:								
Blank books, accounting and legal forms.....	3	47,068	7,063	54,751	6,698			
Paper and paper products stores.....	3	51,631		51,531	36,208	2	25,000	228,518
Printers and lithographers.....	12	78,181	15,872	94,053	24,783	3	2,820	149,420
Stationers and engravers.....	43	551,684	39,663	591,347	302,212	2	798	6,000
Miscellaneous classification:								
Art galleries (sales).....	3	28,499	4,749	33,248	91,710	3	16,496	563,177
Artificial limbs.....	3	12,706	1,583	30,082	5,277	3	2,475	30,536
Artists' supplies (retail).....	5	17,766	6,720	24,486	30,577	2	10,959	131,545
Auction houses—miscellaneous goods at auction.....	5	25,069	5,376	17,766	31,160	3	11,802	280,413
Autographs, philatelists (stamps).....	4	14,357	3,590	17,947	11,203	2	2,020	85,562
Beauty shops and barber shops (merchandise).....	28	254,456	36,982	291,438	143,164	16	86,661	539,979
Camera dealers—photographic supplies.....	7	117,089	6,216	123,305	122,437	7	31,616	952,840
Toilet articles and preparations (including perfumes).....	9	55,281	3,831	59,112	39,573	8	22,094	322,935
Embroidery, needle-work and stamped goods.....	8	24,663	3,792	28,455	39,934	6	28,320	188,092
Hotel supply houses and ship chandleries.....	10	62,647	11,536	74,183	67,330	3	3,247	126,837
Institutional stores (not for profit).....	7	40,029		40,029	15,458	6	4,710	89,785
Locksmiths.....	6	8,293	23,228	31,519	5,315	2	1,380	7,700
Machinery dealers.....	3	9,412	3,090	12,502	11,983			
Malt products and supplies.....	44	37,414	54,520	91,954	58,804	24	17,235	206,946
Monuments and tombstones.....	5	46,751	11,690	58,441	34,649			
Patent medicines, remedies, perfumes, extracts, etc.....	5	11,102	10,800	21,902	19,760	5	6,255	201,961
Patterns (dress patterns).....	5	3,968		3,968	4,654	4	3,048	14,048
Pet shops, animals, birds, etc.....	5	20,300	11,600	31,900	31,031	2	10,600	99,667
Photographers and illustrators.....	4	23,403	11,700	35,103	10,898	4	4,415	57,787
Regalia dealers—badges and emblems.....	15	132,000	21,710	153,710	115,423	10	18,666	730,313
Religious goods stores (including religious books).....	20	185,836	20,631	206,467	127,603	14	36,855	718,943
Rubber-stamp stores.....	3	3,380	3,381	6,761	6,407	3	2,368	37,704
Janitors' supply stores.....	4	16,151	3,462	19,613	13,470	3	3,150	101,826
Sanitary supply stores (insecticides, disinfectants).....	4	22,516	2,622	25,208	11,933	3	5,262	50,904
Sign shops.....	5	17,780	8,080	25,860	6,626			
Undertakers' supplies (including some service).....	61	379,559	123,934	503,493	320,166	29	29,909	685,850
Secondhand stores.....	153	395,610	211,970	607,890	343,353	50	58,968	824,339

TABLE 18.—BOSTON—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Per cent of total sales
Total.....	9,972	8,217	66,244	7,040	\$83,549,640	\$1,958,392	\$92,539,581	\$84,086,460	\$872,769,643	100.00
Single-store independents.....	7,602	7,879	28,457	3,128	42,379,709	898,979	44,251,373	44,120,060	322,548,705	47.94
2-store independents.....	421	248	14,270	1,194	20,213,489	317,051	18,966,104	16,367,430	124,867,863	18.56
3-store independents.....	188	62	2,939	371	4,451,631	76,549	4,264,601	4,345,040	34,735,684	5.16
Local chains.....	492	16	5,084	731	7,368,375	209,210	6,794,297	5,690,990	46,338,931	6.89
Sectional chains.....	676		5,160	738	6,992,953	254,073	6,316,195	4,749,100	57,670,956	8.56
National chains.....	466		6,094	819	6,518,978	181,279	7,730,710	5,167,510	52,949,222	7.87
All other types.....	127	12	4,240	59	5,624,505	21,251	4,216,301	4,556,330	33,748,092	5.02

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1119

TABLE 19.—BOSTON—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	18	8	6	2		1	1
Annual net sales.....	\$157,547,621	\$49,579,468	\$87,049,541	(x)		(x)	(x)
Per cent of total sales.....	100.00	31.47	55.25	(x)		(x)	(x)
Variety, 5 and 10, and to-a-dollar stores:							
Number of stores.....	79	23	3		5	45	
Annual net sales.....	\$13,160,733	\$282,615	\$23,333		\$379,875	\$12,484,010	
Per cent of total sales.....	100.00	2.15	.18		2.88	94.79	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	262	177	51	7	8	15	4
Annual net sales.....	\$19,877,035	\$7,422,703	\$5,400,050	\$1,442,350	\$2,083,312	\$1,356,261	\$1,072,359
Per cent of total sales.....	100.00	38.31	27.87	7.44	13.85	7.00	5.53
Clothing stores, men's, women's, and children's:							
Number of stores.....	107	88	9	7	1	2	
Annual net sales.....	\$6,636,116	\$4,066,733	\$1,429,084	\$470,771	(x)	(x)	
Per cent of total sales.....	100.00	61.28	21.54	7.09	(x)	(x)	
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	227	186	23	6	4	8	
Annual net sales.....	\$25,862,003	\$16,573,044	\$6,967,253	\$106,421	\$461,460	\$1,753,225	
Per cent of total sales.....	100.00	64.09	26.94	.41	1.78	6.78	
Shoe stores:							
Number of stores.....	279	180	29	9	5	39	17
Annual net sales.....	\$13,238,566	\$4,570,056	\$1,346,762	\$2,988,607	\$349,685	\$2,615,968	\$1,367,478
Per cent of total sales.....	100.00	34.62	10.17	22.68	2.64	19.76	10.33
Furniture stores:							
Number of stores.....	146	123	19	4			
Annual net sales.....	\$22,346,785	\$15,583,610	\$5,862,107	\$901,068			
Per cent of total sales.....	100.00	69.74	26.23	4.03			
Radio and music stores:							
Number of stores.....	87	68	11	4	4		
Annual net sales.....	\$3,294,415	\$1,741,976	\$901,673	\$185,131	\$465,635		
Per cent of total sales.....	100.00	52.88	27.37	5.62	14.13		
Grocery stores (without meats):							
Number of stores.....	1,509	915	18	28	409	337	2
Annual net sales.....	\$38,482,906	\$9,698,767	\$953,681	\$6,624,023	\$15,625,337	\$5,516,396	\$64,702
Per cent of total sales.....	100.00	26.20	2.48	17.21	40.60	14.34	.17
Combination stores (groceries and meats):							
Number of stores.....	722	470	23	145	39	45	
Annual net sales.....	\$35,934,293	\$14,033,551	\$5,203,685	\$5,070,582	\$6,452,753	\$5,173,722	
Per cent of total sales.....	100.00	39.05	14.48	14.11	17.96	14.40	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	738	575	68	49	41	5	
Annual net sales.....	\$35,854,817	\$17,667,060	\$5,471,693	\$6,123,616	\$5,280,224	\$1,312,194	
Per cent of total sales.....	100.00	49.27	15.26	17.08	14.73	3.66	
Cigar stores and cigar stands:							
Number of stores.....	224	185	4			35	
Annual net sales.....	\$6,832,130	\$3,913,556	\$514,297			\$2,404,277	
Per cent of total sales.....	100.00	57.28	7.53			35.19	
Filling stations:							
Number of stations.....	224	114	7	31	46	26	
Annual net sales.....	\$5,482,480	\$2,176,979	\$262,463	\$660,103	\$1,807,304	\$585,631	
Per cent of total sales.....	100.00	39.71	4.79	11.86	32.96	10.68	
Coal and wood yards:							
Number of yards.....	41	33	2	5	1		
Annual net sales.....	\$23,070,204	\$17,371,031	(x)	\$2,666,306	(x)		
Per cent of total sales.....	100.00	75.30	(x)	11.56	(x)		
Drug stores:							
Number of stores.....	420	332	46	13	1	28	
Annual net sales.....	\$16,839,668	\$10,029,289	\$1,729,876	\$733,840	(x)	(x)	
Per cent of total sales.....	100.00	59.56	10.27	4.36	(x)	(x)	
Hardware stores:							
Number of stores.....	183	166	15	1		1	
Annual net sales.....	\$6,745,436	\$5,891,889	(x)	(x)		(x)	
Per cent of total sales.....	100.00	87.35	(x)	(x)		(x)	
Jewelry stores:							
Number of stores.....	206	185	12	1	1	2	5
Annual net sales.....	\$12,566,115	\$9,182,066	\$2,652,246	(x)	(x)	(x)	\$25,215
Per cent of total sales.....	100.00	73.13	21.12	(x)	(x)	(x)	.20

CENSUS OF DISTRIBUTION

TABLE 20.—BOSTON—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS

[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS									
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit	
Total, all stores reporting:¹													
Number of stores	6,804		4,418	498	243	202	183	320	151	149	167	478	
Per cent of total stores	100.00		64.77	7.31	3.58	2.98	2.72	4.72	2.27	2.19	2.46	7.01	
Amount of net sales		\$573,372	\$191,649	\$55,069	\$24,157	\$20,560	\$50,758	\$40,838	\$67,061	\$14,292	\$28,091	\$80,907	
Per cent of total sales		100.00	33.43	9.60	4.21	3.59	8.85	7.12	11.70	2.49	4.90	14.11	
Department stores	16	\$140,275	\$611	\$8,642	\$10,134	\$11,083	\$32,135	\$28,240	\$41,105				\$8,325
Dry-goods stores	88	2,179	880	211	58	188	14	17	745				67
General merchandise stores	27	1,049	207	57				88	82				615
Variety, 5-and-10, and to-a-dollar stores	40	13,001	12,898		4			104					
Men's and boys' clothing stores	40	5,243	2,411		422	62	212	43	1,714	\$275			104
Clothing stores—men's, women's and children's	69	5,832	3,420	22	12		243	142	39				\$975
Furriers—fur shops	47	5,482	873	256	519	153		1,063	14	121			328
Men's furnishings stores	67	1,918	1,372	163		40		53	130				100
Millinery stores	74	2,247	1,518	76	2	506	14	12		12			107
Men's clothing and furnishings stores	31	8,730	1,264	1,952	364	119		2,028	1,456	179	1,859		9
Women's ready-to-wear specialty stores—apparel and accessories													
Shoe stores—men's	180	22,653	7,235	74	1,049	709	508	198	4,776	39	6,745	630	24
Shoe stores—women's	32	1,747	1,317	42	81	172	63	16	32				
Shoe stores—men's, women's, and children's	15	1,763	1,051		486			216					
Furniture stores	140	6,075	6,148	364	182	25	1	5	17			233	
Household appliance stores (electrical)	117	19,841	3,399	346	123	293	148	1,112	108	769	621		12,632
Household appliance stores	15	1,575	73	625								77	800
Radio and electrical shops	13	1,106											1,106
Radio and musical instruments stores	58	1,970	359	149	62	77	3	154	451	212	290		213
Bakeries—bakery goods stores (except manufacturing bakeries)	10	705	217	48				64		78	289		14
Dairy products stores	97	1,290	1,050	155	19	33	8	15		10			
Delicatessen stores	80	4,985	4,123	26	37	18		92	98	31	28		534
Fish markets—sea foods	104	2,095	1,452	317	40	51	13	77	122		15		8
Fruit stores and vegetable markets	57	1,029	441	104	59	85	5	96	11		67		102
Grocery stores (without meats)	194	2,392	1,679	392	100	56	20	110		3			32
Grocery stores (with meats)	1,209	35,497	25,277	1,000	782	404	546	628	419	174	0,065		202
Meat markets	304	16,477	13,245	1,063	11	63	271	318	138	314	216		808
Meat markets (with groceries)	289	10,889	4,635	978	1,164	534	853	732	483	362	700		442
Confectionery stores (candy and fountain)	284	15,234	4,103	4,225	390	636	989	1,032	618	474	551		2,210
Automobile sales rooms (new and trade-in)	325	4,562	3,206	659	406	38	78	143		6	17		9
Accessories, tires and batteries	65	41,009	4,214	3,881	2,933	1,401	10,777	423	8,743	1,933	685		6,079
Filling stations—gasoline and oil	44	1,975	1,498	233	18	64	19	84			40		19
Filling stations with tires and accessories	70	2,087	821	342	63	798							63
Filling stations with other merchandise	29	566	270	9	57	40	72	85	5				22
Garages (repairs and storage, gasoline, oil, accessories)	49	1,170	1,148	22									
Tire shops (including tire repairs)	73	1,782	959	82	160	101	163	127	47	51	88		9
Book stores	23	1,599	1,176	3	3		9	7		121	16		267
Camera dealers—photographic supplies	35	2,493	790	36		93				42	149	54	1,329
Cigar stores (without fountains)	7	953	47				54			70	78		698
Coal and wood yards	121	5,471	4,309	308	123	1	730						
Electrical shops (without radio)	33	21,265	293	158			66	436	2,049	459	3,299	5,137	9,368
Drug stores	11	364	12		24		144		1				165
Drug stores (with fountains)	71	2,177	1,564	332	58	21	202						
Feed stores (flour, feed, grain, fertilizer)	206	10,246	8,787	990	276	15	16	63		99			7
Florists	4	261	133							44			27
Hardware stores	79	2,467	1,125	80	3	52	97	123	370	55	498		61
Heating appliances and oil burners	131	5,857	1,484	670	134	402	675	264	688	378	336		826
Jewelry stores (installment credit)	13	2,332	240	47	791			51		222			861
Jewelry stores	19	3,510	869	830						11	132		41
Lumber and building material dealers	119	7,678	2,677	435	139	25	160	101	1,568	166			1,627
Music stores (without radio)	23	5,598	529	244	83	73				650	511		3,508
Office and store mechanical appliance dealers (retail)	34	3,955	144	11	214	994	118	88	117	37	145		2,087
Office and store furniture and equipment dealers	13	3,794	80						201	88			3,425
Paint and glass stores	15	2,227	462						129		51		1,574
Plumbing shops—heating and ventilating	40	1,907	774	4	178	163	7	81	169	86			1,445
Sporting goods, specialty stores	17	510	3	5	26			8	241		19		208
Sporting goods stores (with toys and stationery)	6	476			89			32	180	45	35		95
Stationers and engravers	3	482	466							16			
	30	2,075	552	18	28	6	12	72		128	688		1,171

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Boston which have reported that they sell entirely for cash or that they sell on credit. It agrees with Table 16 except for 3,108 stores with sales of \$99,387,543 which failed to report credit information.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1121

TABLE 21.—BOSTON—CREDIT BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment (see note)			For cash	On open account	On installment (see note)
All groups²	2,391	49.46	39.44	11.10					
Food group²	1,008	56.47	43.53		Furniture and household group—Continued.				
Confectionery stores (candy and fountain).....	60	84.85	15.15		Other home furnishings and appliance stores:				
Dairy products stores:					Picture and framing stores.....	3	13.36	86.64	
Dairy products stores (including ice cream).....	13	26.71	73.29		Interior decorators.....	6	2.85	97.15	
Eggs and poultry dealers.....	5	64.47	35.53		Lamp and shade shops.....	4	47.99	52.01	
Deli-cassens stores.....	30	76.11	23.89		Radio and music stores:				
Fruit stores and vegetable markets.....	53	79.81	20.19		Radio and electrical shops.....	41	43.42	37.05	
Grocery stores (without meats).....	349	41.49	58.51		Radio and musical instruments stores.....	8	37.86	17.20	
Combination stores—groceries and meats:					Restaurants and eating places	31	96.51	3.49	
Grocery stores with meats.....	75	56.90	43.10		Restaurants, cafeterias:				
Meat markets with groceries.....	212	63.15	36.85		Lunch rooms.....	8	40.84	59.16	
Meat markets (including sea foods):					Restaurants with table service.....	7	78.27	21.73	
Fish markets—sea foods.....	20	59.70	40.30		Fountains—lunches.....	8	90.39	.61	
Meat markets.....	156	61.33	38.67		Lumber and building group	83	29.75	58.86	
Bakeries—bakery goods stores (except manufacturing bakeries).....	19	85.09	14.91		Lumber and building material dealers.....	19	15.57	84.43	
Office, tea, spices.....	3	27.14	72.86		Electrical shops (without radio).....	10	59.08	40.92	
General merchandise group	74	59.26	35.44	5.30	Heating and plumbing shops:				
Department stores.....	15	55.86	39.07	5.07	Heating appliances and oil burners.....	10	42.18	5.46	
Dry goods stores—piece goods stores:					Plumbing shops—heating and ventilating.....	16	27.05	72.95	
Dry goods stores.....	34	55.22	44.78		Paint and glass stores.....	26	55.92	43.34	
Piece goods stores.....	3	60.32	39.68		Other retail stores	551	92.17	61.02	
General merchandise stores.....	19	13.09	57.13	28.58	Hardware stores.....	32	49.38	49.74	
Automotive group²	180	52.54	15.11	32.35	Hardware and farm-implement stores.....	2	58.46	41.54	
Motor vehicle dealers (new and trade-in).....	43	54.55	10.18	35.27	Feed stores (flour, feed, grain, fertilizer).....	5	84.23	15.77	
Used-car establishments (including trucks).....	3	9.88	.05	90.07	Book stores.....	13	19.92	40.14	
Accessories, tires and batteries:					Cigar stores and cigar stands.....	14	71.95	28.05	
Accessory stores with tires and batteries.....	24	73.91	26.85	.24	Coal and wood yards.....	29	24.84	75.16	
Battery and ignition shops—brake-repair shops.....	9	57.10	42.90		Drug stores:	22	79.58	20.12	
Tire shops (including tire repairs).....	10	18.52	76.93	4.55	Drug stores with fountains.....	40	88.67	11.33	
Filling stations:					Florists.....	47	41.63	58.37	
Filling stations—gasoline and oil.....	30	76.55	23.45		Novelty and souvenir shops.....	5	58.92	41.08	
Filling stations with tires and accessories.....	14	64.33	35.67		Jewelry stores:	19	50.58	8.67	
Garages and repair shops:					Jewelry stores (installment credit).....	43	38.52	69.40	
Garages (repairs and storage, gasoline, oil, accessories).....	29	63.68	36.32		Luggage and leather goods stores.....	3	43.64	56.36	
Parking stations, parking garages and lots.....	3	38.98	61.02		Music stores (without radio).....	29	33.47	31.28	
Boats (motor boats, yachts, canoes).....	3	14.28	84.61	1.11	News dealers.....	9	20.37	2.52	
Apparel group	250	44.35	49.87	5.78	Office, school, and store supplies and equipment dealers:				
Men's and boys' clothing and furnishings stores:					Office and school supplies.....	9	14.81	85.19	
Men's and boys' clothing stores.....	15	49.60	40.87	.53	Office and store mechanical appliance dealers (retail).....	12	7.84	80.36	
Men's furnishings stores.....	10	58.27	41.73		Office and store furniture and equipment dealers.....	12	6.02	91.95	
Men's clothing and furnishings stores.....	14	62.10	32.04	5.86	Store fixture dealers.....	4	79.73	20.27	
Clothing stores—men's, women's and children's.....	30	21.80	66.15	12.05	Typewriter dealers.....	3	.10	96.71	
Women's ready-to-wear specialty stores—apparel and accessories.....	47	43.11	54.23	2.66	Opticians and optometrists.....	19	68.26	31.74	
Women's accessories stores:					Sporting goods specialty stores.....	6	47.53	52.47	
Corset and lingerie shops.....	6	53.87	46.13		Scientific and medical instruments and supplies (at retail).....	3	13.75	86.25	
Furriers—fur shops.....	31	34.10	43.11	22.79	Stationers and engravers.....	17	21.44	78.56	
Hosiery shops.....	4	90.15	9.85		Miscellaneous classifications:	7	54.70	45.30	
Millinery stores.....	10	62.69	37.31		Malt products and supplies.....	6	31.44	68.56	
Custom tailors.....	44	5.59	94.41		Regalia dealers, badges and emblems.....	9	21.19	61.12	
Shoe stores:					Religious goods stores (including religious books).....	3	22.44	77.56	
Men's.....	0	71.52	28.48		Sanitary supply stores (insecticides, disinfectants).....	3	22.44	77.56	
Women's.....	4	70.26	29.74		Undertakers' supplies (including some service).....	27	20.50	79.50	
Men's, women's and children's.....	24	69.75	30.25		Secondhand stores	18	30.85	69.15	
Furniture and household group	197	17.97	29.53	52.50					
Furniture stores.....	97	11.51	28.69	61.80					
Floor covering stores.....	4	43.81	56.19						
Household appliance stores:									
Household appliance stores (electrical).....	13	44.85	20.49	34.66					
Household appliance stores.....	13	9.40	33.54	57.00					

¹ Total sales of stores reporting credit business are \$381,724,008. Installment sales were not reported by stores with total sales of less than \$60,000 annually. The open account sales may include some installment business of these small stores. Some installment dealers have failed to report as installment sales those transactions in which the customers' notes were handled through finance companies. The proportion of installment and credit business is greater than that shown in this table.

² Classifications showing insignificant amounts have been eliminated from this table but are included in the totals.

CENSUS OF DISTRIBUTION

TABLE 22.—BOSTON—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals	KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total	55,889	\$32,940,835	Other stores in which meals are served—Continued.		
Restaurants and eating places.....	63,218	\$1,187,986	Grocery stores (without meat department).....	14	\$380
Cafeterias.....	12,067	8,223,725	Combination stores—groceries (with meats).....	100	48,844
Lunch rooms.....	17,506	9,708,302	Fish markets—sea foods.....	76	55,382
Restaurants (with table service).....	20,785	10,570,561	Bakeries—bakery goods stores.....	254	40,382
Refreshment stands.....	40	3,724	Caterers.....		322,653
Fountains—lunch.....	1,170	1,490,826	Department stores (with food departments).....	80	58,725
Lunch counters.....	1,648	1,100,838	Department stores (without food departments).....	776	699,198
Other stores in which meals are served.....	2,453	1,762,869	Women's exchanges.....	15	2,020
Confectionery stores (candy and fountain).....	280	72,478	Filling stations (with candy, lunch counter, tobacco, groceries, or other merchandise).....	20	2,850
Dairy products, eggs, and poultry (including milk dealers).....	58	147,645	Women's ready-to-wear specialty shops—apparel and accessories.....	69	43,594
Delicatessen stores.....	696	252,317	Cigar stores.....	18	500
			Drug stores (with fountain).....	18	5,951

¹ This table is based upon replies to a question as to the total receipts from the sale of meals. Not all stores selling meals replied in detail. Additional data on this subject is contained in the commodity table. Both tables should be taken into consideration in any study of food sales.

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage	KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total	1,595	\$5,014,486	\$673,923	Automotive group—Continued.			
Automotive group.....	1,595	5,014,486	573,923	Filling stations (gas and oil).....	17	\$18,579	\$1,690
Automobile sales rooms.....	1,104	2,857,357	89,594	Filling stations (with tires and accessories).....	20	35,247	900
Used car dealers.....	82	215,464		Filling stations (with other merchandise).....	5	15,669	
Accessories, tires, and batteries.....	59	219,847		Body, fender, and paint shops.....	28	139,821	
Battery and ignition shops—brake-repair shops.....	48	187,066		Garages—repairs, gas and oil, etc.....	182	1,092,344	247,689
Tire shops (including tire repairs).....	29	123,857		Parking stations, parking garages, and lots.....	16	76,418	240,050
				Radiator shops (including repairs).....	14	35,587	

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

[Incidental to the sale of merchandise]

KIND OF BUSINESS	Receipts from other repairs and service	KIND OF BUSINESS	Receipts from other repairs and service
Total	\$5,809,427	Lumber and building group.....	\$224,787
Food group.....	1,285	Roofing.....	8,308
Confectionery stores (candy and fountain).....	100	Electrical shops (without radio).....	19,811
Combination stores—meat markets with groceries.....	1,165	Heating appliances and oil burners.....	84,622
General merchandise group.....	1,530,074	Plumbing, heating, ventilating (including fixtures).....	109,046
Department stores (with food departments).....	34,006	Paint and glass stores.....	3,000
Department stores (without food departments).....	1,496,068	Other retail stores.....	2,286,885
Automotive group.....	31,176	Hardware stores.....	43,624
Motor vehicle establishments (new and trade-in).....		Carriages and wagons.....	8,400
Accessories, tires, and batteries.....	1,500	Harness shops.....	4,008
Filling stations (gas and oil).....		Book stores.....	6,382
Filling stations (with tires and accessories).....		Circulating libraries.....	1,200
Garages—repairs, gas and oil, etc.....		Cigar stands.....	500
Parking stations, parking garages, and lots.....		Cigar stores.....	4,900
Aircraft and accessories.....	5,509	Coal and wood yards.....	90,580
Boats (motor boats, yachts, canoes).....	24,167	Ice dealers.....	21,083
Apparel group.....	1,273,250	Novelty and souvenir shops.....	1,700
Men's and boys' clothing and furnishings stores.....	2,400	Jewelry stores (installment credit).....	26,006
Clothing stores—men's, women's, and children's.....	116,137	Jewelry stores.....	620,889
Women's ready-to-wear specialty stores—apparel and accessories.....	203,746	Luggage, leather goods.....	81,934
Furriers—fur shops.....	728,937	Musical instruments and music stores.....	10,437
Custom tailors.....	95,899	News dealers.....	13,934
Shoe stores—men's.....	508	Office and store mechanical appliances (at retail).....	301,103
Shoe stores—men's, women's, and children's.....	125,653	Office and store furniture and equipment.....	121,140
Furniture and household group.....	294,587	Typewriters.....	45,191
Furniture stores.....	67,043	Opticians and optometrists.....	12,047
Draperies, curtains, and upholstery stores.....	2,000	Scientific and medical instruments and supplies (at retail).....	801
Floor coverings stores.....	11,176	Printers and lithographers.....	75,791
Household appliances (electrical).....	25,361	Stationers and engravers.....	22,212
Household appliances other than electrical.....	143	Artificial limbs.....	311
Stoves and ranges.....	6,415	Beauty shops and barber shops (merchandise).....	357,679
Antique shops.....	2,513	Blacksmiths.....	1,850
Awnings, flags, banners, window shades, and tents.....	5,000	Blueprinters.....	225,637
Radio and electrical shops.....	78,393	Toilet articles and preparations (including perfumes).....	13,015
Radios and musical instruments.....	6,543	Locksmiths.....	8,000
		Machinery.....	31,908
		Malt products and supplies.....	12,047
		Undertaking establishments (receipts for service, including car rentals).....	171,216
		Secondhand stores.....	58,493

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1123

TABLE 23.—BOSTON—SALES BY COMMODITIES

[Read note carefully for explanation of terms]

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
FOOD GROUP			FOOD GROUP—Continued		
Candy stores—nut stores: (Commodity coverage, 53.1 per cent)			Combination stores—meat markets with groceries: (Commodity coverage, 41.4 per cent)		
Bakery products, fresh.....	13.3	2.3	Bakery products, fresh.....	5.6	4.5
Confectionery and nuts.....	97.5	97.5	Bottled beverages.....	.0	.3
Nonfood products.....	(x)	.2	Butter and cheese.....	0.3	6.3
Confectionery stores (candy and fountain): (Commodity coverage, 9.1 per cent)			Confectionery and nuts.....	.3	.2
Bakery products, fresh.....	5.7	1.4	Delicatessen, ready-to-serve foods.....	.6	.3
Cigars, cigarettes, and tobacco.....	7.3	3.8	Eggs.....	3.3	3.3
Confectionery and nuts.....	29.5	29.5	Flour.....	1.0	1.0
Fountain sales and ice cream.....	56.1	56.1	Fountain sales and ice cream.....	1.0	.5
Fruit and vegetables.....	3.7	.6	Fresh fish and other sea foods.....	4.1	3.5
Receipt from sale of meals.....	30.1	8.6	Fresh meats, including poultry.....	47.6	47.6
Dairy products stores—including ice cream: (Commodity coverage, 68.4 per cent)			Fruits and vegetables, fresh.....	17.6	16.3
Bakery products, fresh.....	4.9	3.3	Groceries, canned goods.....	13.6	13.6
Bottled beverages.....	1.2	.8	Lard, cooking fats, etc.....	.3	.3
Butter and cheese.....	37.5	36.9	Milk and cream.....	1.0	.7
Canned goods and other groceries.....	18.1	16.8	Nonfood products.....	(x)	.2
Confectionery and nuts.....	.8	.2	Sugar.....	1.4	1.4
Eggs.....	21.3	20.4	Fish markets—sea foods: (Commodity coverage, 35.0 per cent)		
Flour.....	.5	.3	Fresh fish and other sea foods.....	88.8	88.8
Fruits and vegetables.....	2.0	.7	Receipts from sale of meals.....	36.5	11.2
Ice cream.....	4.7	3.2			
Lard, cooking fats, etc.....	.6	.3	GENERAL MERCHANDISE GROUP		
Meats, including poultry.....	16.0	.4	Department stores:¹ (Commodity coverage, 95.2 per cent)		
Milk and cream.....	14.2	9.6	Antiques, art goods, gifts.....	.5	.4
Receipts from sale of meals.....	43.6	3.9	Automotive parts and accessories, except tires and tubes.....	1.8	.2
Sugar.....	3.6	3.2	Bedding, mattresses, springs.....	1.0	.7
Delicatessen stores: (Commodity coverage, 10.4 per cent)			Books.....	.8	.5
Bakery products, fresh.....	5.5	1.1	Children's wear.....	4.6	2.8
Bottled beverages.....	2.0	.4	China, glassware, and crockery.....	1.0	.8
Butter and cheese.....	30.0	10.9	Clothing and furnishings, hats and caps, men's and boys' Suits.....	14.5	13.6
Cigars, cigarettes, and tobacco.....	1.7	.7	Overcoats.....	4.8	.9
Confectionery and nuts.....	6.6	1.3	Hats and caps.....	.3	.3
Delicatessen, ready-to-serve foods.....	63.4	63.4	Furnishings.....	7.6	7.6
Fountain sales and ice cream.....	3.6	.7	Coats, suits, and dresses.....	17.7	17.2
Meats, including poultry.....	20.0	7.2	Apparel, other, women's, misses', and children's.....	5.7	5.0
Receipts from sale of meals.....	32.7	14.3	Confectionery and nuts.....	.4	.2
Meat markets: (Commodity coverage, 31.3 per cent)			Cotton piece goods.....	2.2	1.3
Bakery products, fresh.....	26.9	2.0	Draperies, upholstery, curtains.....	3.3	3.2
Butter and cheese.....	14.2	4.5	Dry goods, other.....	.5	.1
Delicatessen, ready-to-serve foods.....	3.4	.1	Floor coverings.....	2.5	2.3
Fresh fish and other sea foods.....	11.7	1.9	Fountain sales and ice cream.....	.4	.1
Fruits and vegetables.....	15.2	3.5	Furs and fur goods.....	2.7	2.6
Meats, including poultry.....	87.9	87.9	Hardware.....	4.7	.1
Milk and cream.....	2.5	.1	Heating and plumbing equipment and supplies.....	5.9	.1
Fruit stores and vegetable markets: (Commodity coverage, 5.8 per cent)			Home furnishings.....	2.8	2.3
Fruits and vegetables, fresh.....	98.8	98.8	Hosiery, women's and children's.....	4.4	4.4
Groceries.....	1.7	1.0	Household (furniture.....	4.4	2.8
Poultry.....	.4	.2	Household heating appliances, portable.....	.8	.3
Combination stores—groceries with meats: (Commodity coverage, 13.3 per cent)			Infants' wear.....	2.0	1.3
Bakery products, fresh.....	10.9	8.1	Jewelry, silverware, and clocks.....	2.0	1.7
Bottled beverages.....	.6	.3	Kitchen utensils.....	2.2	1.6
Butter and cheese.....	7.4	7.4	Leather goods, billfolds, purses.....	1.7	1.0
Cigars, cigarettes, and tobacco.....	4.2	1.8	Lighting equipment.....	.3	.1
Confectionery and nuts.....	6.5	4.4	Linen goods.....	2.2	1.3
Delicatessen, ready-to-serve foods.....	5.5	4.3	Luggage.....	.6	.6
Eggs.....	2.8	2.8	Millinery.....	3.0	2.9
Flour.....	.6	.6	Miscellaneous merchandise.....	(x)	1.5
Fountain sales and ice cream.....	.8	.5	Motor-driven household appliances.....	1.1	.3
Fresh meats, including poultry.....	25.5	25.5	Musical instruments and accessories.....	.4	.2
Fresh fish and other sea foods.....	3.2	2.8	Notions and other small wares.....	3.5	3.4
Fruits and vegetables, fresh.....	7.0	6.7	Painters' supplies.....	.6	.1
Groceries, canned goods.....	29.5	29.5	Paper and paper products.....	1.1	.7
Household supplies.....	2.4	.5	Radios and equipment.....	3.0	1.9
Lard, cooking fats, etc.....	.9	.9	Refrigerators, electric and gas.....	.6	.4
Milk and cream.....	.6	.3	Receipts from sale of meals.....	1.3	.1
Receipts from sale of meals.....	3.3	2.0	Service.....	1.9	1.5
Sugar.....	1.6	1.6	Shoes, and other footwear.....	5.8	5.2
			Men's.....	0.4	
			Women's.....	3.0	
			Misses' and children's.....	.9	
			Silk and velvet piece goods.....	2.9	1.9
			Sporting goods.....	1.0	.7
			Stoves, ranges, heaters, etc., (other than electric or gas).....	4.0	.1
			Tires, tubes and tire accessories.....	2.1	.6

(x) Amount not indicated.

¹ This commodity breakdown does not include one mail-order house nor department stores with food.

Note.—Both columns of percentages apply strictly to the kind of business designated. Sales of similar commodities in other kinds of stores are reported separately. Not all stores of any given classification sell every commodity listed thereunder. Thus the first percentage column represents the importance of the commodity in all of the stores of a given kind which report sales of that commodity, and in no other kind of store. The second percentage column shows the relative importance of each commodity in relation to the total sales of all stores (included in the classification) which reported their sales by commodities. The commodity coverage shows the degree to which the total sales of the stores included in the commodity breakdown are representative of the sales of all stores (of the same kind) in the city. The percentages in the second column are applicable to the sales shown in Table 16. Commodities reported in the form of indented items, with percentages shown in short, are a further breakdown of the principal classification under which they are indented. That form of presentation indicates that a greater proportion of sales was reported under the principal classification (without further detail) than was reported in detail. Always the further detail represents a substantial sample but less than 50 per cent of the principal commodity classification. Several classifications in these commodity tables represent a small degree of coverage. They are included reluctantly and for the purpose not only of showing the data available but also the small degree of availability of commodity data in these kinds of business. Such percentages should be used with caution. (See General Definitions, p. 7 of this report.)

CENSUS OF DISTRIBUTION

TABLE 23.—BOSTON—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
GENERAL MERCHANDISE GROUP—Continued			GENERAL MERCHANDISE GROUP—Continued		
Department stores—Continued.			Variety, 5-and-10, and to-a-dollar stores—Continued.		
Toilet articles and preparations.....	2.0	1.8	Seeds, bulbs, plants and nursery stock.....	0.8	0.6
Toilet preparations and cosmetics.....	1.4		Sheet music, music books, etc.....	3.2	2.7
Toilet articles.....	.4		Sporting goods.....	1.1	.3
Toys and games.....	.9	.9	Stationery, books and magazines.....	6.7	6.4
Underwear, negligees, corsets, etc.....	6.3	6.2	Books.....	0.4	
Wallpaper.....	.2	.1	Paper and paper goods.....	4.1	
Wool and wool-mixed goods.....	.7	.4	Other stationery.....	1.9	
General merchandise stores, without food departments:			Musical instruments.....		
(Commodity coverage, 22.2 per cent)			Toilet articles and preparations.....		
Apparel and accessories, women's, misses', and children's.....	31.1	26.8	Toilet preparations and cosmetics.....	4.2	6.2
Children's wear.....	4.2		Toilet articles.....	2.0	
Hosiery, women's and children's.....	1.8		Toys and games.....	5.0	5.4
Coats, suits, and dresses, women's and misses'.....	10.8		Underwear, negligees, corsets, etc.....	5.5	1.7
Underwear, negligees, corsets, etc., women's and misses'.....	7.3		Wallpaper.....	.8	.2
Other wearing apparel.....	3.1		AUTOMOTIVE GROUP		
Automotive parts and accessories, except tires and tubes.....	28.5	4.1	Motor-vehicle dealers, (new and trade-in):		
Bedding, mattresses, springs.....	.6	.1	(Commodity coverage, 95.7 per cent):		
China, glassware, and crockery.....	1.2	.3	Automotive parts and accessories (except tires and tubes).....	6.0	6.3
Clothing and furnishings, hats and caps, men's and boys'.....	18.4	18.4	Automobile service.....	4.8	4.4
Suits.....	5.3		Automobile storage.....	4.4	.1
Overcoats.....	1.9		Batteries.....	2.4	.1
Hats and caps.....	.6		Buses.....	10.3	1.4
Furnishings.....	6.3		Commercial cars and trucks, new, sold to dealers.....	17.1	2.7
Work clothing.....	2.6		Commercial cars and trucks, new.....	20.8	6.8
Clothing, other.....	1.7		Commercial cars and trucks, used, sold to dealers.....	1.7	.2
Cotton piece goods.....	9.1	3.7	Gasoline.....	1.5	.6
Draperies, upholstery, and curtains.....	1.2	.3	Miscellaneous merchandise.....	(x)	.2
Dry goods, other.....	.9	.4	Oils and greases.....	.7	.1
Electrical appliances and supplies.....	.4	.2	Parts and accessories, sold to dealers.....	2.8	.8
Floor coverings.....	2.4	.6	Passenger automobiles, new, sold to dealers.....	33.7	19.1
Furs and fur goods.....	1.8	.4	Passenger automobiles, new.....	47.6	41.4
Hardware.....	.9	.1	Tires and tubes and tire accessories.....	5	.2
Home furnishings.....	.6	.1	Used passenger cars.....	16.9	14.6
Household furniture.....	6.8	3.9	Used commercial cars and trucks.....	4.3	1.0
Bedroom.....	1.8		Used car establishments:		
Dining room.....	1.7		(Commodity coverage, 98.5 per cent)		
Kitchen.....	.4		Automotive parts and accessories (except tires and tubes).....	19.3	7.0
Infants' wear.....	20.0	4.5	Automobile service.....	13.5	13.0
Jewelry, silverware, and clocks.....	8.0	3.5	Batteries.....	2.9	1.0
Watches.....	1.3		Gasoline.....	9.4	3.7
Diamond jewelry.....	.3		Miscellaneous merchandise.....	(x)	.1
Rings, other than diamond.....	.3		Oils and greases.....	.8	.3
Plated silverware.....	1.3		Tires and tubes and tire accessories.....	2.6	2.5
Other jewelry.....	.3		Used cars.....	72.4	72.4
Miscellaneous merchandise.....	(x)	9.0	Accessories stores with tires and batteries:		
Notions and other small wares.....	4.7	1.9	(Commodity coverage, 73.8 per cent)		
Radios and equipment.....	14.0	4.9	Automobile service.....	11.2	3.6
Rayon piece goods.....	2.3	1.5	Automotive parts and accessories (except tires and tubes).....	63.3	63.3
Soaps and sanitary supplies.....	6.1	1.5	Batteries.....	8.5	3.2
Sporting goods.....	.7	.1	Gasoline.....	8.0	2.5
Tires, tubes, and tire accessories.....	(x)	9.5	Hardware.....	28.5	1.8
Toilet preparations and cosmetics.....	3.7	.9	Miscellaneous merchandise.....	(x)	2.2
Wool and wool-mixed goods.....	7.7	3.3	Oils and greases.....	5.7	2.9
Variety, 5-and-10, and to-a-dollar stores:¹			Paints, varnishes, lacquers, etc.....		
(Commodity coverage, 23.7 per cent)			Radios and equipment.....		
Art goods, gifts.....	.9	.2	Tires and tubes and tire accessories.....	27.8	16.7
Apparel, other, women's, misses' and children's.....	5.0	1.2	Toys and games.....	5.1	.1
Batteries.....	.3	.2	Garages (repairs and storage, gasoline, oil, accessories):		
China, glassware and crockery.....	5.7	4.3	(Commodity coverage, 35.3 per cent)		
Confectionery and nuts.....	4.1	3.7	Automobile storage.....	52.8	20.8
Dry goods, other.....	3.3	3.1	Automotive parts and accessories (except tires and tubes).....	40.0	35.4
Electrical appliances and supplies.....	5.3	5.1	Automotive service.....	15.7	8.1
Electric lighting equipment.....	2.6		Batteries.....	25.6	12.5
Incandescent lamps.....	.8		Gasoline.....	24.0	14.9
Other electrical appliances.....	1.7		Miscellaneous merchandise.....	(x)	.5
Flowers, wreaths, etc.....	.7	.5	Oils and greases.....	4.1	2.5
Fountain sales and ice cream.....	14.2	12.9	Tires, tubes, and tire accessories.....	8.0	5.3
Hardware.....	8.1	7.4	Parking stations, parking garages, and lots:		
Builders' and shelf.....	5.3		(Commodity coverage, 35.0 per cent)		
Carpenters' and mechanics' tools.....	.3		Automobile storage.....	75.1	75.1
Other hardware.....	1.8		Automotive parts and accessories (except tires and tubes).....	2.3	2.3
Home furnishings.....	2.3	2.2	Automotive service.....	5.8	5.8
Hosiery, women's and children's.....	5.1	1.6	Batteries.....	.2	.2
Infants' wear.....	4.1	1.0	Gasoline.....	13.1	13.1
Jewelry, silverware and clocks.....	3.0	3.7	Oils and greases.....	1.8	1.8
Kitchen utensils.....	2.2	.8	Tires, tubes and tire accessories.....	1.7	1.7
Leather goods, billfolds, purses.....	2.0	.5	Radiator shops (including repairs):		
Millinery.....	2.1	.5	(Commodity coverage, 87.8 per cent)		
Men's and boys' furnishings.....	2.8	.8	Automotive parts and accessories.....	80.8	80.8
Miscellaneous merchandise.....	(x)	5.9	Service.....	18.2	19.2
Musical goods.....	1.3	.3	Boats, motor boats, yachts, canoes:		
Notions and other small wares.....	9.8	9.8	(Commodity coverage, 99.4 per cent)		
Optical goods.....	1.1	.3	Batteries.....	4.3	2.4
Paints, varnishes, lacquers.....	2.3	2.2	Boats.....	69.7	69.7
Piece goods.....	4.9	3.3	Electric lighting equipment.....	.7	.3
Phonograph records.....	1.5	1.4	Oils and greases.....	.4	.2
Radio parts, accessories and equipment.....	11.7	3.0	Parts and accessories for boats.....	61.4	26.1
Rubber and other footwear.....	2.1	.5	Service.....	2.3	1.3

(x) Amount not indicated.

¹ Many variety chains can not report commodity analysis except for the chain as a whole. See the Merchandising Series report on Retail Distribution for Variety chains for commodity analysis of chain sales.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1125

TABLE 23.—BOSTON—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
AUTOMOTIVE GROUP—Continued			APPAREL GROUP—Continued		
Battery and ignition shops—brake repair shop: (Commodity coverage, 68.5 per cent)			Clothing stores, men's, women's, and children's—Contd.		
Batteries.....	92.1	92.1	Men's and boys' overcoats.....	10.8	9.9
Gasoline.....	6.4	2.1	Men's and boys' suits.....	12.2	8.6
Miscellaneous merchandise.....	(x)	2.9	Men's clothing, other.....	7.3	3.5
Oils and greases.....	1.4	.5	Millinery.....	4.9	4.2
Radios and equipment.....	(x)	.3	Miscellaneous merchandise.....	(x)	.1
Service.....	4.7	2.1	Notions, and other small wares.....	.6	.2
Tire shops (including tire repairs): (Commodity coverage, 55.6 per cent)			Underwear, negligees, corsets, etc.....	11.1	3.8
Automobile service.....	13.1	2.7	Work clothing, men's and boys'.....	3.6	1.0
Automotive parts and accessories (except tires and tubes).....	4.7	.2		2.8	.7
Batteries.....	11.1	2.3	Women's ready-to-wear specialty stores: (Commodity coverage, 87.6 per cent)		
Tires, tubes and tire accessories.....	93.1	93.1	Apparel, other, women's, misses', and children's.....	10.6	8.5
Tires and tubes sold to dealers.....	15.5	1.7	Art goods, gifts.....	1.0	.2
Filling stations with tires and accessories: (Commodity coverage, 11.3 per cent)			Children's wear.....	2.3	1.1
Automobile service.....	4.5	2.8	Coats, suits, and dresses.....	61.4	61.4
Automotive parts and accessories (except tires and tubes).....	10.5	10.5	Furs and fur goods.....	4.6	2.1
Batteries.....	2.1	1.8	Hosiery, women's and children's.....	7.2	6.0
Automobile storage.....	6.3	.7	Infants' wear.....	1.6	.2
Gasoline.....	70.5	70.5	Jewelry.....	5.5	.2
Oils and greases.....	10.8	10.8	Jewelry, other.....	2.2	.6
Tires, tubes and tire accessories.....	5.5	3.4	Leather goods.....	3.6	1.4
Filling stations, (gasoline and oil): (Commodity coverage, 20.4 per cent)			Millinery.....	5.8	4.7
Automobile service.....	2.7	1.2	Miscellaneous merchandise.....	(x)	.6
Automotive parts and accessories.....	.5	.1	Notions, and other small wares.....	4.6	1.1
Gasoline.....	84.4	84.4	Receipts from sale of meals.....	2.4	.2
Oils and greases.....	14.3	14.3	Service.....	1.7	.9
Filling stations with other merchandise: (Commodity coverage, 13.8 per cent)			Shoes, women's.....	14.9	.4
Automobile service.....	4.8	4.1	Toilet articles and preparations.....	3.4	1.2
Batteries.....	4.4	4.3	Underwear, negligees, corsets, etc.....	11.0	9.2
Gasoline.....	47.4	47.4	Corsets and lingerie shops: (Commodity coverage, 7.4 per cent)		
Miscellaneous merchandise.....	(x)	26.5	Hosiery, women's and children's.....	7.3	6.7
Oils and greases.....	3.6	3.6	Underwear, negligees, corsets, etc.....	93.3	93.3
Radios and equipment.....	4.9	4.2	Furrier—fur shops: (Commodity coverage, 89.2 per cent)		
Tires and tubes, sold to dealers.....	.4	.1	Coats, suits, and dresses.....	15.8	6.0
Tires, tubes and tire accessories.....	34.3	9.8	Furs and fur goods.....	82.4	82.4
APPAREL GROUP			Men's and boys' furnishings.....	9.6	.4
Men's and boys' clothing stores: (Commodity coverage, 65.6 per cent)			Men's and boys' hats and caps.....	10.7	.1
Custom tailoring.....	.5	.3	Millinery.....	5.5	.9
Jewelry.....	4.7	.2	Service.....	16.0	10.2
Overcoats.....	23.5	22.4	Hosiery shops: (Commodity coverage, 65.2 per cent)		
Suits.....	76.2	76.2	Apparel, other, women's, misses', and children's.....	34.2	25.9
Service.....	(x)	.9	Coats, suits, and dresses.....	(x)	.6
Men's and boys' hat stores: (Commodity coverage, 73.7 per cent)			Hosiery, women's and children's.....	64.8	64.8
Furnishings.....	18.4	13.2	Underwear, negligees, corsets, etc.....	10.2	8.7
Hats and caps.....	86.8	86.8	Millinery: (Commodity coverage, 63.1 per cent)		
Men's clothing and furnishings stores: (Commodity coverage, 93.4 per cent)			Millinery.....	96.2	96.2
Cigars, cigarettes, tobacco, and smokers' supplies.....	(x)	.1	Trimmings.....	14.7	3.8
Custom tailoring.....	4.4	1.8	Custom tailors: (Commodity coverage, 63.7 per cent)		
Furnishings.....	12.8	12.8	Apparel, other, women's, misses', and children's.....	2.2	.1
Hats and caps.....	4.2	4.2	Coats, suits, and dresses.....	28.7	1.9
Leather goods, billfolds, and gloves.....	4.6	.2	Custom tailoring, for women.....	59.5	3.9
Men's clothing, other.....	25.1	20.5	Custom tailoring for men.....	95.8	89.6
Overcoats.....	20.6	20.6	Men's and boys' furnishings.....	6.1	2.2
Shoes and other footwear.....	2.4	1.1	Men's and boys' overcoats.....	7.6	.7
Suits.....	38.6	38.6	Millinery.....	5.3	.3
Work clothing.....	.3	.1	Miscellaneous gift merchandise.....	(x)	.3
Men's furnishings stores: (Commodity coverage, 25.6 per cent)			Service.....	2.9	1.0
Furnishings.....	81.2	81.2	Shoe stores—men's: (Commodity coverage, 46.5 per cent)		
Hats and caps.....	29.3	18.6	Men's and boys' furnishings.....	10.5	4.6
Jewelry.....	1.1	.2	Shoes, men's.....	95.4	95.4
Clothing stores, men's, women's, and children's: (Commodity coverage, 43.0 per cent)			Shoe stores—women's: (Commodity coverage, 89.1 per cent)		
Apparel, other, women's misses' and children's.....	13.4	10.2	Hosiery, women's and children's.....	15.7	2.5
Children's wear.....	12.0	4.9	Rubber and other footwear.....	5.8	.9
Coats, suits and dresses, women's and misses'.....	28.7	20.3	Shoes, women's.....	96.6	96.6
Custom tailoring, dress-making.....	12.9	3.0	Shoe stores—men's, women's, and children's: (Commodity coverage, 50.9 per cent)		
Custom tailoring for men.....	.9	.3	Hosiery, women's and children's.....	10.4	4.7
Furniture.....	13.3	.4	Leather goods, billfolds, gloves and handbags.....	1.0	.4
Furs and fur goods.....	20.7	8.3	Men's and boys' furnishings.....	.9	.4
Home furnishings.....	3.0	.2	Miscellaneous merchandise.....	(x)	.6
Hosiery, women's and children's.....	4.3	2.3	Novelties.....	.9	.3
Infants' wear.....	5.2	.3	Rubber and other footwear.....	4.8	3.1
Jewelry.....	2.4	.3	Service.....	3.6	1.5
Men's and boys' furnishings.....	8.5	5.9	Shoes, boys' and youths'.....	1.7	1.1
Men's and boys' hats and caps.....	18.7	12.0	Shoes, infants'.....	1.4	.4
			Shoes, men's.....	15.0	15.0
			Shoes, misses' and children's.....	13.4	10.1
			Shoes, women's.....	62.4	62.4

(x) Amount not indicated.

TABLE 23.—BOSTON—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
FURNITURE AND HOUSEHOLD GROUP			FURNITURE AND HOUSEHOLD GROUP—Continued		
Furniture stores: (Commodity coverage, 83.0 per cent)			Restaurants with table service: (Commodity coverage, 19.0 per cent)		
Bedding, mattresses, springs	11.5	3.0	Bakery goods, fresh	3.9	0.4
Bedroom furniture	19.7	19.7	Bottled beverages	10.4	1.6
China, glassware, and crockery	3.3	.8	Cigarettes, cigars, and tobacco	2.9	1.9
Dining room	12.5	12.5	Confectionery and nuts	10.0	4.2
Draperies and curtains	13.0	4.5	Fresh fish and other sea foods	14.1	.9
Floor coverings	24.7	14.3	Ice cream	22.9	5.7
Home furnishings, other	4.4	.4	Receipts from sale of meals	84.5	84.5
Household, other	9.9	9.1	Service	(x)	.8
Jewelry, silverware, and clocks	3.6	.4			
Kitchen	6.6	6.0	Refreshment stands: (Commodity coverage, 62.2 per cent)		
Living room, library, and hall	22.2	22.2	Bottled beverages	23.4	20.9
Miscellaneous merchandise	(x)	.2	Cigarettes, cigars, and tobacco	8.9	7.9
Office and store	1.6	.4	Confectionery and nuts	12.4	11.1
Photo-finishing sales	15.1	.2	Foundation sales and ice cream	20.7	20.7
Pianos, player pianos, and accessories	.8	.1	Nonfood products, other	(x)	18.3
Radio parts, accessories, and equipment	2.5	.1	Receipts from sale of meals	23.6	21.1
Radio sets	15.4	4.4			
Secondhand	2.6	.1	Fountain—lunches: (Commodity coverage, 78.9 per cent)		
Service	5.2	.4	Bakery goods, fresh	8.5	7.9
Stoves, ranges, heaters, etc.	3.1	.4	Confectionery and nuts	13.8	13.7
Toys and games	1.6	.2	Cigars, cigarettes, tobacco, and smokers' supplies	.4	.3
			Foundation sales and ice cream	17.9	17.9
			Receipts from sale of meals	60.2	60.2
Household appliances stores (electrical): (Commodity coverage, 49.0 per cent)			Lunch counters: (Commodity coverage, 11.7 per cent)		
China, glassware, and crockery	12.0	.8	Cigarettes, cigars, and tobacco	2.3	1.9
Commercial and industrial electrical appliances	8.2	6.6	Receipts from sale of meals	98.1	98.1
Electrical appliances and supplies, other	10.0	.7			
Lighting equipment	(x)	4.1	LUMBER AND BUILDING GROUP		
Kitchen utensils	10.3	.7	Lumber and building material dealers: (Commodity coverage, 80.3 per cent)		
Motor-driven household appliances	97.3	84.3	Building materials, other	1.6	.7
Plated silverware	7.7	.5	Building paper, insulating boards with wood base, etc.	1.8	.9
Service	2.9	2.3	Building stone	6.1	.1
			Cement	5.4	.3
Household appliances stores: (Commodity coverage, 94.6 per cent)			Coal	36.0	1.5
Gas appliances, other (except refrigerators)	22.3	17.6	Gasoline	11.0	.1
Gas stoves and ranges	27.6	23.1	Grain and feed	27.9	.2
Gas water heaters	8.8	7.2	Hay, straw, and alfalfa	8.7	.1
Heating equipment and supplies	48.6	29.9	Iron and other metal materials for building	27.7	11.2
Home furnishings	19.9	16.2	Lime, plaster, etc.	.9	.1
Refrigerators	7.2	6.0	Lumber (rough and dressed)	73.6	61.2
			Planing-mill products, woodwork	22.8	16.7
China, glassware, crockery, tinware, enamelware: (Commodity coverage, 70.0 per cent)			Roofing materials (except wood shingles)	5.2	1.3
China, glassware, and crockery	98.3	98.3	Wall boards (except those with wood base)	2.0	1.0
Kitchen utensils	2.1	.9	Wire fencing, gates, and posts	(x)	1.3
Toys and games	(x)	.8	Wood, coke, and other fuel	4.4	.2
			Wood shingles and shakes	5.2	3.1
Stove and range dealers: (Commodity coverage, 66.2 per cent)			Heating appliances and oil burners: (Commodity coverage, 88.8 per cent)		
Gas stoves and ranges	22.1	22.1	Fuel oil	36.6	21.4
Service	12.0	12.0	Heating equipment and supplies	74.7	74.7
Stoves, ranges, heaters, etc. (other than gas)	65.9	65.9	Refrigerators (electric and gas)	1.8	.1
			Service	7.1	3.8
Interior decorators: (Commodity coverage, 72.7 per cent)			Plumbing shops, heating and ventilating: (Commodity coverage, 54.8 per cent)		
Home furnishings	76.6	76.6	Builders' and shelf hardware	5.9	3.0
Household furniture	63.9	22.4	Carpenters' and mechanics' tools	4.1	2.0
Office and store furniture	1.2	.1	Electric appliances and supplies	1.1	.6
Wallpaper	12.7	.9	Farm and garden equipment and supplies	.2	.1
			Gas stoves and ranges	3.7	1.8
Radio and electrical shops: (Commodity coverage, 45.9 per cent)			Gas water heaters	2.7	1.4
Batteries	.4	.1	Glass	.2	.1
Books	4.8	.2	Gas appliances, other	.4	.2
Electrical appliances and supplies	38.6	10.3	Heating and plumbing equipment and supplies	83.8	83.8
Miscellaneous merchandise	(x)	.4	Miscellaneous merchandise	(x)	.1
Radio parts, accessories, and equipment	39.8	39.8	Motor cycles, bicycles, and accessories	.7	.3
Radio sets	48.4	48.4	Painters' supplies	3.2	1.6
Secondhand goods	5.7	.3	Paints, varnishes, lacquers	4.0	2.2
Service	(x)	.2	Radio sets	.5	.2
Sporting goods	0.4	.3	Roofing materials	.9	.5
			Seeds, bulbs, plants, and nursery stock	.6	.2
Radio and musical instruments stores: (Commodity coverage, 75.0 per cent)			Sporting goods, gymnasium and playground equipment	.9	.5
Electrical appliances and supplies	8.1	2.6	Stoves, ranges, heaters, etc.	.9	.5
Musical instruments and accessories, other	4.4	3.0	Wire fencing, gates, and posts	1.8	.9
Phonographs and records	9.7	9.7			
Pianos, player pianos, and accessories	16.0	14.6	Paint and glass stores (including wall paper): (Commodity coverage, 66.5 per cent)		
Radio parts, accessories, and equipment	16.2	16.2	Art goods, gifts	6.0	.2
Radio sets	62.2	52.2	Cameras	2.5	.1
Service	1.1	.9	Carpenters' and mechanics' tools	3.4	.0
Sheet music, music books, etc.	1.6	.2	Glass	(x)	17.1
Stringed and band instruments	3.1	.6	Painters' supplies	10.3	2.2
			Paints, varnishes, lacquers	57.2	24.3
			Wall paper	91.6	55.5
RESTAURANTS AND EATING PLACES					
Cafeterias: (Commodity coverage, 48.0 per cent)					
Cigarettes, cigars, and tobacco	4.0	3.9			
Confectionery and nuts	1.7	.4			
Ice cream	23.6	.9			
Receipts from sale of meals	94.8	94.8			

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1127

TABLE 23.—BOSTON—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES			OTHER RETAIL STORES—Continued		
Hardware stores: (Commodity coverage, 47.7 per cent)			Office and store mechanical appliances, at retail: (Commodity coverage, 93.2 per cent)		
Automotive parts and accessories (except tires and tubes).....	8.3	1.0	Adding and calculating machines and accessories.....	35.1	26.7
Building paper, insulating boards with wood base, etc.....	.7	.1	Office and store furniture.....	4.4	1.9
Builders' and shelf hardware.....	46.2	46.2	Other office and store equipment and mechanical appliances (except office furniture).....	54.7	38.5
Cameras.....	.6	.1	Secondhand goods.....	8.7	.2
Carpenters' and mechanics' tools.....	6.3	6.3	Service.....	21.5	7.5
Cement.....	15.8	3.7	Stationery and stationery supplies.....	21.5	9.9
Household heating appliances, portable.....	2.2	.7	Typewriters and accessories.....	31.3	15.3
Farm and garden equipment and supplies.....	.5	.1			
Glass.....	1.9	1.1	Office and store furniture and equipment: (Commodity coverage, 76.3 per cent)		
Hardware, other.....	18.3	15.0	Office and store equipment.....	85.2	9.8
Home furnishings, other.....	7.7	1.9	Office and store furniture.....	76.6	76.6
Heating and plumbing equipment and supplies.....	16.9	.8	Paper and paper goods.....	1.8	.3
Interior electrical construction materials and supplies.....	1.0	.1	Secondhand furniture.....	14.2	1.2
Jewelry, silverware, and clocks.....	.8	.2	Service.....	26.0	5.2
Kitchen utensils.....	12.4	2.4	Stationery and stationery supplies.....	17.7	6.9
Leather goods, bill folds, purses.....	.5	.1			
Lime, plaster, etc.....	.8	.2	Scientific and medical instruments and supplies at retail: (Commodity coverage, 94.0 per cent)		
Miscellaneous merchandise.....	(x)	.2	Adding and calculating machines and accessories.....	2.2	.1
Motor-driven household appliances (except refrigerators).....	3	.1	Batteries.....	17.6	.7
Painters' supplies.....	4.2	2.5	Clocks.....	10.1	.3
Paints, varnishes, lacquers.....	10.4	7.2	Drugs and drug sundries.....	17.4	7.4
Radio parts, accessories, and equipment.....	2.7	.8	Electrical appliances and supplies.....	8.5	3.6
Radio sets.....	7.3	3.5	Luggage.....	8.5	.3
Refrigerators, electric and gas.....	3	1	Office and store furniture.....	8.3	3.5
Roofing materials.....	12.4	2.6	Optical goods.....	10.3	.4
Service.....	.6	.1	Professional and scientific instruments and equipment.....	27.8	16.4
Sporting goods, gymnasium and playground equipment.....	.7	.2	Stationery, books, and magazines.....	18.2	7.7
Stationery and stationery supplies.....	.6	.1	Surgical, dental and hospital supplies.....	64.5	69.1
Stoves, ranges, heaters, etc.....	3.4	.5	Toilet articles.....	6.5	.5
Tires, tubes, and tire accessories.....	4.7	.6			
Toilet articles.....	.7	.2	Stationers and engravers: (Commodity coverage, 78.5 per cent)		
Wall paper.....	8.2	1.0	Books.....	5.6	1.1
Wire fencing, gates, and posts.....	1.1	.3	Leather goods, billfolds, purses.....	4.9	1.4
			Office and store furniture.....	9.2	5.2
Book stores: (Commodity coverage, 64.6 per cent)			Paper and paper goods.....	48.2	33.9
Books.....	95.6	95.6	Service.....	2.5	.5
Clothing and furnishings, men's and boys'.....	12.4	.5	Stationery and stationery supplies, other.....	64.1	57.9
Magazines and newspapers.....	4.8	1.3			
Paper and paper goods.....	7.1	2.1	Drug stores: (Commodity coverage, 11.4 per cent)		
Service.....	6.7	.3	Cigars, cigarettes, and tobacco.....	10.8	3.1
Sheet music, music books, etc.....	1.1	.1	Drugs, patent medicines, etc.....	70.1	70.1
Toilet preparations and cosmetics.....	.6	.1	Miscellaneous merchandise.....	(x)	1.3
			Prescriptions.....	23.5	23.5
Musical instruments and music stores without radio: (Commodity coverage, 70.5 per cent)			Toilet articles and preparations.....	2.0	2.0
Miscellaneous merchandise.....	(x)	.9			
Musical instruments and accessories, other.....	18.4	6.1	Drug stores with fountains: (Commodity coverage, 11.2 per cent)		
Phonographs and records.....	15.0	5.1	Bottled beverages.....	6.7	2.6
Pianos, player pianos, and accessories.....	90.8	65.1	Cigars, cigarettes, and tobacco.....	15.1	12.1
Secondhand goods.....	14.5	.5	Confectionery and nuts.....	5.3	4.9
Service.....	1.5	.2	Drugs, patent medicines, etc.....	31.1	31.1
Sheet music, music books, etc.....	12.7	2.2	Fountain sales and ice cream.....	22.9	22.9
Sporting goods.....	20.0	.5	Other merchandise.....	(x)	.6
Stringed and band instruments.....	54.9	10.4	Prescriptions.....	9.2	9.2
			Rubber goods.....	2.8	.7
Seeds, bulbs, and nursery stock: (Commodity coverage, 79.5 per cent)			Surgical and hospital supplies.....	2.7	.9
Farm and garden equipment and supplies.....	10.6	10.6	Stationery, books, and magazines.....	4.1	1.0
Fertilizers.....	6.8	6.8	Toilet articles and preparations.....	14.0	14.0
Seeds, bulbs, plants, and nursery stock.....	82.6	82.6	Toilet preparations and cosmetics.....	12.9	
			Toilet articles.....	1.1	
Cigar stores without fountains: (Commodity coverage, 47.0 per cent)			Florists: (Commodity coverage, 34.9 per cent)		
Cigars, cigarettes, and tobacco.....	84.5	84.5	Art goods, gifts.....	42.6	20.1
Confectionery and nuts.....	9.3	3.1	Flowers, wreaths, etc.....	73.0	73.0
Drug sundries.....	1.3	.1	Garden furniture.....	7.1	3.3
Drugs, patent medicines, etc.....	7.4	.4	Lighting equipment.....	4.6	2.1
Jewelry, silverware and clocks.....	1.4	.1	Seeds, bulbs, plants, and nursery stock.....	15.4	1.5
Magazines and newspapers.....	7.2	.4			
Miscellaneous merchandise.....	(x)	1.0	Jewelry stores (installment credit): (Commodity coverage, 94.0 per cent)		
Smokers' supplies.....	0.4	0.4	Art goods, gifts.....	8.2	.2
Toilet articles.....	4.4	.3	Clocks.....	4.1	2.5
Toilet preparations and cosmetics, etc.....	4.0	.6	Diamond jewelry.....	27.9	27.9
Toys and games.....	3.0	.1	Gold and gold-filled jewelry.....	20.0	20.0
			Jewelry, other.....	10.6	9.6
Coal and wood yards: (Commodity coverage, 98.6 per cent)			Leather goods.....	4.3	1.1
Building materials.....	5.5	.1	Miscellaneous merchandise.....	(x)	.1
Coal.....	98.7	97.2	Musical instruments and accessories.....	30.9	1.0
Ice.....	(x)	.5	Optical goods.....	5.2	.3
Service.....	4.0	.4	Plated silverware.....	5.6	3.9
Wood, coke, and other fuels.....	2.1	1.8	Radio sets.....	13.6	.5
			Rings, other than diamond.....	6.6	6.6
Office and school supplies: (Commodity coverage, 76.1 per cent)			Service.....	3.0	.8
Office and store equipment.....	20.1	11.1	Sterling silverware.....	14.4	5.1
Professional and scientific instruments and equipment.....	10.8	2.6	Toilet articles.....	1.4	.4
Stationery, books, magazines.....	78.7	78.7	Watches.....	20.0	20.0
Paper and paper goods.....	23.6				
Other stationery supplies.....	55.1				
Typewriters and accessories.....	12.4	7.0			

(x) Amount not indicated.

CENSUS OF DISTRIBUTION

TABLE 23.—BOSTON—SALES BY COMMODITIES—Continued

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES—Continued			OTHER RETAIL STORES—Continued		
Jewelry stores: (Commodity coverage, 76.1 per cent)			Luggage and leather goods stores: (Commodity coverage, 77.2 per cent)		
Antiques, art goods, gifts.....	4.7	2.7	Art goods, gifts.....	4.9	1.1
China, glassware, and crockery.....	11.3	2.4	China, glassware, and crockery.....	1.7	.3
Clocks.....	3.6	3.5	Household furniture.....	3.2	.5
Diamond jewelry.....	21.3	21.3	Leather goods, billfolds, purses.....	52.8	26.1
Gold and gold-filled jewelry.....	8.5	8.5	Luggage.....	67.7	67.7
Jewelry, other.....	6.2	5.9	Service.....	8.6	2.8
Leather goods.....	2.9	1.6	Smokers' supplies.....	2.8	.6
Lighting equipment.....	7.6	4.4	Sporting goods.....	1.8	.4
Miscellaneous merchandise.....	(x)	.2	Toys and games.....	2.6	.5
Optical goods.....	(x)	1.2			
Paper and paper goods.....	2.6	1.0	Opticians and optometrists:		
Plated silverware.....	9.9	9.2	(Commodity coverage, 42.3 per cent)		
Religious goods.....	1.7	.3	Cameras and photographic supplies.....	40.4	24.2
Rings, other than diamond.....	4.8	4.8	Optical goods.....	70.4	70.4
Secondhand goods.....	2.7	.6	Professional and scientific instruments and equipment.....	9.8	5.4
Service.....	9.1	7.2			
Smokers' supplies.....	1.8	.4	Sporting goods, specialty stores:		
Stationery and stationery supplies.....	2.2	1.2	(Commodity coverage, 54.5 per cent)		
Sterling silverware.....	16.2	12.1	Cameras and photographic supplies.....	39.1	13.0
Toilet articles.....	1.6	.3	Hardware.....	31.5	10.4
Toilet preparations and cosmetics.....	2.0	.4	Men's clothing.....	11.1	7.4
Watches.....	10.8	10.8	Radios and equipment.....	.4	.1
			Sporting goods.....	69.1	69.1

(x) Amount not indicated.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1129

TABLE 24.—CAMBRIDGE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Per cent of total sales
All groups	1,494	1,268	4,472	1,046	88,493,634	2258,185	86,823,220	85,583,750	854,904,467	100.00
Food group	698	608	1,008	393	1,339,901	105,833	1,493,871	705,930	17,228,273	31.38
Candy and confectionery stores.....	132	152	121	41	121,457	10,087	217,845	72,340	1,673,178	3.05
Dairy products stores (including milk dealers) 1.....	11	4	73	7	113,823	1,496	113,549	17,150	1,068,318	1.95
Delicatessen stores.....	16	16	22	8	32,200	2,091	36,874	10,900	265,264	.48
Fruit stores and vegetable markets.....	24	31	21	6	33,547	1,681	45,561	15,250	561,846	1.02
Grocery stores (without meats).....	264	174	203	60	267,700	14,568	342,363	241,680	4,761,567	8.67
Combination stores (groceries and meats).....	168	152	477	192	654,337	56,635	587,873	311,520	7,645,815	13.74
Meat markets (including sea foods).....	54	56	46	24	64,745	8,621	98,477	24,070	961,766	1.79
Bakeries—caterers.....	27	23	41	49	47,283	9,954	43,922	9,890	334,125	.61
Other food stores.....	2		4		4,689		4,407	2,980	36,874	.07
General merchandise group 2	40	30	542	230	673,189	48,886	988,239	928,100	6,142,272	11.19
Department stores.....	6	2	284	134	440,768	25,430	648,667	607,910	4,006,132	7.30
Dry-goods stores—piece-goods stores.....	25	24	51	27	64,152	7,042	118,400	152,470	697,300	1.27
Variety, 5-and-10, and to-a-dollar stores.....	8	3	198	65	160,807	11,264	212,094	150,860	1,356,859	2.47
Automotive group	159	104	723	41	1,198,751	14,166	1,276,429	686,390	8,933,220	16.27
Motor vehicle dealers (new and trade-in).....	31	18	330	18	597,969	7,998	603,152	424,320	5,537,635	10.09
Accessories, tires, and batteries.....	30	29	85	5	107,300	2,556	206,687	128,730	697,300	1.39
Filling stations.....	63	20	122	14	176,877	2,382	175,014	84,270	1,495,461	2.72
Garages and repair shops.....	39	37	186	4	313,605	1,250	291,576	49,070	1,134,627	2.07
Apparel group	123	106	266	70	399,129	17,159	684,841	871,550	4,767,606	8.68
Men's and boys' clothing and furnishings stores.....	27	16	66	17	132,983	3,548	139,090	266,580	823,061	1.50
Clothing stores—men's, women's, and childrens'.....	5	4	14	10	23,343	3,006	41,985	32,540	275,191	.50
Women's ready-to-wear specialty stores—apparel and accessories.....	11	12	16	12	19,676	2,116	36,072	48,670	251,204	.46
Women's accessories stores.....	16	16	110	1	112,153	500	205,097	218,910	2,379,696	4.33
Other apparel stores.....	27	28	25	5	43,730	1,310	48,844	25,230	226,847	.41
Shoe stores.....	37	29	35	25	67,244	6,680	128,763	279,340	811,537	1.48
Furniture and household group	45	28	227	31	469,839	6,042	488,465	523,110	2,610,461	4.57
Furniture stores.....	23	14	149	9	329,231	2,220	357,771	397,130	1,923,198	3.50
Floor coverings, draperies, curtains, and upholstery stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Household appliance stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances stores.....	6	5	29	6	42,903	1,744	10,170	29,000	123,005	.23
Radio and music stores.....	13	8	33	13	62,373	1,628	62,125	81,730	384,276	.70
Restaurants, cafeterias, and eating places	120	119	750	67	775,848	23,140	617,694	64,070	3,761,936	6.85
Restaurants, cafeterias and lunch rooms.....	102	109	650	57	672,242	20,434	541,622	74,260	3,290,041	5.99
Lunch counters, refreshment stands, etc.....	18	10	100	10	103,606	2,706	76,072	9,810	471,895	.86
Lumber and building group	23	13	151	6	306,967	850	217,787	478,030	2,447,540	4.46
Lumber and building material dealers.....	10	2	117	2	242,466	460	186,843	440,760	2,143,679	3.90
Electrical shops (without radio).....	5	2	19	1	39,478	100	21,343	27,190	204,354	.38
Heating and plumbing shops.....	5	4	12	3	21,920	300	4,939	5,850	60,481	.13
Paint and glass stores.....	3	5	3		3,103		4,662	4,230	29,996	.05
Other retail stores	253	221	771	198	1,291,547	43,242	1,058,187	1,254,020	8,819,455	16.06
Hardware stores.....	25	18	95	14	139,703	1,807	123,717	298,300	1,109,865	2.02
Hardware and farm implement stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Book stores.....	6	6	21	23	42,690	2,061	46,942	156,140	387,255	.71
Cigar stores and cigar stands.....	12	6	13	2	37,213	830	48,734	52,380	468,976	.88
Coal and wood yards—ice dealers.....	15	10	201	29	888,793	10,727	207,656	78,410	2,283,131	4.16
Drug stores.....	61	56	165	32	255,653	8,456	199,026	310,460	1,952,478	3.56
Florists.....	19	19	42	13	72,906	4,228	80,152	19,490	347,074	.63
Gift shops, novelties and toys.....	6	5	10		6,961		6,168	7,250	29,231	.05
Jewelry stores.....	16	15	24	10	51,892	1,888	46,844	76,840	275,005	.50
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	16	10	38	40	49,234	4,466	47,284	21,140	328,625	.60
Office, school, and store supplies and equipment dealers.....	3	2	37		34,260		27,972	13,170	198,371	.36
Opticians and optometrists.....	7	5	14		24,002		18,018	19,030	90,501	.16
Sporting goods stores including athletic and playground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	5	6	5	3	13,167	750	12,419	21,580	92,796	.17
Miscellaneous classifications.....	50	60	61	29	121,289	7,488	132,089	80,260	755,153	1.38
Secondhand stores	33	30	34	10	38,463	3,567	52,727	52,560	293,704	.54

1 Further data will be shown in a special report on milk dealers.

2 This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 25.—CAMBRIDGE—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Per cent of total sales
Total	1,494	1,268	4,472	1,048	\$6,483,834	\$258,185	\$8,828,220	\$5,588,750	\$64,904,487	100.00
Single-store independent	1,150	1,194	2,289	563	3,506,997	140,044	3,802,257	3,337,210	29,966,063	54.59
Two-store independent	67	50	180	50	279,788	11,743	271,146	370,480	1,942,804	3.54
Three-store independent	27	12	333	112	405,832	33,085	298,367	322,280	3,204,075	5.83
Local chains	68	1	590	42	880,971	14,418	803,836	499,360	5,424,239	9.88
Sectional chains	107	---	424	137	602,075	29,502	464,356	233,830	5,671,474	10.33
National chains	65	---	492	141	627,471	28,585	877,289	604,770	6,109,344	11.12
Other types of operation	10	1	164	1	190,500	208	310,969	215,820	2,585,298	4.71

TABLE 26.—CAMBRIDGE—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	Two- and three-store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores	5	2	1		1	1	
Annual net sales	\$4,066,132	(x)	(x)		(x)	(x)	
Per cent of total sales	100.00	(x)	(x)		(x)	(x)	
Variety, 5 and 10, and to-a-dollar stores:							
Number of stores	8	3				5	
Annual net sales	\$1,356,859	\$14,000				\$1,342,259	
Per cent of total sales	100.00	1.08				98.92	
Men's and boys' clothing and furnishings stores:							
Number of stores	27	19	4	1		3	
Annual net sales	\$823,081	\$450,691	\$176,052	(x)		(x)	
Per cent of total sales	100.00	54.76	21.39	(x)		(x)	
Clothing stores—men's, women's, and children's:							
Number of stores	5	4			1		
Annual net sales	\$275,101	(x)			(x)		
Per cent of total sales	100.00	(x)			(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores	11	8	3				
Annual net sales	\$251,204	\$157,055	\$94,149				
Per cent of total sales	100.00	62.52	37.48				
Shoe stores:							
Number of stores	37	27	3		1	3	3
Annual net sales	\$811,587	\$482,525	\$106,211		(x)	(x)	\$82,637
Per cent of total sales	100.00	59.45	11.60		(x)	(x)	10.18
Furniture stores:							
Number of stores	23	15	4	4			
Annual net sales	\$1,023,198	\$604,070	\$170,126	\$1,088,993			
Per cent of total sales	100.00	34.63	8.86	56.62			
Radio and music stores:							
Number of stores	13	10	2	1			
Annual net sales	\$384,276	\$274,118	(x)	(x)			
Per cent of total sales	100.00	71.33	(x)	(x)			
Grocery stores (without meats):							
Number of stores	264	161	3	7	66	27	
Annual net sales	\$4,761,567	\$1,297,820	\$74,636	\$259,727	\$2,161,520	\$967,804	
Per cent of total sales	100.00	27.26	1.87	5.45	45.40	20.32	
Combination stores (groceries and meats):							
Number of stores	168	131	7	15	6	8	1
Annual net sales	\$7,545,815	\$3,899,759	\$1,437,738	\$419,962	\$821,370	\$928,828	\$38,158
Per cent of total sales	100.00	51.68	19.05	5.57	10.89	12.31	.50
Restaurants, cafeterias, and lunch rooms:							
Number of stores	102	87	6	6	3		
Annual net sales	\$3,290,041	\$1,016,691	\$210,658	\$1,078,204	\$384,188		
Per cent of total sales	100.00	49.15	6.40	32.77	11.68		
Cigar stores and cigar stands:							
Number of stores	12	9				3	
Annual net sales	\$468,976	\$266,973				\$202,003	
Per cent of total sales	100.00	56.93				43.07	
Filling stations:							
Number of stations	53	21	1	2	23	6	
Annual net sales	\$1,496,461	\$477,610	(x)	(x)	\$737,818	\$209,165	
Per cent of total sales	100.00	31.92	(x)	(x)	49.27	13.98	
Coal and wood yards—ice dealers:							
Number of yards	15	9		4	1		1
Annual net sales	\$2,283,131	\$1,328,684		\$524,095	(x)		(x)
Per cent of total sales	100.00	58.20		22.98	(x)		(x)
Drug stores:							
Number of stores	61	48	10			3	
Annual net sales	\$1,952,478	\$1,346,085	\$343,818			\$262,695	
Per cent of total sales	100.00	68.94	17.61			13.46	
Hardware stores:							
Number of stores	25	23	1	1			
Annual net sales	\$1,109,865	(x)	(x)	(x)			
Per cent of total sales	100.00	(x)	(x)	(x)			
Jewelry stores:							
Number of stores	16	13	2	1			
Annual net sales	\$275,003	\$116,051	(x)	(x)			
Per cent of total sales	100.00	42.42	(x)	(x)			

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1131

TABLE 27.—CAMBRIDGE—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS
[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reporting: 1												
Number of stores.....	1,375		\$67	35	37	53	38	103	34	41	55	112
Per cent of total stores.....	100.00		\$3.05	2.55	2.69	3.86	2.76	7.49	2.47	2.98	4.00	8.16
Amount of net sales.....		\$51,355	\$26,122	\$3,987	\$2,418	\$1,917	\$543	\$3,345	\$1,287	\$1,327	\$2,250	\$8,159
Per cent of total sales.....		100.00	50.87	7.70	4.71	3.73	1.06	6.51	2.51	2.58	4.38	15.89
Department stores.....	5	\$4,000	\$653	\$534	\$1,727			\$1,092				
Dry goods stores.....	23	668	686	51	21	85	85					
Variety, 5-and-10, and to-a-dollar stores.....	8	1,357	1,345			7		5				
Men's and boys' clothing stores.....	3	91	54			37						
Clothing stores—men's, women's, and children's.....	4	245	90									
Furriers—fur shops.....	3	80										\$149
Men's furnishing stores.....	16	349	215	43	46			15				43
Men's clothing and furnishing stores.....	4	294	18									45
Millinery stores.....	6	36	82					66			\$210	
Women's ready-to-wear specialty stores—apparel and accessories.....	9	180	139									
Shoe stores—men's, women's, and children's.....	35	718	701		11		4	2				
Furniture stores.....	22	1,908	5					46	\$22	\$24	115	1,096
Radio and electrical shops.....	9	247	119					10	28		55	
Radio and musical instruments stores.....	3	117				35			37			80
Bakeries—bakery goods stores (except manufacturing bakeries).....	23	269	264			5						
Dairy products stores (including ice cream).....	7	563	568									
Delicatessen stores.....	12	178	155	13				10				
Fish markets—sea foods.....	12	142	23		7		8	8			64	82
Fruit stores and vegetable markets.....	20	448	362	14			72	8				
Grocery stores (without meats).....	261	4,095	4,046	3	66	23	32	250	55	63	66	91
Grocery stores (with meats).....	93	3,946	2,608	4	8	78	53	130	102	158	184	621
Meat markets.....	38	743	586	14				86		42	15	
Meat markets (with groceries).....	68	3,460	779	1,438	50	48	109	275	110	107	325	219
Confectionery stores (candy and fountain).....	118	1,381	1,219	47	30	31	8	25	21			
Automobile sales rooms—new and used.....	17	4,079	131	1,416		988	47	430	241	33	133	660
Accessories, tires, and batteries.....	15	365	47	165		13	6				6	128
Filling stations—gasoline and oil.....	8	95	58		22			15				
Filling stations (with tires and accessories).....	12	367	219		47	19	15				67	
Filling stations (with other merchandise).....	13	390	390									
Garages (repairs and storage, gasoline, oil, accessories).....	30	903	497				37	135	36	40	100	58
Tire shops (including tire repairs).....	8	239	146			5				16		72
Book stores.....	6	388	132			203						53
Cigar stores (without fountains).....	10	463	463									
Coal and wood yards.....	12	1,575	4	83	270			238	97			883
Electrical shops (without radio).....	5	205	19				48					138
Drug stores.....	23	541	507	31	3							
Drug stores (with fountains).....	20	1,153	877	72	42	172						
Florists.....	17	346	57			13	29	19	33	105	90	
Hardware stores.....	24	1,065	282		31	13	15	69	447	60	178	
Jewelry stores.....	10	63	38					33				
Lumber and building material dealers.....	9	2,137	49									22
Plumbing shops—heating and ventilating.....	3					2			47			2,137
Stationers and engravers.....	4	52	51					1				

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Cambridge which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 24 except for 119 stores with sales of \$3,549,467 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 28.—CAMBRIDGE—CREDIT BUSINESS, BY KINDS OF BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	499	46.01	41.86	12.13	Apparel group.....	30	39.62	42.82	17.66
Food group.....	234	61.95	48.05	-----	Men's and boy's clothing and furnishings stores:				
Confectionery stores (candy and fountain).....	19	71.10	28.90	-----	Men's furnishings stores.....	4	64.34	35.66	-----
Milk dealers (46.06).....	3	28.72	71.28	-----	Men's clothing and furnishings stores.....	3	32.57	67.43	-----
Grocery stores (without meats).....	94	46.06	53.94	-----	Furriers—fur shops.....	3	36.72	63.28	-----
Combination stores (groceries and meats):				-----	Custom tailors.....	12	89.33	30.67	-----
Grocery stores (with meats).....	50	31.57	68.43	-----	Shoe stores.....	3	51.65	48.35	-----
Meat markets (with groceries).....	46	67.69	32.31	-----	Furniture and household group.....	36	14.95	27.88	67.14
Meat markets (including sea foods):				-----	Furniture stores.....	21	12.38	22.04	66.58
Fish markets—sea foods.....	6	35.80	64.20	-----	Radio and music stores:				
Meat markets.....	8	47.35	52.65	-----	Radio and electrical shops.....	7	43.65	56.35	-----
General merchandise group.....	13	77.30	21.67	1.33	Radio and musical instruments stores.....	3	21.36	78.64	-----
Department stores.....	3	78.17	21.83	-----	Restaurants and eating places.....	5	31.40	68.60	-----
Dry goods stores.....	7	80.50	13.50	-----	Lunch rooms.....	4	72.16	27.84	-----
Automotive group.....	66	53.35	20.07	26.58	Lumber and building group.....	19	10.47	88.35	1.18
Motor vehicle dealers:				-----	Lumber and building material dealers.....	9	7.47	92.53	-----
Automobile sales rooms—new and trade-in.....	14	59.67	6.70	33.63	Electrical shops (without radio).....	4	28.45	60.78	10.77
Used-car establishments.....	10	36.61	35.72	27.77	Plumbing shops, heating and ventilating.....	3	48.87	51.13	-----
Accessories, tires, and batteries:				-----	Other retail stores.....	84	40.48	57.09	2.42
Accessory stores (with tires and batteries).....	8	35.21	64.79	-----	Hardware stores.....	11	44.99	55.01	-----
Battery and ignition shops—brake-repair shops.....	4	62.65	37.35	-----	Coal and wood yards.....	11	36.31	60.69	-----
Tire shops (including tire repairs).....	4	11.74	88.26	-----	Drug stores.....	6	83.89	16.61	-----
Filling stations (with tires and accessories).....	5	53.79	46.21	-----	Florists.....	13	37.49	62.61	-----
Garages and repair shops:				-----	Jewelry stores.....	5	36.80	63.20	-----
Garages (repairs and storage, gasoline, oil, accessories).....	15	36.81	63.19	-----	News dealers.....	3	32.94	67.06	-----
Parking stations, parking garages, and lots.....	4	38.14	61.86	-----	Undertakers' supplies (including some service).....	21	13.75	86.25	-----
				-----	Secondhand stores.....	12	57.85	41.97	13

¹ Total sales of stores reporting credit business are \$25,232,943. Installment sales were not reported by stores with total sales of less than \$60,000 annually. The open account sales include the installment business of these small stores.
² Classifications showing insignificant amounts have been eliminated from this table but are included in the totals.

TABLE 29.—CAMBRIDGE—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	5,167	\$3,238,418
Restaurants and eating places.....	5,087	3,114,152
Cafeterias.....	1,245	1,289,743
Lunch rooms.....	1,907	830,082
Restaurants (with table service).....	1,633	653,643
Fountain—lunches.....	100	23,568
Lunch counters.....	282	312,116
Other stores in which meals are served.....	100	124,266
Dairy products stores.....	68	96,766
Delicatessen stores.....	32	27,500

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	280	\$876,377	\$208,373
Automotive group.....	289	871,128	208,373
Automobile sales rooms—new and trade-in.....	154	412,194	2,150
Accessory stores (with tires and batteries).....	1	15,318	-----
Battery and ignition shops—brake-repair shops.....	5	30,010	-----
Filling stations—gasoline and oil.....	6	4,634	-----
Filling stations (with tires and accessories).....	9	13,992	20,000
Body, fender, and paint shops.....	15	47,489	-----
Garages (repairs and storage, gasoline, oil, accessories).....	92	345,991	141,621
Parking stations, parking garages and lots.....	7	-----	44,301
Radiator shops (including repairs).....	-----	1,500	-----
Other retail stores.....	1	5,249	-----
Farm implements, machinery, and equipment dealers.....	1	5,249	-----

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

Incidental to the sale of merchandise

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$154,851
General merchandise group.....	68,447
Department stores.....	68,447
Apparel group.....	193
Shoes, men's, women's, and children's.....	193
Furniture and household group.....	20,637
Furniture stores.....	17,797
Household appliance stores (electric).....	2,263
Radio and electrical shops.....	547
Lumber and building group.....	5,477
Heating appliances and oil burners.....	5,477
Other retail stores.....	60,687
Book stores.....	10,082
Ice dealers.....	482
Art and gift shops.....	3,879
Jewelry stores (installment credit).....	4,285
Jewelry stores.....	41,858

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1133

TABLE 30.—FALL RIVER—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL			STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only	ALL OTHER REPORTED EXPENSES (includes rent)		Amount	Percent of total sales
All groups	1,551	1,485	4,012	922	\$4,839,854	\$228,205	\$5,029,275	\$6,072,510	\$45,987,064	100.00
Food group	789	755	752	240	941,172	59,289	1,047,013	595,380	18,951,584	30.33
Candy and confectionery stores.....	191	216	33	17	30,375	3,402	100,890	42,240	911,303	1.98
Dairy products stores (including milk dealers) ¹	12	13	36	3	36,516	1,351	47,949	3,960	611,047	1.33
Delicatessen stores.....	6	5	1	1	1,560	208	3,741	750	35,388	.07
Fruit stores and vegetable markets.....	29	33	14	5	8,581	990	29,127	11,889	215,841	.47
Grocery stores (without meats).....	184	115	145	55	203,937	12,164	232,764	155,850	3,152,032	6.85
Combination stores (groceries and meats).....	278	294	411	148	549,221	38,252	321,492	318,270	8,189,035	17.81
Meat markets (including sea food).....	17	19	11	2	10,063	510	16,315	2,010	151,247	.33
Bakeries, caterers.....	49	57	82	9	74,912	2,412	89,248	13,820	576,054	1.25
Other food stores.....	4	3	19		25,107		14,487	16,607	109,547	.24
General merchandise group	89	84	922	271	689,917	61,836	800,834	1,123,630	5,629,098	12.02
Department stores.....	3		382	125	408,044	44,063	435,541	590,640	2,044,379	6.40
Dry goods stores.....	51	55	71	32	86,275	5,092	86,983	232,550	669,775	1.45
General merchandise stores (includes 4 general stores).....	13	14	9	3	7,885	280	12,034	52,400	182,694	.40
Variety, 5-and-10, and to-a-dollar stores.....	22	15	460	111	187,713	12,401	265,776	248,040	1,732,250	3.77
Automotive group²	164	134	605	43	743,384	9,711	698,789	699,900	7,743,439	16.84
Motor vehicle dealers (new and trade-in).....	27	23	243	4	383,643	1,620	402,648	425,120	4,809,267	10.46
Accessories, tires, and batteries.....	36	39	79	9	133,866	1,976	123,962	194,750	1,140,267	2.49
Filling stations.....	56	21	118	15	144,601	3,000	118,340	46,820	1,394,569	3.03
Garages and repair shops.....	44	50	65	15	81,274	3,115	53,809	33,160	393,086	.86
Apparel group	122	89	374	167	555,078	34,683	626,177	915,080	4,801,472	10.01
Men's and boys' clothing and furnishings stores.....	36	23	72	19	104,147	2,701	168,349	385,040	1,144,651	2.49
Clothing stores—men's, women's, and children's.....	16	12	44	27	77,016	4,942	78,044	78,050	673,021	1.46
Women's ready-to-wear specialty stores—apparel and accessories.....	11	7	172	64	242,925	13,952	193,766	122,070	1,674,638	3.64
Women's accessories stores.....	21	11	39	20	39,163	3,705	60,803	39,580	276,166	.60
Other apparel stores.....	8	9	5	3	7,351	1,024	4,121	2,560	121,737	.27
Shoe stores.....	30	27	42	34	84,476	8,359	121,094	229,760	811,359	1.77
Furniture and household group	54	60	282	32	451,325	11,787	442,010	658,100	2,668,548	6.21
Furniture stores.....	32	38	202	28	341,491	10,477	398,437	556,540	2,181,983	4.75
Household appliances stores.....	7	3	40	2	51,542	565	21,725	35,050	226,298	.49
Other home furnishings and appliances stores.....	6	6	6	1	9,234	225	5,270	10,370	43,016	.09
Radio and music stores.....	9	13	25	1	26,058	300	46,578	53,540	406,251	.88
Restaurants, cafeterias, and eating places	78	99	242	20	245,288	4,911	201,295	19,980	1,364,089	2.97
Restaurants, cafeterias and lunch rooms.....	57	76	173	13	163,622	3,067	156,543	10,900	964,357	2.16
Lunch counters, refreshment stands, etc.....	19	23	69	7	81,645	1,844	44,752	9,080	369,742	.81
Lumber and building group²	32	25	232	37	376,983	22,550	251,843	655,990	2,154,406	4.69
Lumber and building material dealers.....	12	4	165	15	258,058	4,723	179,700	541,000	1,649,088	3.59
Electrical shops (without radio).....	7	9	19	5	29,570	1,300	14,534	17,520	126,250	.27
Paint and glass stores.....	11	11	30	17	57,823	16,527	40,754	70,830	250,313	.54
Other retail stores	220	217	684	89	933,070	18,620	935,835	1,338,400	7,646,838	16.62
Hardware stores.....	27	30	28	4	29,973	933	50,286	140,800	403,530	.88
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	7	6	41	3	46,949		79,924	65,420	796,852	1.73
Cigar stores and cigar stands.....	9	7	12	3	17,253	574	36,100	23,270	293,191	.64
Coal and wood yards—ice dealers.....	23	18	282	35	420,993	5,083	355,445	363,410	3,105,178	6.75
Drug stores.....	57	50	155	13	194,388	3,943	168,932	339,030	1,577,049	3.43
Florists.....	6	7	4		4,308		7,368	810	23,570	.05
Gift shops, novelties, and toys.....	4	3	10	1	4,320	300	9,733	18,850	86,743	.18
Jewelry stores.....	19	18	30	13	38,351	947	32,810	179,070	323,630	.70
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Musical stores (without radio).....	4	4	16		28,550		27,059	36,820	126,420	.27
News dealers.....	10	9	8	4	6,170	571	13,548	3,020	86,978	.19
Office, school, and store supplies and equipment dealers.....	7	7	16	4	24,308	1,648	20,166	16,260	144,564	.31
Opticians and optometrists.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Sporting goods stores (including athletic and play-ground equipment).....	3	3	4	1	5,964	100	13,040	13,000	40,303	.09
Stationers and printers.....	5	5	18	2	16,711	184	20,506	33,300	128,012	.28
Miscellaneous classifications.....	35	42	55	17	87,430	3,937	89,578	62,650	498,750	1.08
Secondhand stores	26	22	19	13	23,657	4,838	25,979	73,080	149,482	.32

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 31.—FALL RIVER—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	1, 551	1, 435	4, 012	922	\$4, 939, 854	\$328, 205	\$5, 029, 275	\$6, 072, 510	\$45, 997, 094	100.00
Single-store independents.....	1, 251	1, 410	2, 414	576	3, 188, 575	166, 813	3, 270, 238	4, 309, 950	30, 079, 307	65.39
Two-store independents.....	89	63	273	55	416, 360	11, 185	360, 920	584, 330	3, 102, 448	6.75
Three-store independents.....	25	7	203	8	301, 774	1, 231	300, 760	289, 820	2, 729, 611	5.93
Local chains.....	58	5	325	88	460, 393	21, 717	342, 265	286, 160	3, 808, 904	8.41
Sectional chains.....	50		113	32	144, 917	7, 007	182, 894	145, 040	1, 984, 830	4.01
National chains.....	67		613	153	392, 367	19, 752	490, 439	411, 850	4, 167, 573	9.06
Other types of operation.....	14		71	10	85, 468	410	65, 759	65, 300	667, 935	1.45

TABLE 32.—FALL RIVER—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	Two-and-three-store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	3	2				1	
Annual net sales.....	\$2, 944, 379	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Variety, 5 and 10, and to-a-dollar stores:							
Number of stores.....	22	14				8	
Annual net sales.....	\$1, 732, 250	\$57, 115				\$1, 675, 135	
Per cent of total sales.....	100.00	3.30				96.70	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	36	18	11	1	3	3	
Annual net sales.....	\$1, 144, 051	\$613, 387	(x)	(x)	\$57, 021	\$52, 034	
Per cent of total sales.....	100.00	53.59	(x)	(x)	4.98	4.62	
Clothing stores—men's, women's, and children's:							
Number of stores.....	16	10	5		1		
Annual net sales.....	\$673, 021	\$278, 518	(x)		(x)		
Per cent of total sales.....	100.00	41.38	(x)		(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	11	7		1	1	2	
Annual net sales.....	\$1, 674, 638	\$194, 637		(x)	(x)	(x)	
Per cent of total sales.....	100.00	11.62		(x)	(x)	(x)	
Shoe stores:							
Number of stores.....	30	22	3	1	1	2	1
Annual net sales.....	\$311, 359	\$327, 093	\$83, 266	(x)	(x)	(x)	(x)
Per cent of total sales.....	100.00	40.31	10.26	(x)	(x)	(x)	(x)
Furniture stores:							
Number of stores.....	32	28	4				
Annual net sales.....	\$2, 181, 983	\$1, 788, 312	\$393, 171				
Per cent of total sales.....	100.00	81.98	18.02				
Radio and music stores:							
Number of stores.....	9	6	2		1		
Annual net sales.....	\$405, 251	\$151, 559	(x)		(x)		
Per cent of total sales.....	100.00	37.40	(x)		(x)		
Grocery stores (without meats):							
Number of stores.....	184	106		24	18	36	
Annual net sales.....	\$3, 152, 032	\$907, 086		\$691, 082	\$446, 611	\$1, 407, 283	
Per cent of total sales.....	100.00	19.26		21.92	14.17	44.65	
Combination stores (groceries and meats):							
Number of stores.....	278	239	21	14		4	
Annual net sales.....	\$5, 189, 035	\$5, 919, 367	\$772, 000	\$1, 097, 166		\$400, 502	
Per cent of total sales.....	100.00	72.28	9.43	13.40		4.89	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	57	54	2		1		
Annual net sales.....	\$994, 357	\$980, 046	(x)		(x)		
Per cent of total sales.....	100.00	98.53	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	9	7			2		
Annual net sales.....	\$293, 191	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Filling stations:							
Number of stations.....	56	18	14	1	17	6	
Annual net sales.....	\$1, 394, 569	\$264, 436	(x)	(x)	\$178, 167	\$132, 094	
Per cent of total sales.....	100.00	18.96	(x)	(x)	12.78	9.54	
Coal and wood yards—ice dealers:							
Number of yards.....	23	22	1				
Annual net sales.....	\$3, 105, 178	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Drug stores:							
Number of stores.....	57	45	5	7			
Annual net sales.....	\$1, 577, 049	\$1, 241, 711	\$209, 203	\$126, 135			
Per cent of total sales.....	100.00	78.73	13.27	8.00			
Hardware stores:							
Number of stores.....	27	21	2	4			
Annual net sales.....	\$403, 530	\$328, 083	(x)	(x)			
Per cent of total sales.....	100.00	81.30	(x)	(x)			
Jewelry stores:							
Number of stores.....	19	17	1				1
Annual net sales.....	\$323, 630	\$265, 171	(x)				(x)
Per cent of total sales.....	100.00	81.93	(x)				(x)

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1135

TABLE 33.—FALL RIVER—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS
(Sales expressed in thousands of dollars)

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reporting: 1												
Number of stores.....	1, 176		595	85	47	44	37	58	35	32	83	180
Per cent of total stores.....	100.00		50.59	7.23	4.00	3.74	3.15	4.93	2.98	2.72	7.06	13.60
Amount of sales.....		\$40, 120	\$14, 035	\$1, 731	\$843	\$1, 543	\$1, 172	\$1, 778	\$2, 954	\$1, 262	\$3, 797	\$11, 216
Per cent of total sales.....		100.00	34.98	4.32	1.60	3.85	2.92	4.43	7.36	3.12	9.47	27.95
Department stores.....	3	\$2, 944							\$1, 688			\$1, 189
Dry goods stores.....	32	558	\$163	\$5	\$13	\$39	\$296	\$28			\$9	5
General merchandise stores.....	5	87	47					15				
Variety, 5-and-10, and to-a-dollar stores.....	13	1, 098	1, 698							\$35		
Men's and boys' clothing stores.....	7	146	91				8					47
Clothing stores—men's, women's, and children's.....	14	527	17	52		206	130	58				64
Men's furnishing stores.....	6	88	88									
Men's clothing and furnishing stores.....	18	869	294	92	43		99	145	47		149	
Millinery stores.....	11	124	111	13								
Women's ready-to-wear specialty stores—apparel and accessories.....	10	1, 674	334	14					61			1, 266
Shoe stores—men's.....	4	115	115									
Shoe stores—men's, women's, and children's.....	17	543	520	18		5						
Furniture stores.....	31	2, 179	15		117		66	234	60	51	59	1, 577
Household appliances stores (electrical).....	3	56										56
Radio and electrical shops.....	6	218	10			24					2	182
Bakeries—bakery goods stores (except manufacturing bakeries).....	27	399	116	65	23			25				82
Dairy products stores (including ice cream).....	3	390	214							176		
Deliicatessen stores.....	4	31	31									
Fish markets—sea foods.....	5	48	34					5	9			
Fruit stores and vegetable markets.....	17	120	64	8	7	10	31					
Grocery stores (without meats).....	145	2, 951	2, 031	41	42	16	3	39	28	15	44	92
Grocery stores with meats.....	147	3, 585	734	256	60	118	39	187	96	192	920	1, 033
Meat markets.....	5	67			12	24		10				21
Meat markets with groceries.....	51	3, 072	1, 783	172		38		19	101	397	183	379
Confectionery stores (candy and fountain).....	146	706	514	58	30	25		26		11	17	6
Automobile sales rooms—new and trade-in.....	21	4, 415	57				274	634	360	86	728	2, 256
Accessories, tires, and batteries.....	8	360	188				25		20			127
Filling stations—gasoline and oil.....	11	297	179		66		21					7
Filling stations with tires and accessories.....	8	121	64		19	6	19		13	24		
Filling stations with other merchandise.....	12	118	118									
Garages (repairs and storage, gasoline, oil, accessories).....	28	278	57	64	5	9	28	50	47	15	3	50
Tire shops (including tire repairs).....	10	128	5	20		3	1				49	
Cigar stores without fountains.....	7	202	197	5								
Coal and wood yards.....	9	2, 913	137			878		112			1, 294	492
Electrical shop (without radio).....	5	72	27						8		37	
Drug stores with fountains.....	46	1, 312	900	412								
Feed stores (flour, feed, grain, fertilizer).....	4	638	65	17					245			311
Florists.....	5	24	4					2				2
Hardware stores.....	25	391	79	40	32		23	49	56	57		65
Jewelry stores.....	15	219	65	32	20	30	30	22		19	1	
Lumber and building material dealers.....	9	1, 301	217	72								1, 012
Music stores (without radio).....	3	96				38			7			61
Paint and glass stores.....	9	216	27	70	15	12			3		10	79
Stationers and engravers.....	3	117	10								107	

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Fall River which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 30 except for 375 stores with sales of \$5,877,064 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 34.—FALL RIVER—CREDIT BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	581	32.56	45.99	21.45	Apparel group.....	37	30.14	66.19	3.87
Food group.....	285	36.08	63.92		Men's clothing and furnishings stores.....	9	55.97	43.40	.63
Confectionery stores (candy and fountain).....	43	71.28	28.72		Clothing stores—men's, women's, and children's.....	11	60.18	21.88	17.94
Milk dealers.....	4	24.43	75.57		Women's ready-to-wear specialty stores—apparel and accessories.....	4	3.21	96.79	
Fruit stores and vegetable markets.....	4	73.68	26.42		Custom tailors.....	3	73.49	26.51	
Grocery stores (without meats).....	46	44.03	55.97		Shoe stores—men's, women's, and children's.....	3	89.50	10.50	
Combination stores (groceries and meats):					Furniture and household group.....	41	21.10	15.16	63.74
Grocery stores with meats.....	124	30.87	69.13		Furniture stores.....	27	21.51	11.23	67.26
Meat markets with groceries.....	35	35.00	64.40		Household appliances stores (electric).....	3	1.09	97.58	.73
Meat markets.....	5	48.47	51.53		Radio and electrical shops.....	5	13.79	19.04	67.17
Bakeries—bakery goods stores (except manufacturing bakeries).....	15	46.13	53.87		Lumber and building group.....	21	18.06	79.25	2.69
Coffee, tea, spices.....	3	37.76	62.24		Lumber and building material dealers.....	7	13.14	83.03	3.23
General merchandise group.....	21	35.75	40.55	23.70	Paint and glass stores.....	8	52.53	47.47	
Dry-goods stores.....	16	62.04	37.96		Other retail stores.....	91	44.66	54.35	.99
Automotive group.....	82	25.70	19.02	56.28	Hardware stores.....	16	47.41	52.69	
Motor vehicle dealers:					Feed stores (flour, feed, grain, fertilizer).....	3	22.44	77.66	
Automobile sales rooms—new and trade-in.....	20	21.53	11.72	66.75	Coal and wood yards.....	7	41.03	57.42	.65
Used car establishments.....	4	77.37	.44	22.19	Ice dealers.....	5	41.00	58.34	
Accessories, tires and batteries:					Drug stores with fountains.....	14	97.27	2.73	
Accessory stores with tires and batteries.....	6	16.14	83.86		Florists.....	3	45.41	54.59	
Battery and ignition shops—brake repair shops.....	9	41.00	59.00		Jewelry stores.....	10	69.87	30.43	
Tire shops (including tire repairs).....	7	28.85	71.15		Music stores (without radio).....	3	31.27	68.73	
Filling stations:					Undertakers' supplies (including some service).....	7	57.42	42.58	
Filling stations—gasoline and oil.....	5	62.38	37.62		Secondhand stores.....	3	75.67	24.43	
Filling stations with tires and accessories.....	5	68.64	31.36						
Garages (repairs and storage, gasoline, oil, accessories).....	21	63.09	36.31						
Radiator shops (including repairs).....	3	52.88	47.12						

¹ Total sales of stores reporting credit business are \$26,340,571. Installment sales were not reported by stores with total sales of less than \$50,000 annually. The open account sales include the installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 35.—FALL RIVER—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	2,007	\$886,487
Restaurants and eating places, total.....	1,972	866,042
Cafeterias.....	157	122,744
Lunch rooms.....	528	210,235
Restaurants with table service.....	1,120	388,083
Fountain—lunches.....	68	20,453
Lunch counters.....	100	124,522
Other stores in which meals are served.....	35	20,445
Grocery stores (without meats).....	27	15,945
Bakeries—bakery goods stores (except manufacturing bakeries).....	8	4,500

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	202	\$674,481	\$647
Automotive group.....	202	557,781	647
Automobile sales rooms—(new and trade-in).....	104	186,358	647
Used-car establishments.....	2	700	
Accessory stores with tires and batteries.....	8	13,130	
Battery and ignition shops—brake repair shops.....	14	69,083	
Tire shops (including tire repairs).....	4	8,788	
Filling stations—gasoline and oil.....	3	1,702	
Filling stations with tires and accessories.....	4	6,726	
Filling stations with other merchandise.....		200	
Body fender, and paint shops.....	1	4,747	
Garages (repairs and storage, gasoline, oil, accessories).....	46	244,956	
Radiator shops (including repairs).....	16	21,392	
Lumber and building group.....		7,700	
Paint and glass stores.....		7,700	
Other retail stores.....		9,000	
Blacksmiths.....		9,000	

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE (INCIDENTAL TO THE SALE OF MERCHANDISE)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$51,750
Automotive group.....	260
Automobile sales rooms (new and trade-in).....	260
Bicycle shops.....	
Apparel group.....	1,000
Custom tailors.....	1,000
Furniture and household group.....	1,694
Household appliances stores (electrical).....	1,105
Picture and framing stores.....	600
Radio and electrical shops.....	286
Lumber and building group.....	3,149
Roofing.....	3,149
Other retail stores.....	42,157
Jewelry stores.....	9,609
Music stores (without radio).....	3,800
Office and store mechanical appliance dealers.....	2,885
Store fixture dealers.....	579
Typewriter dealers.....	3,000
Sporting goods stores with toys and stationery.....	600
Blacksmiths.....	15,100
Locksmiths.....	2,704
Machinery dealers.....	4,080
Secondhand stores.....	3,000

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1137

TABLE 36.—LOWELL—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full-time and part-time)	Part time only			Amount	Per cent of total sales
All groups.....	1,535	1,375	4,071	892	\$5,125,133	\$250,416	\$4,598,833	\$5,818,030	\$44,650,305	100.00
Food group.....	759	713	798	204	943,723	56,120	800,000	546,160	13,145,589	29.44
Candy and confectionery stores.....	186	107	96	41	92,189	11,791	116,743	91,270	1,322,495	2.96
Dairy products stores (including milk dealers) ¹	19	20	78	6	109,376	1,602	92,803	9,200	1,185,580	2.66
Deli-essence stores.....	8	9	15	2	15,589	885	8,119	2,720	109,045	.24
Fruit stores and vegetable markets.....	29	31	18	8	16,378	2,509	14,259	8,610	253,832	.57
Grocery stores (without meats).....	231	165	140	43	173,563	9,722	172,042	159,430	3,036,809	6.80
Combination stores (groceries and meats).....	185	189	271	54	331,605	15,851	289,642	217,400	5,449,322	12.21
Meat markets (including sea foods).....	52	52	84	33	104,755	9,242	55,360	29,270	1,204,661	2.70
Bakeries—caterers.....	43	46	75	10	74,234	2,635	40,124	17,280	466,210	1.04
Other food stores.....	0	4	19	7	26,034	1,883	10,902	10,980	117,632	.26
General merchandise group.....	40	29	742	203	616,880	38,509	794,978	1,141,500	6,255,055	14.01
Department stores.....	5		530	135	650,180	26,672	604,934	938,150	4,667,425	10.45
Dry goods stores—piece goods stores.....	12	12	3	5	6,250	1,000	12,487	33,010	120,069	.27
General merchandise stores (includes 5 general stores).....	15	13	19	1	15,953	72	10,279	39,140	192,421	.43
Variety, 5-and-10, and to a dollar stores.....	8	4	190	62	144,497	10,765	167,278	131,200	1,275,140	2.86
Automotive group.....	155	123	451	86	633,433	10,072	507,794	578,920	5,581,180	12.50
Motor vehicle dealers, (new and used).....	24	14	237	6	355,163	2,777	291,418	330,170	3,424,935	7.67
Accessories, tires and batteries.....	26	23	63	5	84,858	858	65,270	123,990	723,056	1.62
Filling stations.....	70	51	83	16	102,607	3,053	83,106	83,370	948,644	2.12
Motor cycles, bicycles and supplies.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Garages and repair shops.....	32	32	69	9	86,304	3,384	63,174	55,980	459,964	1.03
Other automotive establishments.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Apparel group.....	144	103	473	188	640,578	55,477	849,127	1,171,830	5,087,463	11.42
Men's and boys' clothing and furnishings stores.....	37	26	83	39	123,294	8,379	231,954	453,250	1,359,471	3.04
Clothing stores—men's, women's and children's.....	6	4	53	19	102,393	3,315	87,992	151,110	492,385	1.10
Women's ready-to-wear specialty stores—apparel and accessories.....	18	10	198	70	230,798	28,059	316,595	249,450	1,913,612	4.26
Women's accessories stores.....	33	23	48	34	54,473	9,058	74,561	76,010	385,659	.88
Other apparel stores.....	20	20	41	5	65,291	1,689	26,782	33,150	213,113	.48
Shoe stores.....	30	20	50	21	74,329	4,697	111,243	208,860	738,223	1.64
Furniture and household group².....	55	45	220	85	380,481	46,899	273,241	576,650	2,398,409	5.37
Furniture stores.....	26	23	109	18	170,111	5,605	169,723	384,200	1,422,617	3.19
Household appliances stores.....	6	2	70	69	148,142	33,101	42,618	63,970	562,672	1.26
Other home furnishings and appliances stores.....	13	13	11	4	15,421	1,233	12,409	32,130	90,875	.20
Radio and music stores.....	8	5	30	3	46,027	1,180	43,950	88,750	292,887	.66
Restaurants and eating places.....	95	97	378	72	352,955	19,084	311,000	31,530	1,910,654	4.28
Restaurants, cafeterias.....	58	57	311	58	289,678	14,506	265,219	27,240	1,581,317	3.54
Lunch counters, refreshment stands, etc.....	37	40	67	14	63,277	4,578	45,781	4,290	329,337	.74
Lumber and building group.....	35	28	231	7	372,286	1,811	177,177	438,830	1,985,112	4.44
Lumber and building material dealers.....	9	5	82	2	146,244	188	85,833	257,940	857,312	1.92
Electrical shops (without radio).....	6	5	52		80,535		15,444	19,950	293,969	.66
Heating and plumbing shops.....	11	12	48	1	65,024	18	27,780	58,510	204,699	.59
Paint and glass shops.....	9	6	49	4	80,483	1,605	48,120	102,430	569,132	1.27
Other retail stores.....	233	219	748	94	949,382	21,970	865,049	1,807,820	8,180,105	18.28
Hardware stores.....	18	11	58	2	73,127	515	73,168	209,850	578,819	1.30
Hardware and farm implement stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	7	5	26		37,748		37,243	71,150	738,373	1.70
Book stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	27	25	34	3	41,877	602	27,101	51,430	657,435	1.47
Coal and wood yards—ice dealers.....	27	25	286	15	335,155	2,432	257,004	204,210	2,927,073	6.55
Drug stores.....	45	36	143	16	177,010	2,791	141,073	246,290	1,283,490	2.90
Florists.....	12	10	22	9	29,061	4,526	41,733	13,330	262,862	.59
Gift shops, novelties, and toys.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	26	27	42	19	60,764	3,128	31,851	193,790	437,951	.98
Luggage and leather goods stores.....	3	4	7	1	7,209	150	14,642	60,300	79,932	.18
Music stores (without radio).....	6	4	11	3	18,912		23,436	35,240	103,363	.23
News dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Office, school, and store supplies and equipment dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Sporting goods stores including athletic and playground equipment.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	2	22		30,251		21,364	40,740	144,815	.32
Miscellaneous classifications.....	47	53	79	23	107,486	6,064	113,446	105,670	700,184	1.57
Secondhand stores.....	19	18	32	3	35,416	464	20,567	26,390	118,728	.28

¹ Further data will be shown in a special report on milk dealers.
² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 37.—LOWELL—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYERS		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Per cent of total sales
Total.....	1, 635	1, 375	4, 071	892	\$5, 125, 133	\$250, 416	\$4, 598, 933	\$5, 818, 030	\$44, 650, 306	100. 00
Single-store independents.....	1, 300	1, 319	2, 825	577	3, 589, 766	177, 624	3, 007, 878	4, 314, 980	31, 560, 208	70. 68
2-store independents.....	63	44	321	65	397, 387	23, 744	450, 345	470, 590	3, 453, 883	7. 74
3-store independents.....	11	7	69	12	127, 701	1, 758	108, 625	157, 520	692, 467	1. 55
Local chains.....	33	1	234	45	263, 294	10, 684	241, 637	224, 560	2, 224, 474	4. 98
Sectional chains.....	69	-----	217	78	276, 140	15, 945	271, 550	236, 100	2, 638, 068	5. 91
National chains.....	44	-----	306	94	333, 393	17, 676	422, 829	317, 820	3, 339, 239	7. 48
Other types of operation.....	15	4	99	21	137, 452	2, 984	96, 069	96, 400	741, 966	1. 66

TABLE 38.—LOWELL—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operation but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	Two and three store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	5	(x)	3		1	1	
Annual net sales.....	\$4, 667, 425	(x)			(x)	(x)	
Per cent of total sales.....	100. 00	(x)			(x)	(x)	
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	8	4				4	
Annual net sales.....	\$1, 275, 140	\$26, 069				\$1, 249, 071	
Per cent of total sales.....	100. 00	2. 04				97. 96	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	37	29	3	2	2	1	
Annual net sales.....	\$1, 359, 471	\$1, 145, 560	\$55, 635	(x)	(x)	(x)	
Per cent of total sales.....	100. 00	84. 27	4. 10	(x)	(x)	(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	6	4	1		1		
Annual net sales.....	\$492, 385	(x)	(x)		(x)		
Per cent of total sales.....	100. 00	(x)	(x)		(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	15	7	5	2	1	2	1
Annual net sales.....	\$1, 913, 612	\$161, 818	\$628, 340	(x)	(x)	(x)	(x)
Per cent of total sales.....	100. 00	8. 46	32. 84	(x)	(x)	(x)	(x)
Shoe stores:							
Number of stores.....	30	18	3		3	3	3
Annual net sales.....	\$733, 223	\$233, 403	\$75, 731		\$212, 013	\$61, 193	\$150, 883
Per cent of total sales.....	100. 00	31. 83	10. 33		28. 92	8. 35	20. 57
Furniture stores:							
Number of stores.....	26	23	2	1			
Annual net sales.....	\$1, 422, 617	\$1, 128, 402	(x)	(x)			
Per cent of total sales.....	100. 00	79. 33	(x)	(x)			
Radio and music stores:							
Number of stores.....	8	7	1				
Annual net sales.....	\$292, 887	(x)	(x)				
Per cent of total sales.....	100. 00	(x)	(x)				
Grocery stores (without meats):							
Number of stores.....	231	161	1	12	36	21	
Annual net sales.....	\$3, 036, 809	\$936, 602	(x)	(x)	\$1, 019, 389	\$319, 976	
Per cent of total sales.....	100. 00	30. 84	(x)	(x)	33. 57	27. 00	
Combination stores (groceries and meats):							
Number of stores.....	185	169	14				2
Annual net sales.....	\$5, 449, 322	\$4, 362, 896	(x)				(x)
Per cent of total sales.....	100. 00	80. 06	(x)				(x)
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	58	52	3		3		
Annual net sales.....	\$1, 581, 317	\$851, 492	\$485, 515		\$244, 310		
Per cent of total sales.....	100. 00	53. 85	30. 70		15. 45		
Cigar stores and cigar stands:							
Number of stores.....	27	25					2
Annual net sales.....	\$657, 435	(x)					(x)
Per cent of total sales.....	100. 00	(x)					(x)
Filling stations:							
Number of stations.....	70	46	4	1	16	3	
Annual net sales.....	\$948, 644	\$516, 539	(x)	(x)	\$78, 621	\$72, 784	
Per cent of total sales.....	100. 00	54. 45	(x)	(x)	8. 29	7. 67	
Coal and wood yards, ice dealers:							
Number of yards.....	27	27					
Annual net sales.....	\$2, 927, 078	\$2, 927, 078					
Per cent of total sales.....	100. 00	100. 00					
Drug stores:							
Number of stores.....	45	36	1	5			3
Annual net sales.....	\$1, 293, 490	\$734, 716	(x)	\$268, 026			(x)
Per cent of total sales.....	100. 00	56. 80	(x)	22. 27			(x)
Hardware stores:							
Number of stores.....	16	13	3				
Annual net sales.....	\$578, 819	\$452, 233	\$120, 586				
Per cent of total sales.....	100. 00	78. 13	21. 87				
Jewelry stores:							
Number of stores.....	26	22	3				1
Annual net sales.....	\$437, 931	\$313, 925	\$92, 542				\$31, 464
Per cent of total sales.....	100. 00	71. 68	21. 13				7. 19

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1139

TABLE 39.—LOWELL—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS
[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reporting: ¹												
Number of stores.....	1,276		591	215	64	62	39	48	38	53	67	99
Per cent of total stores.....	100.00		46.32	16.85	5.01	4.86	3.06	3.76	2.98	4.15	5.25	7.76
Amount of net sales.....		\$40,970	\$14,145	\$3,874	\$1,663	\$1,951	\$1,388	\$1,062	\$3,019	\$4,299	\$2,547	\$6,992
Per cent of total sales.....		100.00	34.53	9.45	4.06	4.76	3.39	2.66	7.37	10.49	6.22	17.07
Department stores.....	5	\$4,667	\$659			\$592			\$1,861	\$1,555		
Dry goods stores.....	10	110	107		\$2	1						
General merchandise stores.....	9	111	12	\$32	21	45						\$1
Variety, 5-and-10, and to-a-dollar stores.....	8	1,275	1,268	5	2							
Men's and boys' clothing stores.....	5	127	127									
Clothing stores—men's, women's and children's.....	6	402	96					\$302				94
Furriers—fur shops.....	4	59	8		10						\$41	
Men's furnishings stores.....	7	76	65	11								
Men's clothing and furnishings stores.....	16	954	467	114	130	62		181				
Millinery stores.....	16	164	157					7				
Women's ready-to-wear-specialty stores—apparel and accessories.....	18	1,914	812		10	60	\$132					900
Shoe stores—men's, women's, and children's.....	23	610	661	49								
Furniture stores.....	25	1,421	71	71	30	20	15	12		62	114	1,028
Household appliances stores (electrical).....	3	49	15									34
Radio and electrical shops.....	4	193		68			49	1				75
Radio and musical instruments stores.....	3	100					15					85
Bakeries—bakery goods stores (except manufacturing bakeries).....	29	287	172	97		4					4	10
Dairy products stores.....	3	249	227	22								
Delicatessen stores.....	7	93	48	28	17							
Fish markets—sea foods.....	9	143	49	22			29		41	2		
Fruit stores and vegetable markets.....	23	207	36	117	7	3				1		43
Grocery stores (without meats).....	207	2,954	2,350	147	17	46	15	122	15	69	73	100
Grocery stores with meats.....	62	1,207	386	161	26	70	37	8	43	107	252	117
Meat markets.....	34	897	291	437	37	29		36			57	10
Meat markets with groceries.....	113	3,891	768	726	78	354	221	20	201	304	796	423
Confectionery stores (candy and fountain).....	125	917	609	175	13	53	9	26	2	16	14	
Automobile sales rooms (new and trade-in).....	16	2,893	19	139	138	612		54		1,078	380	467
Accessories—tires and batteries.....	4	243	212	16				15				
Filling stations—gasoline and oil.....	8	83	51			18		9				5
Filling stations with tires and accessories.....	20	373	125	79	15	23	65			40	14	12
Filling stations with other merchandise.....	22	243	148	79	16							
Garages (repairs, and storage, gasoline, oil, accessories).....	27	353	155	60	10	45	17	59	22		15	
Tire shops (including tire repairs).....	5	135	47	53								35
Cigar stores without fountains.....	16	311	263	40	8							
Coal and wood yards.....	25	2,852	469	13	46	15	8	639	607	244		811
Electrical shops (without radio).....	6	294	23	92			12					167
Drug stores.....	8	264	83	121	60							
Drug stores with fountains.....	32	987	463	450		44						
Feed stores (flour, feed, grain, fertilizer).....	6	758	170	44		17					357	170
Florists.....	11	263	33	26		9	5			78	74	
Hardware stores.....	15	464	41	58	19	14	52	85				168
Jewelry stores.....	23	421	236	11	84	75				15		616
Lumber and building material dealers.....	5	740	130				8	3	9			
Music stores.....	4	21	1									450
Paint and glass stores.....	9	569	60	5	11		43					189
Plumbing shops—heating and ventilating.....	8	221	10	11								

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Lowell which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 36 except for 259 stores with sales of \$3,680,305 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 40.—LOWELL—CREDIT BUSINESS, BY KINDS OF BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	685	48.52	44.04	9.44	Apparel group.....	31	37.07	59.90	3.13
Food group.....	368	54.19	45.81	Men's clothing and furnishings stores.....	8	73.30	26.04
Confectionery stores (candy and fountain).....	47	81.31	18.69	Family clothing stores—men's, women's, and children's.....	3	43.03	40.12	10.80
Milk dealers.....	16	31.22	68.78	Women's ready-to-wear specialty stores—apparel and accessories.....	5	12.51	85.12	2.37
Delicatessen stores.....	3	93.10	6.90	Custom tailors.....	0	81.33	18.07
Fruit stores and vegetable markets.....	16	70.18	29.82	Family shoe stores—men's, women's, and children's.....	3	96.55	3.45
Grocery stores (without meats).....	86	53.25	46.75	Furniture and household group.....	37	34.13	30.57	35.30
Combination stores (groceries and meats):					Furniture stores.....	23	36.56	19.28	44.16
Grocery stores with meats.....	53	48.10	51.84	Radio and electrical shops.....	4	51.75	23.29	24.96
Meat markets with groceries.....	99	50.29	49.71	Radio and musical-instrument stores.....	3	20.08	70.02
Meat markets (including sea foods):					Restaurants, cafeterias, and eating places.....	13	87.12	12.88
Fish markets—sea foods.....	6	61.66	38.34	Lunch rooms.....	7	96.07	3.93
Meat markets.....	26	83.96	16.04	Lunch counters, refreshment stands, etc.....	5	97.11	2.89
Bakeries—bakery goods stores (except manufacturing bakeries).....	9	84.76	15.24	Lumber and building group.....	24	17.44	82.50	.06
Bottled waters and beverages.....	3	93.86	6.14	Lumber and building material dealers.....	3	7.30	92.54	.16
General stores.....	5	69.76	30.24	Electrical shops (without radio).....	5	33.39	66.61
General merchandise group.....	12	49.43	44.88	5.69	Roofing.....	3	55.42	44.68
Department stores.....	3	43.38	45.76	5.86	Plumbing shops—heating and ventilating.....	6	12.70	87.30
General merchandise stores.....	5	84.30	15.70	Paint and glass stores.....	5	21.25	78.75
Automotive group.....	80	48.85	11.42	39.73	Other retail stores.....	110	45.87	54.47	.16
Motor vehicle dealers:					Hardware stores.....	14	49.95	48.37	1.68
Automobile sales rooms (new and trade-in).....	14	40.44	4.13	55.43	Feed stores (flour, feed, grain, fertilizer).....	3	34.07	65.93
Used-car establishments.....	6	69.05	30.05	Cigar stores without fountains.....	4	95.77	4.23
Accessories, tires, and batteries.....	10	37.09	62.91	Coal and wood yards.....	17	29.13	70.83	.04
Tire shops (including tire repairs).....	5	70.98	29.02	Drug stores.....	5	91.42	8.58
Filling stations:					Drug stores with fountains.....	16	96.80	3.20
Filling stations—gasoline and oil.....	3	59.60	40.40	Florists.....	8	40.73	53.27
Filling stations with tires and accessories.....	14	65.75	34.25	Jewelry stores.....	6	74.55	25.45
Filling stations with other merchandise.....	8	94.15	5.85	Musical stores without radio.....	4	67.86	32.14
Garages (repairs and storage, gasoline, oil, and accessories).....	16	68.48	31.08	.44	Miscellaneous classifications (combined).....	24	21.70	78.30
					Secondhand stores.....	5	87.64	12.36

¹ Total sales of stores reporting credit business are \$26,825,270. Installment sales are not reported by stores with sales of less than \$60,000 annually. The open account sales include the installment business of these small stores.
² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 41.—LOWELL—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	5,560	\$1,335,735
Restaurant and eating places.....	5,346	1,268,722
Cafeterias.....	56	27,002
Lunch rooms.....	986	462,525
Restaurants with table service.....	3,823	518,425
Lunch counters.....	414	258,370
Soft-drink stands.....	67	1,500
Other stores in which meals are served.....	204	77,013
Confectionery stores (candy and fountain).....	120	21,545
Delicatessen stores.....	40	9,600
Fish markets—sea food.....	44	10,868
Caterers.....	35,000

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	168	\$655,328	\$45,017
Automotive group.....	168	655,328	45,017
Automobile sales rooms—new and trade-in.....	105	261,958	16,137
Used-car establishments.....	2	3,880
Accessories stores with tires and batteries.....	3	9,684
Battery and ignition shops—brake repair shops.....	13	100,712
Tire shops (including tire repairs).....	2	29,800
Filling stations—gasoline and oil.....	2	3,390
Filling stations with tires and accessories.....	5	36,353
Filling stations with other merchandise.....	13,457
Bicycles, motorcycles, and supplies stores.....	4	13,581
Body, fender, and paint shops.....	3,500
Garages (repairs and storage, gasoline, oil, accessories).....	28	159,761	28,880
Radiator shops (including repairs).....	4	19,250

C.—RECEIPTS FROM OTHER REPAIRS, SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$267,703
General merchandise group.....	25
Dry goods stores.....	25
Automotive group.....	4,240
Battery and ignition shops—brake repair shops.....	2,740
Boats (motor boats, yachts, canoes).....	1,500
Apparel group.....	13,264
Shoe stores—men's, women's, and children's.....	13,264
Furniture and household group.....	53,315
Furniture stores.....	8,000
Household appliances stores, (electric).....	19,315
Antique and used furniture dealers.....	2,000
Radio and electrical shops.....	8,500
Restaurant, cafeterias, and eating places.....	1,000
Restaurants with table service.....	1,000
Lumber and building group.....	37,436
Roofing.....	5,523
Electrical shops (without radio).....	11,000
Plumbing shops—heating and ventilating.....	10,500
Heating appliances and oil burners.....	10,403
Other retail stores.....	161,873
Cigar stores without fountains.....	500
Coal and wood yards.....	5,000
Jewelry stores.....	20,023
Opticians and optometrists.....	45,220
Printers and lithographers.....	6,847
Stationers and engravers.....	5,059
Undertakers' supplies (including some service).....	79,224
Secondhand stores, total.....	1,560
Shoe repairing and secondhand shoes.....	1,560

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1141

TABLE 42.—LYNN—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Percent of total sales
All groups.....	1,445	1,241	4,468	1,421	\$5,974,709	\$351,857	\$5,872,084	\$6,011,740	\$51,713,721	100.00
Food group.....	872	601	1,081	568	1,468,246	147,817	1,285,882	751,270	16,628,709	32.15
Candy and confectionery stores.....	101	101	117	23	119,226	7,135	143,037	72,960	1,250,104	2.42
Dairy products stores (including milk dealers) ¹	10	5	54	10	101,399	2,771	62,199	738,503	738,503	1.43
Delicatessen stores.....	5	5	4	-----	3,042	-----	6,345	4,400	81,610	.16
Fruit stores and vegetable markets.....	26	27	15	7	17,954	1,814	34,136	20,210	328,827	.64
Grocery stores (without meats).....	210	151	134	72	195,935	18,580	244,411	206,170	3,581,192	6.92
Combination stores (groceries and meats).....	143	144	648	385	868,072	94,560	641,800	397,850	9,088,858	17.57
Meat markets (including sea foods).....	36	37	48	21	64,561	4,267	74,197	8,560	793,494	1.53
Bakeries, caterers.....	30	28	57	46	92,304	18,319	67,094	22,780	554,583	1.07
Other food stores.....	5	3	4	2	5,753	371	12,663	10,530	214,648	.41
General merchandise group.....	46	36	803	283	987,958	74,219	837,372	1,130,000	6,506,182	12.58
Department stores.....	4	2	477	162	610,479	53,897	542,480	733,810	4,031,342	7.80
Dry goods stores—piece goods stores.....	28	29	72	39	89,085	4,581	81,480	201,120	701,786	1.36
General merchandise stores.....	3	2	5	4	13,926	650	13,150	16,020	90,612	.17
Variety, 5-and-10, and to-a-dollar stores.....	11	3	249	88	174,468	14,791	200,202	176,050	1,682,422	3.25
Automotive group ²	158	128	538	42	878,349	13,034	877,691	740,680	8,551,618	16.54
Motor vehicle dealers (new and trade-in).....	33	22	324	8	566,835	2,133	589,225	540,670	6,032,452	11.67
Accessories, tires, and batteries.....	33	35	54	9	71,557	2,496	93,579	138,430	781,619	1.51
Filling stations.....	59	37	102	18	136,147	6,427	111,824	33,740	1,272,282	2.46
Garages and repair shops.....	31	33	56	7	101,685	1,978	79,475	22,470	430,170	.85
Apparel group.....	174	131	367	198	922,682	49,450	688,226	981,900	4,575,481	8.85
Men's and boys' clothing and furnishings stores.....	33	22	61	36	115,206	10,646	154,807	367,180	1,135,040	2.20
Clothing stores—men's, women's, and children's.....	14	11	76	46	110,005	10,598	121,225	129,420	927,232	1.79
Women's ready-to-wear specialty stores—apparel and accessories.....	21	11	74	27	89,221	5,947	124,849	144,700	995,397	1.75
Women's accessories stores.....	32	23	75	31	90,877	9,113	87,530	82,850	471,448	.91
Other apparel stores.....	25	28	29	11	42,877	2,920	30,818	12,800	168,553	.32
Shoe stores.....	49	41	52	47	74,496	10,226	166,997	264,950	972,511	1.88
Furniture and household group.....	44	28	265	13	438,007	3,084	426,558	556,880	2,581,922	4.99
Furniture stores.....	16	11	159	5	280,915	1,306	294,291	423,350	1,691,262	3.27
Floor coverings, draperies, curtains, and upholstery stores.....	3	3	18	-----	11,253	-----	10,363	10,270	77,590	.15
Household appliances stores.....	7	3	49	-----	79,402	-----	57,854	47,960	347,194	.67
Other home furnishings and appliances stores.....	3	1	20	-----	27,978	-----	18,479	8,520	100,976	.20
Radio and music stores.....	15	10	24	8	38,459	1,728	50,672	60,790	364,931	.70
Restaurants, cafeterias, and eating places.....	111	124	536	58	541,431	15,908	384,668	20,390	2,693,637	5.19
Restaurants, cafeterias, and lunch rooms.....	82	91	490	41	483,493	12,524	346,188	16,860	2,341,314	4.53
Lunch counters, refreshment stands, etc.....	29	33	46	17	57,938	3,385	38,380	3,530	342,323	.66
Lumber and building group.....	30	21	114	5	173,669	878	163,988	287,610	1,198,195	2.32
Lumber and building material dealers.....	6	1	64	-----	102,317	-----	113,999	215,050	827,427	1.60
Heating and plumbing shops.....	10	7	28	3	45,712	150	13,914	14,100	128,921	.25
Paint and glass stores.....	14	13	22	2	25,639	728	30,025	58,460	241,847	.47
Other retail stores.....	282	246	724	247	999,582	42,237	1,149,701	1,480,080	8,681,648	16.75
Hardware stores.....	23	19	73	9	106,814	2,231	101,639	300,280	985,240	1.91
Farmers supply stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Book stores.....	3	3	7	5	6,533	1,352	4,310	12,220	34,414	.07
Cigar stores and cigar stands.....	29	27	23	3	30,215	1,210	59,192	43,590	586,276	1.13
Coal and wood yards—ice dealers.....	47	39	273	147	359,825	14,362	439,706	287,870	3,234,791	6.26
Drug stores.....	53	40	147	24	199,190	8,268	202,916	326,650	1,682,021	3.25
Florists.....	11	11	21	5	36,166	700	27,860	11,540	209,627	.41
Gift shops, novelties and toys.....	10	12	5	2	4,406	526	5,672	12,150	36,088	.07
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	31	27	37	16	56,040	2,290	91,872	228,470	488,469	.94
Music stores (without radio).....	5	4	7	-----	5,498	-----	7,798	4,660	32,268	.06
News dealers.....	4	3	5	-----	9,111	-----	9,949	3,970	82,617	.12
Office, school, and store supplies and equipment dealers.....	3	5	7	-----	7,203	-----	13,014	29,820	105,416	.20
Opticians and optometrists.....	15	15	9	3	10,552	719	17,453	19,680	122,203	.24
Sporting goods stores, including athletic and playground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Scientific and medical instruments and supplies, at retail.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	41	35	82	24	124,769	8,655	121,587	106,360	710,349	1.37
Secondhand stores.....	28	26	38	9	64,788	4,779	59,927	102,940	328,354	.63

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 43.—LYNN—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	1,445	1,241	4,466	1,421	\$5,974,709	\$351,357	\$5,872,064	\$6,011,740	\$51,713,721	100.00
Single-store independents.....	1,152	1,185	2,621	835	3,633,157	208,095	3,322,065	4,365,320	32,003,859	61.89
Two-store independents.....	82	43	295	44	409,618	12,082	375,721	418,360	3,428,250	6.63
Three-store independents.....	19	9	99	13	176,821	2,537	209,610	222,430	1,746,891	3.38
Local chains.....	42	2	739	324	911,881	83,955	586,230	301,590	6,183,552	11.96
Sectional chains.....	65		197	39	279,707	9,661	301,549	256,800	2,906,076	5.62
National chains.....	70		431	161	460,798	34,274	623,079	395,880	5,095,717	9.85
Other types of operation.....	15	2	87	5	102,747	783	52,910	51,360	349,376	.67

TABLE 44.—LYNN—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	Two and three store independents and local branch systems	Local chains	Sectional chains	National chains	All other types of operation
Department stores:							
Number of stores.....	4	4					
Annual net sales.....	\$4,031,342	\$4,031,342					
Per cent of total sales.....	100.00	100.00					
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	11	3	1			7	
Annual net sales.....	\$1,682,422	(x)	(x)			\$1,600,612	
Per cent of total sales.....	100.00	(x)	(x)			95.14	
Men's and boys' clothing and furnishing stores:							
Number of stores.....	33	21	6	2	1	2	1
Annual net sales.....	\$1,135,040	\$455,619	\$266,873	(x)	(x)	(x)	(x)
Per cent of total sales.....	100.00	40.14	23.51	(x)	(x)	(x)	(x)
Clothing stores, men's, women's, and children's:							
Number of stores.....	14	10	2	1	1		
Annual net sales.....	\$927,232	\$540,111	(x)	(x)	(x)		
Per cent of total sales.....	100.00	58.25	(x)	(x)	(x)		
Women's ready-to-wear special y stores—apparel and accessories:							
Number of stores.....	21	13	4	1	1	2	
Annual net sales.....	\$906,397	\$541,170	\$196,744	(x)	(x)	(x)	
Per cent of total sales.....	100.00	59.77	21.73	(x)	(x)	(x)	
Shoe stores:							
Number of stores.....	49	38	3		3	2	3
Annual net sales.....	\$972,511	\$477,509	\$80,476		(x)	(x)	\$132,803
Per cent of total sales.....	100.00	49.10	8.30		(x)	(x)	13.66
Furniture stores:							
Number of stores.....	16	15		1			
Annual net sales.....	\$1,691,262	(x)		(x)			
Per cent of total sales.....	100.00	(x)		(x)			
Radio and music stores:							
Number of stores.....	15	13		1	1		
Annual net sales.....	\$364,931	\$311,237		(x)	(x)		
Per cent of total sales.....	100.00	85.29		(x)	(x)		
Grocery stores (without meats):							
Number of stores.....	216	143	7		32	34	
Annual net sales.....	\$3,581,192	\$1,150,882	\$91,072		\$982,399	\$1,356,839	
Per cent of total sales.....	100.00	32.14	2.54		27.43	37.89	
Combination stores (groceries and meats):							
Number of stores.....	143	123	3	5	2	10	
Annual net sales.....	\$9,085,858	\$3,445,001	\$41,062	\$4,402,233	(x)	(x)	
Per cent of total sales.....	100.00	37.92	1.45	48.45	(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	82	67	6	8	1		
Annual net sales.....	\$2,341,314	\$1,250,590	(x)	\$794,309	(x)		
Per cent of total sales.....	100.00	53.41	(x)	33.93	(x)		
Cigar stores and cigar stands:							
Number of stores.....	29	24	3			2	
Annual net sales.....	\$586,276	\$270,471	(x)			(x)	
Per cent of total sales.....	100.00	46.13	(x)			(x)	
Filling stations:							
Number of stations.....	59	28	9	4	15	3	
Annual net sales.....	\$1,272,280	\$476,577	\$269,481	\$86,400	\$330,063	\$109,759	
Per cent of total sales.....	100.00	37.46	21.18	6.79	25.94	8.63	
Coal and wood yards, ice dealers:							
Number of yards.....	47	44	1				
Annual net sales.....	\$3,234,791	\$3,213,814	(x)				(x)
Per cent of total sales.....	100.00	99.35	(x)				(x)
Drug stores:							
Number of stores.....	53	43	5	2		3	
Annual net sales.....	\$1,682,021	\$1,128,825	\$86,463	(x)		(x)	
Per cent of total sales.....	100.00	67.11	5.14	(x)		(x)	
Hardware stores:							
Number of stores.....	23	20	3				
Annual net sales.....	\$985,240	\$795,374	\$189,869				
Per cent of total sales.....	100.00	80.73	19.27				
Jewelry stores:							
Number of stores.....	31	26	3	1		1	
Annual net sales.....	\$488,469	\$269,906	\$99,030	(x)		(x)	
Per cent of total sales.....	100.00	55.26	20.46	(x)		(x)	

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1143

TABLE 45.—LYNN—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS
[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reporting: ¹	1,356		894	.02	.25	.35	.42	.89	.41	.46	.41	.81
Number of stores	100.00		65.93	4.57	1.85	2.58	3.10	6.57	3.02	3.39	3.02	5.97
Per cent of total stores		\$48,602	\$24,912	\$2,573	\$396	\$2,174	\$2,727	\$4,373	\$1,197	\$2,154	\$3,237	\$4,889
Amount of net sales		100.00	51.26	5.30	.75	4.47	5.01	9.00	2.46	4.43	6.06	10.06
Per cent of total sales												
Department stores	4	\$4,031	\$992			\$1,243		\$1,796				
Dry goods stores	26	692	165	\$468		7	\$5	30				\$17
General merchandise stores	3	91	91									
Variety, 5-and-10, and 10-and-25-cent stores	10	1,074	1,026					48				
Clothing stores—men's, women's, and children's	14	927	495	140	88						\$11	273
Men's furnishings stores	17	399	232	21	62			34				
Men's clothing and furnishings stores	4	370	127	201					\$42			
Millinery stores	16	158	132	5	4						15	
Women's ready-to-wear specialty stores—apparel and accessories	18	722	553	40							120	
Shoe stores—women's	4	149	149									
Shoe stores—men's, women's, and children's	43	712	630	66		5	11					
Furniture stores	16	1,691	33				377	148	22			1,111
Household appliances stores (electrical)	4	75	13									62
Radio and electrical shops	8	143	10			38	13		10			72
Radio and musical instruments stores	6	208	71				58	30			2	45
Bakeries—bakery goods stores (except manufacturing bakeries)	24	263	246	5						\$11		1
Dairy products stores (including ice cream)	4	230	193					37				
Delicatessen stores	4	55	55									
Fish markets—sea foods	14	169	80	3			10		76			
Fruit stores and vegetable markets	24	314	239				4	68				3
Grocery stores (without meats)	212	3,629	2,980	138	19	49	15	204	28	53	25	18
Grocery stores with meats	65	5,027	4,125	86	10	86	106	106	87	140	69	211
Meat markets	21	621	427	15	13	10		12	26	16	23	79
Meat markets with groceries	72	3,818	2,319	193	19	24	214	133	159	347	261	118
Confectionery stores (candy and fountain)	91	1,066	951	44	25	26	12	8				
Automobile sales rooms—new and trade-in	19	5,164	289	503	2		1,474	699	222	184	1,281	510
Accessories, tires, and batteries	12	332	158	64			23		46		35	
Filling stations—gasoline and oil	23	497	127	45	18	112	49	146				
Filling stations with tires and accessories	13	246	87	65			72		22			
Filling stations with other merchandise	12	295	200					5				
Garages (repairs and storage, gasoline, oil, accessories)	24	376	178	24			13			116	23	22
Tire shops (including tire repairs)	7	203	12		24			63		24		80
Cigar stores without fountains	22	400	400									
Coal and wood yards	17	2,881	118	11				326	100	834	815	677
Drug stores	14	322	322									
Drug stores with fountains	32	1,166	831	268		67						
Florists	10	146	10	18			30		6	82		
Hardware stores	22	950	95	34	79	403	42	30	63	61	143	
Heating appliances and oil burners	5	53	5	7				41				12
Jewelry stores	25	296	181	13		34	45	11				430
Lumber and building material dealers	4	662		44						188		
Music stores (without radio)	4	14	4					7	3			
Paint and glass stores	11	150	44		3			17	42	13	25	6
Plumbing shops—heating and ventilating	5	76	16								6	54

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Lynn which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 42 except for 89 stores with sales of \$3,111,721 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 46.—LYNN—CREDIT BUSINESS, BY KINDS OF BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	482	45.56	33.36	21.08	Apparel group—Continued.				
Food group	192	45.57	54.43	-----	Clothing stores—men's, women's, and children's.....	9	35.60	37.18	27.22
Confectionery stores (candy and fountain).....	12	84.50	15.50	-----	Women's ready-to-wear specialty stores—apparel and accessories.....	3	30.85	60.15	-----
Milk dealers.....	4	5.51	94.49	-----	Millinery stores.....	3	50.02	40.08	-----
Fruit stores and vegetable markets.....	3	53.17	46.83	-----	Custom tailors.....	3	55.12	44.88	-----
Grocery stores (without meats).....	70	60.37	39.63	-----	Shoe stores—men's, women's, and children's.....	5	88.84	11.10	-----
Combination stores (groceries and meats):				-----	Furniture and household group	29	21.77	23.27	54.96
Grocery stores with meats.....	40	40.61	59.39	-----	Furniture stores.....	12	24.13	12.11	63.76
Meat markets with groceries.....	41	46.69	53.31	-----	Radio and music stores:				
Meat markets (including sea foods):				-----	Radio and electrical shops.....	7	33.98	66.04	-----
Fish markets—sea foods.....	4	48.19	51.81	-----	Radio and musical instruments stores.....	4	27.10	72.90	-----
Meat markets.....	10	32.86	67.14	-----	Lumber and building group	19	25.07	73.66	1.27
Bakeries—bakery goods stores (except manufacturing bakeries).....	4	71.65	28.35	-----	Lumber and building material dealers.....	5	21.99	78.01	-----
General merchandise group	16	65.95	22.39	11.66	Heating and plumbing shops:				
Department stores.....	3	62.89	24.93	12.18	Heating appliances and oil burners.....	3	59.12	16.30	24.52
Dry goods stores—piece goods stores.....	11	91.33	8.67	-----	Plumbing shops—heating and ventilating.....	4	9.59	90.41	-----
Automotive group	71	45.38	7.48	47.14	Paint and glass stores.....	7	39.30	60.70	-----
Motor vehicle dealers:				-----	Other retail stores	98	43.59	55.32	3.09
Automobile sales rooms (new and trade-in).....	18	43.32	.28	56.40	Hardware stores.....	14	62.21	37.79	-----
Used-car establishments.....	8	27.45	-----	72.55	Coal and wood yards—ice dealers:				
Accessories, tires, and batteries:				-----	Coal and wood yards.....	14	30.94	60.00	-----
Accessory stores with tires and batteries.....	9	61.03	38.50	.41	Ice dealers.....	20	62.29	47.71	-----
Tire shops (including tire repairs).....	6	37.22	41.81	20.97	Drug stores.....	6	94.01	5.99	-----
Filling stations:				-----	Florists.....	6	50.54	49.46	-----
Filling stations—gasoline and oil.....	12	67.56	32.44	-----	Jewelry stores.....	5	61.26	38.74	-----
Filling stations with other merchandise.....	7	74.05	25.95	-----	Music stores (without radio).....	3	40.09	50.01	-----
Garage (repairs and storage, gasoline, oil, accessories).....	9	47.19	52.63	.18	Opticians and optometrists.....	3	87.71	12.29	-----
Apparel group	30	53.27	36.98	9.74	Undertakers' supplies (including some service).....	11	82.43	67.57	-----
Men's furnishing stores.....	3	82.50	17.50	-----	Secondhand stores	7	34.89	31.86	33.25

¹ Total sales of stores reporting credit business are \$23,600,452. Installment sales were not reported by stores with sales of less than \$40,000 annually. The open account sales may include some installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 47.—LYNN—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	4,261	\$2,673,200
Restaurants and eating places	4,089	2,498,478
Cafeterias.....	634	670,359
Lunch rooms.....	1,822	1,035,750
Restaurants with table service.....	1,289	488,842
Lunch counters.....	344	303,527
Other stores in which meals are served	162	174,722
Fish markets—sea foods.....	48	14,026
Caterers.....	-----	114,990
Department stores.....	104	37,873
Cigar stands.....	10	7,827

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	227	\$792,110	\$15,486
Automotive group	227	787,710	15,486
Automobile sales rooms (new and trade-in).....	135	322,359	8,335
Used-car establishments.....	6	13,301	0,050
Accessory stores with tires and batteries.....	5	14,223	-----
Battery shops (including repairs).....	13	77,256	-----
Tire shops (including tire repairs).....	3	6,785	-----
Filling stations—gasoline and oil.....	13	55,704	-----
Filling stations with tires and accessories.....	9	28,288	-----
Filling stations with other merchandise.....	2	20,476	-----
Body, fender, and paint shops.....	1	7,652	-----
Garages (repairs and storage, gasoline, oil, accessories).....	40	241,606	1,083
Lumber and building group	-----	2,000	-----
Paint and glass stores.....	-----	2,000	-----
Secondhand stores	-----	2,490	-----

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$356,837
Food group	2,150
Confectionery stores (candy and fountain).....	2,150
General merchandise group, total	25,713
Department stores.....	25,089
Dry-goods stores.....	624
Automotive group	1,150
Bicycle shops.....	1,150
Apparel group	42,303
Men's furnishing stores.....	1,590
Women's ready-to-wear specialty stores—apparel and accessories.....	6,438
Custom tailors.....	18,467
Dressmakers.....	900
Shoe stores—men's, women's, and children's.....	15,000
Furniture and household group	19,411
Furniture stores.....	1,000
Floor covering stores.....	2,500
Household appliances stores (electric).....	3,400
Household appliances stores.....	3,763
Refrigerator dealers—electric only.....	1,200
Radio and electrical shops.....	5,839
Radio and musical instruments stores.....	1,719
Lumber and building group	28,988
Heating appliances and oil burners.....	10,595
Plumbing shops—heating and ventilating.....	18,373
Other retail stores	238,309
Hardware stores.....	12,962
Feed stores (flour, feed, grain, fertilizer).....	2,000
Bookstores.....	3,123
Cigar stands.....	2,000
Toy shops.....	1,896
Jewelry stores (installment credit).....	1,248
Jewelry stores.....	75,463
Luggage and leather goods stores.....	1,248
Music stores (without radio).....	6,437
Typewriter dealers.....	1,200
Opticians and optometrists.....	912
Sporting goods stores with toys and stationery.....	3,663
Locksmiths.....	7,090
Undertakers' supplies (including some service).....	104,955
Secondhand stores	10,833

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1145

TABLE 48.—NEW BEDFORD—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time			Amount	Per cent of total sales
All groups.....	1,892	1,890	4,683	1,126	\$5,570,179	\$246,728	\$5,550,668	\$7,611,520	\$51,768,102	100.00
Food group.....	520	521	1,004	278	1,147,246	63,754	1,154,748	676,290	15,455,072	29.86
Candy and confectionery stores.....	135	147	64	13	53,201	1,709	92,045	57,650	810,709	1.57
Dairy products stores (including milk dealers) ¹	19	21	59	3	78,535	822	57,812	8,920	629,032	1.21
Delicatessen stores.....	26	38	15	8	8,358	1,474	28,751	11,950	253,616	.49
Fruit stores and vegetable markets.....	24	32	8	0	9,890	2,386	22,033	10,730	196,000	.38
Grocery stores (without meats).....	243	160	218	69	267,833	17,375	280,051	227,756	4,361,268	8.43
Combination stores (groceries and meats).....	223	250	444	114	562,137	27,030	458,936	369,980	7,339,620	14.13
Meat markets (including sea foods).....	77	85	65	27	78,963	6,534	64,735	24,950	1,040,700	2.01
Bakeries—caterers.....	67	88	119	31	137,006	5,493	95,866	20,920	714,272	1.38
Other food stores.....	0	5	9	4	13,418	886	18,479	12,310	109,555	.21
General merchandise group.....	68	68	691	290	614,404	51,542	674,280	1,039,780	5,236,033	10.12
Department stores.....	3		376	146	396,604	25,812	375,446	593,770	2,743,273	5.30
Dry goods stores—piece goods stores.....	37	40	26	28	32,918	5,643	59,202	151,640	474,784	.92
General merchandise stores (includes 1 general store).....	13	19	14	14	17,168	5,559	26,342	122,680	233,636	.55
Variety, 5-and-10, and to-a-dollar stores.....	15	9	275	102	167,654	14,628	213,300	171,090	1,734,440	3.35
Automotive group.....	204	190	513	33	729,833	14,944	813,000	718,330	7,728,584	14.93
Motor vehicle dealers (new and trade-in).....	32	30	261	15	401,316	7,468	500,123	435,260	5,052,131	9.76
Accessories, tires, and batteries.....	34	34	75	3	109,086	846	136,114	168,800	990,832	1.91
Filling stations.....	88	69	124	15	154,223	4,033	119,085	71,250	1,320,045	2.55
Motor cycles, bicycles, and supplies.....	6	7					3,073	1,650	13,576	.03
Garages and repair shops.....	44	50	53	5	65,208	2,507	54,605	21,570	351,980	.68
Apparel group.....	173	148	600	274	796,139	64,668	842,541	1,625,790	6,544,661	12.65
Men's and boys' clothing and furnishing stores.....	45	38	86	43	135,890	6,732	210,761	562,456	1,406,062	2.72
Clothing stores—men's, women's and children's.....	18	21	47	26	91,488	7,706	95,777	293,690	944,907	1.83
Women's ready-to-wear specialty stores—apparel and accessories.....	21	17	264	73	334,172	21,610	232,899	239,290	2,314,673	4.47
Women's accessories stores.....	37	25	98	51	83,615	9,548	106,096	92,680	513,358	.99
Other apparel stores.....	4	5	5	3	10,367	892	3,413	7,250	33,980	.07
Shoe stores.....	48	42	100	78	140,687	18,178	193,595	430,430	1,331,681	2.57
Furniture and household group.....	87	91	386	46	506,684	11,173	585,290	1,123,770	3,697,788	7.15
Furniture stores.....	33	39	222	17	301,590	4,688	400,125	670,410	2,197,511	4.25
Floor coverings, draperies, curtains and upholstery stores.....	3	2	6		4,031		3,940	12,400	19,450	.04
Household appliance stores.....	3	1	39	2	41,677	544	11,630	25,220	133,695	.26
Other home furnishings and appliance stores.....	29	30	40	18	48,736	3,570	49,204	123,040	325,938	.63
Radio and music stores.....	10	19	79	9	110,660	2,371	130,391	292,700	1,021,194	1.97
Restaurants, cafeterias, and eating places.....	95	115	348	31	332,087	5,234	268,215	19,690	1,638,944	3.18
Restaurants, cafeterias, and lunch rooms.....	67	78	307	20	287,923	2,852	213,397	16,040	1,354,369	2.62
Lunch counters, refreshment stands, etc.....	28	37	41	11	44,164	2,382	49,818	3,650	282,581	.54
Lumber and building group.....	78	74	275	30	401,474	8,518	208,934	689,340	1,778,612	3.43
Lumber and building material dealers.....	15	13	50	7	62,786	1,152	57,041	386,320	506,400	.98
Electrical shops (without radio).....	11	12	41	5	57,968	1,371	27,837	77,210	318,214	.61
Heating and plumbing shops.....	24	22	84	10	156,637	3,846	54,545	95,000	447,059	.86
Paint and glass shops.....	28	27	100	8	124,085	2,149	64,511	129,610	506,939	.98
Other retail stores.....	348	366	757	138	1,029,823	26,283	989,429	1,665,420	9,569,069	18.48
Hardware stores.....	30	39	36	6	42,344	581	52,656	242,010	424,943	.82
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	13	10	40	1	60,651	45	48,991	76,280	873,344	1.69
Book stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	26	26	18	5	24,265	1,250	27,967	26,440	295,821	.57
Coal and wood yards—ice dealers.....	43	44	267	38	296,364	6,355	258,166	290,730	3,805,251	6.39
Drug stores.....	92	93	190	35	245,195	8,069	227,073	456,170	2,236,655	4.32
Florists.....	16	18	60	7	73,490	1,448	53,115	20,390	806,789	.59
Gift shops, novelties, and toys.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	30	34	35	9	48,433	860	67,522	206,220	452,184	.87
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	8	8	14		18,186		27,416	45,010	135,999	.26
Newsdealers.....	9	8	7	5	10,145	260	11,205	18,570	86,930	.17
Office, school, and store supplies and equipment dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	11	12	17	5	25,979	909	36,132	28,360	166,474	.30
Sporting goods stores, including athletic and playground equipment.....	6	7	3	3	3,016	572	14,888	45,300	89,092	.17
Stationers and printers.....	4	6	42	1	36,604	365	34,900	60,300	332,576	.64
Miscellaneous classifications.....	53	55	68	16	109,034	3,479	108,950	111,200	670,622	1.30
Secondhand stores.....	19	17	9	3	12,499	612	14,221	54,110	116,359	.22

¹ Further data will be shown in a special report on milk dealers.

CENSUS OF DISTRIBUTION

TABLE 49.—NEW BEDFORD—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	1,892	1,890	4,583	1,126	\$5,570,179	\$246,728	\$5,550,668	\$7,611,520	\$61,758,102	100.00
Single-store independents.....	1,568	1,791	2,947	732	3,687,863	162,843	3,801,928	5,403,020	35,088,841	67.79
Two-store independents.....	90	67	285	84	335,929	16,344	342,873	590,620	3,066,779	5.93
Three-store independents.....	39	27	261	34	332,753	7,338	365,825	807,280	2,583,011	4.99
Local chains.....	43	1	391	106	486,094	27,391	301,201	249,880	4,058,502	7.84
Sectional chains.....	59		181	33	240,927	9,485	257,351	224,840	1,933,412	3.73
National chains.....	80		441	133	403,481	22,525	446,915	314,320	4,719,227	9.12
Other types of operation.....	13	4	77	4	83,532	800	34,615	51,610	308,830	.60

TABLE 50.—NEW BEDFORD—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operation, but it is included in the total]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	3	2	1				
Annual net sales.....	\$2,743,273	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Variety, 5-and-10, and 10-a-dollar stores:							
Number of stores.....	15	8			7		
Annual net sales.....	\$1,734,440	\$42,951			\$1,691,489		
Per cent of total sales.....	100.00	2.48			97.52		
Men's and boys' clothing and furnishings stores:							
Number of stores.....	45	29	10	1	3	2	
Annual net sales.....	\$1,406,062	\$824,346	\$413,518	(x)	\$84,982	(x)	
Per cent of total sales.....	100.00	58.63	29.41	(x)	6.04	(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	18	15	3				
Annual net sales.....	\$944,907	\$532,489	\$412,418				
Per cent of total sales.....	100.00	56.35	43.65				
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	21	13	3	2	3		
Annual net sales.....	\$2,314,673	\$405,045	(x)	(x)	\$311,687		
Per cent of total sales.....	100.00	17.54	(x)	(x)	13.47		
Shoe stores:							
Number of stores.....	48	29	11		5	2	1
Annual net sales.....	\$1,331,681	\$687,187	\$387,917		\$256,117	(x)	(x)
Per cent of total sales.....	100.00	44.09	29.13		19.23	(x)	(x)
Furniture stores:							
Number of stores.....	33	25	8				
Annual net sales.....	\$2,197,511	\$811,812	\$1,385,699				
Per cent of total sales.....	100.00	36.94	63.06				
Radio and music stores:							
Number of stores.....	19	14	5				
Annual net sales.....	\$1,021,194	\$460,095	\$560,499				
Per cent of total sales.....	100.00	45.11	54.89				
Grocery stores (without meats):							
Number of stores.....	243	149	3	16	25	50	
Annual net sales.....	\$4,361,268	\$1,003,156	\$4,970	\$518,956	\$752,951	\$2,021,285	
Per cent of total sales.....	100.00	24.38	11	11.90	17.26	40.35	
Combination stores (groceries and meats):							
Number of stores.....	223	202	12	4		4	1
Annual net sales.....	\$7,339,620	\$5,504,091	\$511,061	\$923,782		\$376,947	\$23,789
Per cent of total sales.....	100.00	74.99	6.96	12.59		5.14	0.32
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	67	55	11		1		
Annual net sales.....	\$1,354,363	\$959,398	(x)		(x)		
Per cent of total sales.....	100.00	70.84	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	26	24				2	
Annual net sales.....	\$295,821	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Filling stations:							
Number of stations.....	88	48	8	7	16	9	
Annual net sales.....	\$1,320,045	\$569,710	\$152,464	\$166,937	\$239,009	\$191,809	
Per cent of total sales.....	100.00	43.16	11.55	12.65	18.11	14.53	
Coal and wood yards—ice dealers:							
Number of yards.....	43	43					
Annual net sales.....	\$3,305,261	\$3,305,261					
Per cent of total sales.....	100.00	100.00					
Drug stores:							
Number of stores.....	92	77	10	4		1	
Annual net sales.....	\$2,236,055	\$1,533,561	\$217,328	(x)		(x)	
Per cent of total sales.....	100.00	68.56	9.72	(x)		(x)	
Hardware stores:							
Number of stores.....	30	27	3				
Annual net sales.....	\$424,943	\$385,815	\$39,128				
Per cent of total sales.....	100.00	90.79	9.21				
Jewelry stores:							
Number of stores.....	30	28	1		1		
Annual net sales.....	\$452,184	(x)	(x)		(x)		
Per cent of total sales.....	100.00	(x)	(x)		(x)		

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1147

TABLE 51.—NEW BEDFORD—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS
[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reporting:¹												
Number of stores.....	1,265		737	106	66	43	47	65	41	34	41	85
Per cent of total stores.....	100.00		58.26	8.38	5.22	3.40	3.71	5.14	3.24	2.69	3.24	6.72
Amount of net sales.....		\$40,061	\$15,661	\$2,478	\$1,422	\$1,084	\$1,000	\$4,740	\$671	\$2,144	\$2,247	\$8,014
Per cent of total sales.....		100.00	39.09	6.19	3.55	4.20	2.50	11.83	1.67	5.35	5.61	20.01
Department stores.....	3	\$2,743			\$140			\$2,594				
Dry goods stores.....	27	353	\$313	\$37						\$3		
General merchandise stores.....	9	214	44	22	66	\$43		80				\$9
Variety, 5-and-10, and to-a-dollar stores.....	13	1,732	1,724	8								
Men's and boys' clothing stores.....	6	156	140	16								
Clothing stores—men's, women's and children's.....	11	631	112		8	112		337			\$44	18
Men's furnishings stores.....	4	45	20	25								
Men's clothing and furnishings stores.....	13	759	290	88			\$81	300				
Millinery.....	15	176	148	14								
Women's ready-to-wear specialty stores—apparel and accessories.....	13	2,096	257	37		111			\$16	285		1,390
Shoe stores—men's, women's and children's.....	20	889	655	171	44	19						
Furniture stores.....	26	1,898	269	5	59	148	6	25		41	74	1,271
Radio and electrical shops.....	10	706	48					5	81	25	73	474
Radio and musical instruments stores.....	3	219					17					202
Bakeries—bakery goods stores (except manufacturing bakeries).....	39	385	197	22		6	26	67	47	20		
Deli-caterers stores.....	20	206	175	20			8	3				
Fish markets—sea foods.....	25	200	109	9		4	21	8				12
Fruit stores and vegetable markets.....	10	91	54	21	11		5					
Grocery stores (without meats).....	198	4,069	3,653	90	56	18	40	62	50	51	42	7
Grocery stores (with meats).....	65	2,657	806	278	71	642	48	136	29	53	437	157
Meat markets.....	25	473	287	64	35	15		18	9			45
Meat markets (with groceries).....	102	3,274	905	81	101		103	356	101	279	649	699
Confectionery stores (candy and fountain).....	93	605	356	38	26	20	11	25			1	8
Automobile sales rooms (new and trade-in).....	17	3,780	240	488	441	129	203	563	75	805		836
Accessories, tires and batteries.....	7	84	62	9					13			
Filling stations—gasoline and oil.....	21	276	152	15	26	41	42					
Filling stations with tires and accessories.....	20	342	261	3	31	47						
Filling stations with other merchandise.....	21	250	238				11			1		
Garages (repairs and storage, gasoline, oil, accessories).....	16	148	82					18		17		31
Tire shops (including tire repairs).....	5	117	75			4	4					34
Cigar stores without fountains.....	9	169	154	12	3							
Coal and wood yards.....	16	2,581	201					92		462	292	1,534
Electrical shops (without radio).....	4	91					3				39	49
Drug stores.....	10	233	73	75		85						
Drug stores with fountains.....	56	1,539	1,304	157	68							
Feed stores (flour, feed, grain, fertilizer).....	8	724	81	94					22		356	171
Florists.....	9	127	26		12			8	2		79	
Hardware stores.....	20	312	23	18	21		44	8	65		81	52
Jewelry stores.....	18	277	53	12	69	30		37	2			74
Lumber and building material dealers.....	4	199	133								66	
Music stores (without radio).....	4	119		29		84				6		
Paint and glass stores.....	18	373	97	93		5	28		13		10	127
Plumbing shops—heating and ventilating.....	12	241	31	45	25							140
Sporting goods stores with toys and stationery.....	3	52	52									

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in New Bedford which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 48 except for 627 stores with sales of \$11,697,102 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLES 52.—NEW BEDFORD—CREDIT BUSINESS, BY KINDS OF BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	528	43.08	46.98	9.94	Apparel group—Continued.				
Food group.....	249	47.65	52.35	Women's ready-to-wear specialty stores—apparel and accessories.....	6	12.30	87.70
Confectionery stores (candy and fountain).....	31	70.84	29.16	Millinery stores.....	3	87.62	12.38
Milk dealers.....	4	32.21	67.79	Shoe stores—men's, women's, and children's.....	8	79.90	20.10
Delicatessen stores.....	3	83.48	16.52	Furniture and household group.....	42	24.66	50.76	24.68
Fruit stores and vegetable markets.....	3	78.66	21.04	Furniture stores.....	20	37.37	38.67	23.96
Combination stores (groceries and meats):					Radio and electrical shops.....	9	16.41	76.39	7.20
Grocery stores with meats.....	42	57.47	42.53	Radio and musical instruments stores.....	3	8.45	13.31	78.24
Meat markets with groceries.....	74	35.17	64.83	Restaurants, cafeterias, and eating places.....	8	64.49	35.51
Meat markets (including sea foods):					Lunch rooms.....	5	70.02	20.98
Fish markets (sea foods).....	13	49.69	50.31	Restaurants with table service.....	3	31.59	68.41
Meat markets.....	11	65.40	34.60	Lumber and building group.....	34	43.91	54.42	1.67
Bakeries—bakery goods stores (except manufacturing bakeries).....	18	59.35	40.65	Electrical shops (without radio).....	4	17.08	82.92
General merchandise group.....	18	58.71	39.38	1.91	Plumbing shops—heating and ventilating.....	0	37.09	60.76	2.15
Department stores.....	3	50.99	40.93	2.08	Paint and glass stores.....	15	49.84	50.16
Dry goods stores.....	0	50.32	9.68	Other retail stores.....	76	35.98	63.57	.45
General merchandise stores.....	7	72.93	27.07	Hardware stores.....	15	43.37	56.63
Automotive group.....	57	48.11	16.28	37.83	Feed stores (flour, feed, grain, fertilizer).....	6	28.03	71.97
Automobile sales rooms (new and trade-in).....	14	45.65	13.86	40.49	Coal and wood yards.....	4	21.93	78.07
Used-car establishments (including trucks).....	4	31.73	63.27	Ice dealers.....	3	72.13	27.87
Battery and ignition shops—brake repair shops.....	4	22.93	77.07	Drug stores:				
Tire shops (including tire repairs).....	3	24.82	75.18	Drug stores.....	3	83.33	16.67
Filling stations:					Drug stores with fountains.....	12	93.67	6.33
Filling stations—gasoline and oil.....	9	75.56	24.44	Florists.....	6	37.22	62.78
Filling stations with tires and accessories.....	5	77.95	22.05	Jewelry stores.....	9	50.75	43.25
Garages (repairs and storage, gasoline, oil, accessories).....	7	23.20	70.80	Music stores (without radio).....	4	58.46	24.14	17.40
Apparel group.....	40	34.28	63.61	1.91	Undertakers' supplies (including some service).....	8	31.32	65.68
Men's clothing and furnishings stores.....	8	62.89	37.11	Secondhand stores.....	4	93.74	6.26
Clothing stores—men's, women's, and children's.....	8	48.18	40.82	11.00					

¹ Total sales of stores reporting credit business are \$24,400,134. Installment sales were not reported by stores with sales of less than \$60,000 annually. The open account sales include the installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 53.—NEW BEDFORD—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	2,105	\$1,182,232
Restaurants, cafeterias, and eating places.....	2,044	1,123,247
Lunch rooms.....	560	335,627
Restaurants with table service.....	1,388	723,161
Fountain—lunches.....	46	20,619
Lunch counter.....	52	37,840
Other stores in which meals are served.....	61	58,985
Grocery stores (without meat).....	40	13,185
Caterers.....	12,000
Cigar stands.....	21	33,800

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	215	\$557,864	\$8,496
Automotive group.....	210	848,417	8,496
Motor vehicle dealers (new and trade-in).....	120	539,730	5,009
Used-car establishments.....	1	400
Accessories, tires, and batteries.....	9	39,420
Battery and ignition shops—brake repairs shops.....	6	20,809
Tire shops (including tire repairs).....	3	7,143
Filling stations, gasoline and oil.....	11	16,281
Filling stations with tires and accessories.....	6	7,246
Filling stations with other merchandise.....	1	8,320
Body, fender, and paint shops.....	3	12,349
Garages (repairs and storage, gasoline, oil, accessories).....	45	191,581	2,987
Parking stations, parking garages, and lots.....	500	500
Radiator shops (including repairs).....	5	9,738
Blacksmiths (miscellaneous merchandise).....	4	8,547
Secondhand stores.....	1	900

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$854,614
Food group.....	5,000
Caterers.....	5,000
Automotive group.....	6,824
Accessories, tires, and batteries.....	2,724
Bicycles, motor cycles, and supplies stores.....	2,800
Garages (repairs and storage, gasoline, oil, accessories).....	300
Apparel group.....	47,791
Men's clothing and furnishings stores.....	290
Clothing stores, men's, women's, and children's.....	975
Furriers—fur shops.....	27,977
Millinery stores.....	1,853
Custom tailors.....	5,196
Shoe stores, men's, women's, and children's.....	19,900
Furniture and household group.....	41,391
Floor covering stores.....	2,900
Household appliance stores (electrical).....	1,102
Antique and used furniture dealers.....	700
Awnings, flags, banners, window shades, and tents.....	3,886
Radio and electrical shops.....	6,735
Radio and musical instrument stores.....	26,068
Lumber and building group.....	154,206
Lumber and building material dealers.....	4,500
Roofing.....	8,844
Heating appliance and oil burners.....	5,332
Plumbing shops—heating and ventilating.....	60,888
Glass and mirror shops.....	3,400
Paint and glass stores.....	71,242
Other retail stores.....	95,659
Hardware stores.....	800
Harness shops.....	2,000
Ice dealers.....	500
Jewelry stores (installment credit).....	721
Jewelry stores.....	63,538
Office and store mechanical appliance dealers (retail).....	3,978
Opticians and optometrists.....	721
Blacksmiths (miscellaneous merchandise).....	26,869
Photographers and illustrators.....	7,025
Secondhand stores.....	4,710

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1149

TABLE 54.—SOMERVILLE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	905	692	2,358	558	\$3,544,119	\$129,272	\$3,654,733	\$2,417,390	\$30,199,753	100.00
Food group	512	382	1,031	284	1,608,110	66,667	1,438,932	551,730	16,491,526	54.81
Candy and confectionery stores.....	51	55	50	23	70,985	6,309	87,401	34,310	706,838	2.34
Dairy products stores (including milk dealers) ¹	13		275	8	515,155	2,079	438,189	35,490	3,554,519	11.77
Delicatessen stores.....	10	12	14	1	12,943	300	18,011	8,260	262,368	.87
Fruit stores and vegetable markets.....	44	50	18	9	22,857	2,824	38,684	20,220	442,776	1.40
Grocery stores (without meats).....	196	90	199	81	273,871	17,598	275,420	233,230	4,399,336	14.67
Combination stores (groceries and meats).....	118	94	232	102	326,212	25,275	301,515	180,270	4,653,010	15.41
Meat markets (including sea foods).....	53	56	42	29	60,163	9,375	72,399	29,490	1,023,009	3.39
Bakeries—caterers.....	27	25	195	11	325,924	2,907	205,310	8,460	1,449,670	4.80
General merchandise group ²	27	18	236	95	182,187	13,352	199,690	363,190	1,553,933	5.14
Dry goods stores—piece goods stores.....	12	9	54	28	43,845	5,412	30,620	127,330	401,221	1.33
General merchandise stores.....	9	6	18	13	26,259	1,295	28,443	62,210	203,872	.67
Variety, 5-and-10, and to-a-dollar stores.....	5	1	133	11	70,691	2,605	81,102	63,670	374,784	1.50
Automotive group	83	45	282	20	398,878	5,658	328,584	263,760	3,630,431	12.02
Motor-vehicle dealers (new and trade-in).....	14	6	116	5	215,655	1,300	101,399	205,290	2,320,039	7.68
Accessories, tires, and batteries.....	18	16	28	2	40,642	1,193	34,730	24,280	258,975	.86
Filling stations.....	45	15	99	11	127,402	3,090	83,538	32,530	969,464	3.21
Garages and repair shops.....	6	8	12	2	15,179	175	18,917	1,600	81,933	.27
Apparel group	68	60	69	38	88,349	8,208	158,606	317,700	1,182,877	3.72
Men's clothing and furnishings stores.....	11	10	11	3	19,430	1,507	30,028	103,010	256,635	.85
Clothing stores—men's, women's, and children's.....	18	9	9	5	11,752	1,063	32,297	45,100	182,053	.60
Women's ready-to-wear specialty stores—apparel and accessories.....	5	3	7	2	6,654	317	8,611	6,410	55,754	.19
Women's accessories stores.....	8	7	8	5	6,630	870	13,096	15,740	94,438	.31
Other apparel stores.....	11	10	5	6	5,383	583	15,712	13,550	94,752	.31
Shoe stores.....	23	21	29	15	37,500	3,868	58,862	133,890	439,245	1.46
Furniture and household group	28	19	61	5	89,619	2,146	151,972	158,300	824,054	2.73
Furniture stores.....	14	8	50	2	79,394	645	133,744	135,320	705,037	2.34
Household appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Radio and music stores.....	9	9	7		5,224		12,976	18,640	86,595	.29
Restaurants, cafeterias, and eating places	34	34	127	30	164,184	6,479	114,315	8,240	772,255	2.56
Restaurants, cafeterias, and lunch rooms.....	28	30	105	29	141,068	6,179	100,148	6,630	656,834	2.18
Lunch counters, refreshment stands, etc.....	6	4	22	1	23,116	300	14,170	1,610	115,421	.38
Lumber and building group	13	12	75	2	118,370	642	63,344	115,790	626,323	2.07
Lumber and building material dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Electrical shops (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Heating and plumbing shops.....	4	5	7	2	11,838	842	6,213	4,700	43,676	.14
Paint and glass stores.....	6	6	26		31,610		15,113	20,300	122,322	.41
Other retail stores	136	119	483	108	824,214	25,920	569,597	620,590	5,007,801	16.58
Hardware stores.....	21	23	35	3	52,945	700	57,666	160,050	537,645	1.78
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	9	10	2	3	2,030	1,116	9,854	13,740	114,283	.37
Coal and wood yards—ice dealers.....	11	3	279	33	466,656	3,400	239,197	80,010	2,124,592	7.04
Drug stores.....	49	41	100	44	173,102	15,972	146,560	266,140	1,387,392	4.59
Florists.....	7	7	20	5	31,469	335	20,943	9,570	129,411	.43
Gift shops, novelties, and toys.....	3	3	1	2	1,232	400	2,800	3,600	11,000	.04
Jewelry stores.....	10	9	10	1	26,638	300	25,532	37,550	122,750	.41
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	7	8	7	2	3,604	900	4,816	7,530	78,671	.26
Office, school, and store supplies and equipment dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	12	10	10	10	27,914	2,598	27,629	8,170	169,560	.50
Secondhand stores	6	5	34		70,208		31,730	20,150	170,533	.57

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 55.—SOMERVILLE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1928)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	905	692	2,368	558	\$3,544,119	\$129,272	\$3,054,733	\$2,417,390	\$30,199,753	100.00
Single-store independents.....	626	651	1,139	236	1,829,674	67,359	1,730,878	1,480,120	16,760,207	55.47
2-store independents.....	49	32	133	43	195,141	11,481	143,258	234,770	1,336,322	4.42
3-store independents.....	12	6	36	10	46,777	1,923	79,950	81,430	593,241	1.96
Local chains.....	53	2	389	126	558,638	16,963	387,086	275,630	3,203,606	10.61
Sectional chains.....	97		246	27	330,227	5,485	242,497	172,980	3,707,408	12.28
National chains.....	67		423	114	580,043	25,749	466,247	164,690	4,574,920	15.15
Other types of operation.....	1	1	3	2	3,619	312	3,887	7,720	34,049	.11

TABLE 56.—SOMERVILLE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores							
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	5	(x)	1			1	3
Annual net sales.....	\$574,784	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Men's and boys' clothing and furnishings stores:							
Number of stores.....	11	(x)	9	1			
Annual net sales.....	\$256,635	(x)	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)	(x)			
Clothing stores—men's, women's, and children's:							
Number of stores.....	10	(x)	9			1	
Annual net sales.....	\$182,053	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	5	(x)	2				
Annual net sales.....	\$55,764	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Shoe stores:							
Number of stores.....	23		15			1	1
Annual net sales.....	\$439,245		\$192,722			(x)	(x)
Per cent of total sales.....	100.00		43.88			(x)	(x)
Furniture stores:							
Number of stores.....	14		11				
Annual net sales.....	\$765,687		\$347,757				
Per cent of total sales.....	100.00		49.28				
Radio and music stores:							
Number of stores.....	9		7				
Annual net sales.....	\$86,595		(x)				
Per cent of total sales.....	100.00		(x)				
Grocery stores (without meats):							
Number of stores.....	196		81			62	41
Annual net sales.....	\$4,399,336		\$675,859			\$1,084,737	\$1,432,020
Per cent of total sales.....	100.00		15.36			45.11	32.55
Combination stores (groceries and meats):							
Number of stores.....	118		74			6	12
Annual net sales.....	\$4,653,010		\$2,014,810			\$469,874	\$651,664
Per cent of total sales.....	100.00		43.30			10.10	14.01
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	28		25				2
Annual net sales.....	\$656,834		\$402,603				(x)
Per cent of total sales.....	100.00		61.29				(x)
Cigar stores and cigar stands:							
Number of stores.....	9		7				
Annual net sales.....	\$114,283		(x)				
Per cent of total sales.....	100.00		(x)				
Filling stations:							
Number of stations.....	45		15				6
Annual net sales.....	\$909,464		\$249,771				\$199,241
Per cent of total sales.....	100.00		25.76				19.62
Coal and wood yards—ice dealers:							
Number of yards.....	11		9				
Annual net sales.....	\$2,124,892		(x)				
Per cent of total sales.....	100.00		(x)				
Drug stores:							
Number of stores.....	49		37				1
Annual net sales.....	\$1,387,392		\$977,567				(x)
Per cent of total sales.....	100.00		70.46				(x)
Hardware stores:							
Number of stores.....	21		20				
Annual net sales.....	\$537,645		(x)				
Per cent of total sales.....	100.00		(x)				
Jewelry stores:							
Number of stores.....	10		9				
Annual net sales.....	\$122,780		(x)				
Per cent of total sales.....	100.00		(x)				

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1151

TABLE 57.—SOMERVILLE—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS

[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		ALL CASH	PROPORTION OF CREDIT BUSINESS									
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit	
Total, all stores reported: ¹													
Number of stores	674		489	50	13	19	14	27	16	14	9		23
Per cent of total stores	100.00		72.55	7.42	1.92	2.82	2.08	4.01	2.37	2.08	1.34		3.41
Amount of net sales		\$25,125	\$13,429	\$2,642	\$223	\$567	\$342	\$2,137	\$473	\$2,025	\$298		\$2,988
Per cent of total sales		100.00	53.45	10.51	.89	2.26	1.36	8.51	1.88	8.06	1.19		11.89
Dry goods stores—piece goods stores	9	\$226	\$226										
General merchandise stores	5	165	99										\$66
Variety, 5-and-10, and to-a-dollar stores	5	575	575										
Clothing stores—men's, women's, and children's	8	159	53	\$30									76
Men's furnishings stores	6	90	90										
Women's ready-to-wear specialty stores—apparel and accessories	5	56	38		\$18								
Shoe stores—men's, women's, and children's	13	211	211										
Furniture stores	13	690	18	69	20					\$87	\$52		444
Radio and electrical shops	6	63	13			\$21		\$2	\$15				12
Bakeries—bakery goods stores (except manufacturing bakeries)	18	1,294	267	1,018	9								
Dairy products stores	9	498	498										
Delicatessen stores	7	215	168			47							
Fish markets—sea foods	10	37	76	11		9							
Fruit stores and vegetable markets	27	321	250	62		9							
Grocery stores (without meats)	158	4,093	3,984	6	16	20	\$23	10	30				4
Grocery stores with meats	45	2,563	2,293	26	26		16	13	159				30
Meat markets	30	755	128	98	30	62	99	149	121	68			
Meat markets with groceries	38	1,400	372	201	34	97	70	438	124				20
Confectionery stores (candy and fountain)	30	450	412	30	6	2							
Automobile salesrooms—new and trade-in	10	1,749	175					802		376			396
Accessories, tires, and batteries	5	62	10	35	5		12						
Filling stations	11	162	79	3	15	65							
Filling stations with tires and accessories	6	137	68				38	18	13				
Filling stations with other merchandise	9	191	187			4							
Garages and repair shops	5	78	45					22	11				
Tire shops (including tire repairs)	3	109	2								16		91
Cigar stores and cigar stands	6	77	77										
Coal and wood yards	7	1,153			40	246		622		351			
Drug stores	6	157	157										
Drug stores with fountains	29	846	407	439									
Florists	5	90	10					7		73			
Hardware stores	17	316	130	42			70	74					
Jewelry stores	4	24	24										
Paint and glass stores	4	85						44				3	38
Heating and plumbing shops	3	29						4					25

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Somerville which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 54 except for 231 stores with sales of \$5,074,753 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 58.—SOMERVILLE—CREDIT BUSINESS, BY KINDS OF BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	185	46.75	40.15	13.10	Apparel group.....	5	58.51	3.45	43.04
Food group.....	82	49.21	50.79	-----	Clothing stores—men's, women's, and children's.....	3	32.80	.31	66.89
Confectionery stores (candy and fountain).....	4	96.24	3.76	-----	Furniture and household group.....	17	26.13	24.78	49.09
Fruit stores and vegetable markets.....	4	94.92	5.08	-----	Furniture stores.....	10	21.05	22.67	56.28
Grocery stores (without meats).....	8	63.34	36.66	-----	Radio and electrical shops.....	4	44.18	55.82	-----
Combination stores (groceries and meats):					Lumber and building group.....	10	6.14	92.83	1.23
Grocery stores with meats.....	9	50.29	49.71	-----	Plumbing shops—heating and ventilating.....	3	9.16	90.84	-----
Meat markets with groceries.....	27	63.23	36.77	-----	Paint and glass stores.....	4	27.61	72.39	-----
Meat markets.....	23	61.01	38.99	-----	Other retail stores.....	35	61.75	33.55	4.90
Bakeries—bakery goods stores (except manufacturing bakeries).....	2	96.51	3.49	-----	Hardware stores.....	8	67.30	32.70	-----
General merchandise group.....	3	81.87	5.11	13.02	Coal and wood yards.....	5	58.74	41.26	-----
Automotive group.....	26	38.10	19.37	42.58	Drug stores.....	12	98.04	1.96	-----
Motor-vehicle dealers (new and trade-in).....	9	35.66	13.61	50.73	Undertakers' supplies (including some service).....	4	-----	100.00	-----
Accessories, tires, and batteries.....	6	32.66	67.34	-----					
Filling stations:									
Filling stations—gasoline and oil.....	5	77.76	22.24	-----					
Filling stations with tires and accessories.....	3	59.92	40.08	-----					

¹ Total sales of stores reporting credit business are \$11,696,795. Installment sales were not reported by stores with sales of less than \$60,000 annually. The open-account sales include the installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 59.—SOMERVILLE—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	909	\$576,426
Restaurants, cafeterias, and eating places.....	901	569,148
Cafeterias.....	120	116,670
Lunch rooms.....	506	311,868
Restaurants with table service.....	142	44,600
Fountains—lunches.....	45	3,500
Lunch counters.....	88	92,508
Other stores in which meals are served.....	8	7,280
Confectionery stores (candy and fountain).....	8	7,280

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	71	\$201,134	\$28,601
Automotive group, total.....	71	201,134	28,601
Automobile salesrooms—new and trade-in.....	33	89,285	5,694
Used-car establishments.....	-----	0,000	-----
Battery and ignition shops—brake repair shops.....	8	49,297	-----
Tire shops (including tire repairs).....	-----	1,000	-----
Filling stations—gasoline and oil.....	6	5,456	-----
Filling stations with tires and accessories.....	9	14,719	-----
Filling stations with other merchandise.....	-----	1,000	-----
Garages (repairs and storage, gasoline, oil, accessories).....	10	34,377	22,907

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$116,301
General merchandise group.....	890
Department stores.....	890
Automotive group.....	1,333
Battery and ignition shops—brake repair shop.....	1,333
Apparel group.....	31,569
Custom tailors.....	23,309
Shoe stores—men's, women's, and children's.....	8,260
Furniture and household group.....	4,900
Household appliances stores (electrical).....	3,000
Picture and framing stores.....	800
Radio and electrical shops.....	1,100
Lumber and building group.....	7,951
Heating appliances and oil burners.....	6,951
Plumbing shops—heating and ventilating.....	1,000
Other retail stores.....	69,658
Ice dealers.....	42,448
Store-fixture dealers.....	8,000
Undertakers' supplies.....	1,210
Jewelry stores.....	18,000

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1153

TABLE 60.—SPRINGFIELD—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	2,233	1,820	9,579	1,578	\$13,488,587	\$496,187	\$13,862,151	\$13,488,820	\$107,587,878	100.00
Food group.....	863	723	1,485	432	2,089,308	110,820	2,346,383	1,317,440	24,015,851	22.82
Candy and confectionery stores.....	181	108	240	53	236,713	16,900	332,204	106,480	2,434,068	2.26
Dairy products stores (including milk dealers) ¹	20	17	77	10	137,789	2,290	113,572	16,190	1,118,722	1.04
Delicatessen stores.....	18	19	28	5	34,997	1,720	33,019	19,430	374,475	.35
Fruit stores and vegetable markets.....	19	25	16	6	14,540	2,026	27,983	13,360	218,212	.20
Grocery stores (without meats).....	306	141	330	110	484,037	25,441	456,217	529,140	6,309,505	5.86
Combination stores (groceries and meats).....	255	262	569	230	885,620	56,657	1,179,761	540,879	11,823,143	10.99
Meat markets (including sea foods).....	30	28	43	12	71,686	3,968	70,000	12,300	799,195	.74
Bakeries—caterers.....	51	32	52	6	47,828	1,618	43,863	8,630	304,035	.28
Other food stores.....	3	1	110		176,068		89,764	71,040	640,496	.60
General merchandise group.....	69	54	2,368	511	2,519,834	226,997	2,830,546	2,848,820	18,988,502	17.65
Department stores.....	7		1,952	377	2,145,476	203,481	2,300,609	2,307,570	15,425,012	14.34
Dry goods stores—piece goods stores.....	40	40	23	9	29,789	2,097	62,382	159,430	639,073	.59
General merchandise stores.....	12	9	29		49,786		46,499	119,400	367,405	.34
Variety, 5-and-10, and to-a-dollar stores.....	10	5	365	125	204,835	21,419	421,056	262,420	2,558,012	2.38
Automotive group.....	333	259	1,221	78	2,088,728	20,311	2,127,893	1,677,710	20,527,259	19.08
Motor-vehicle dealers (new and trade-in).....	54	29	661	10	1,227,620	3,172	1,236,165	1,260,880	14,358,048	13.35
Accessories, tires, and batteries.....	48	43	135	7	212,072	2,170	236,728	212,990	1,530,255	1.42
Filling stations.....	126	73	187	41	266,983	8,573	328,628	103,540	2,874,516	2.67
Motorcycles, bicycles and supplies.....	6	5	11	1	15,292	60	19,924	24,580	174,636	.16
Garages and repair shops.....	99	109	227	20	366,761	6,346	306,448	75,720	1,589,904	1.48
Apparel group.....	289	195	1,095	242	1,667,116	60,884	2,069,818	2,360,400	12,260,347	11.40
Men's and boys' clothing and furnishings.....	60	41	204	40	344,260	13,110	523,697	792,000	3,099,036	2.88
Clothing stores—men's, women's, and children's.....	19	12	61	13	116,885	2,807	113,170	135,610	694,981	.65
Women's ready-to-wear specialty stores—apparel and accessories.....	39	22	362	76	505,542	20,841	673,697	396,440	4,028,033	3.74
Women's accessories stores.....	60	49	196	47	239,118	9,758	304,087	203,090	1,552,172	1.44
Other apparel and furnishings stores.....	40	42	153		256,972		119,187	234,780	921,109	.86
Shoe stores.....	51	29	119	57	201,339	14,368	331,980	598,480	1,964,416	1.83
Furniture and household group.....	84	59	591	11	946,733	1,895	972,399	1,172,180	5,666,937	5.27
Furniture stores.....	22	13	283	3	501,084	609	608,448	712,790	3,360,409	3.12
Floor coverings, draperies, curtains, and upholstery stores.....	8	5	24	2	34,530	520	33,386	134,890	202,261	.19
Household appliances stores.....	9	8	140		189,894		137,775	123,330	920,229	.86
Other home furnishings and appliances stores.....	18	16	88	1	137,014	100	61,273	98,440	477,517	.44
Radio and music stores.....	27	22	56	5	83,311	666	131,517	102,730	706,461	.66
Restaurants, cafeterias, and eating places.....	142	163	678	108	878,638	26,476	730,284	57,600	4,279,968	3.98
Restaurants, cafeterias and lunch rooms.....	117	132	775	100	794,597	23,435	653,305	53,600	3,813,249	3.55
Lunch counters, refreshment stands, etc.....	25	31	101	8	84,341	3,041	76,979	4,000	466,719	.43
Lumber and building group.....	61	43	465	12	897,880	2,344	511,314	1,025,770	4,720,371	4.39
Lumber and building material dealers.....	16	7	167	5	301,855	1,085	223,042	679,210	2,552,426	2.37
Electrical shops (without radio).....	3	1	13		32,066		32,065	27,630	156,513	.15
Heating and plumbing shops.....	28	27	149	7	300,634	1,259	151,803	133,120	1,316,776	1.25
Paint and glass stores.....	14	8	136		272,305		104,339	185,810	604,656	.62
Other retail stores ².....	380	291	1,483	178	2,355,041	44,705	2,232,380	2,926,520	16,799,846	15.61
Hardware stores.....	37	27	107	7	165,980	2,695	219,933	502,140	1,477,200	1.37
Farmers' supply stores.....	8	5	41		67,461		58,621	59,220	1,149,902	1.07
Book stores.....	3	2	6		6,514		7,665	10,170	37,123	.03
Cigar stores and cigar stands.....	35	32	32	7	51,224	3,183	65,053	63,680	624,179	.58
Coal and wood yards—ice dealers.....	33	21	281	8	476,044	2,666	448,198	320,470	4,187,122	3.89
Drug stores.....	76	63	233	50	331,833	15,187	295,833	503,380	2,894,359	2.69
Florists.....	29	28	113	48	184,484	5,613	135,324	50,970	639,003	.59
Gift shops, novelties and toys.....	9	9	55	13	99,333	4,283	71,238	128,180	554,342	.52
Jewelry stores.....	39	30	107	25	205,391	4,008	283,595	609,670	1,456,778	1.36
Luggage and leather goods stores.....	3	5	19		27,260		38,460	48,790	197,318	.18
Music stores (without radio).....	6	5	27	1	76,528	288	104,429	120,890	342,699	.32
News dealers.....	8	6	60		48,426		29,084	6,170	170,580	.16
Office, school, and store supplies and equipment dealers.....	17	1	112	2	231,997	284	98,528	100,600	964,212	.90
Opticians and optometrists.....	21	18	61	4	96,167	1,338	87,755	118,980	505,075	.47
Sporting goods stores, including athletic and playground equipment.....	3	2	7		8,736		15,507	13,420	78,409	.07
Scientific and medical instruments and supplies (at retail).....	4	3	7		15,083		9,174	3,240	61,553	.06
Miscellaneous classifications.....	48	34	108	13	204,572	5,165	200,038	214,680	1,038,514	.96
Secondhand stores.....	32	33	34	6	45,019	1,965	51,164	82,380	327,297	.30

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

CENSUS OF DISTRIBUTION

TABLE 61.—SPRINGFIELD—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	2,233	1,820	9,579	1,573	\$13,488,597	\$496,197	\$13,982,151	\$13,466,820	\$107,587,378	100.00
Single-store independents.....	1,687	1,751	8,333	1,012	9,119,276	375,478	9,248,686	9,376,330	71,808,734	60.80
2-store independents.....	87	52	394	42	504,775	11,061	588,384	666,600	4,691,007	4.36
3-store independents.....	20	7	126	24	154,388	8,276	148,080	105,500	862,122	.80
Local chains.....	125	3	499	40	683,674	9,952	759,898	932,750	6,172,907	5.74
Sectional chains.....	128	—	594	101	827,879	23,046	882,213	674,840	6,545,481	6.08
National chains.....	142	—	1,049	331	1,232,810	64,288	1,637,569	1,137,200	12,386,387	11.47
Other types of operation.....	44	7	584	28	905,795	4,096	597,371	575,600	5,110,740	4.75

TABLE 62.—SPRINGFIELD—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (X) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	7	4		1		2	
Annual net sales.....	\$15,425,012	\$13,633,493		(X)		(X)	
Per cent of total sales.....	100.00	88.39		(X)		(X)	
Variety, 5-and-10, and 10-a-dollar stores:							
Number of stores.....	10	5			5		
Annual net sales.....	\$2,558,012	\$43,383			\$2,514,629		
Per cent of total sales.....	100.00	1.70			98.30		
Men's and boys' clothing and furnishings stores:							
Number of stores.....	60	39	7	1	5	5	3
Annual net sales.....	\$3,099,636	\$1,819,552	\$275,339	(X)	\$626,204	\$178,498	(X)
Per cent of total sales.....	100.00	58.70	8.88	(X)	20.20	5.76	(X)
Clothing stores—men's, women's, and children's:							
Number of stores.....	19	14	1	1	2	1	
Annual net sales.....	\$694,981	\$434,901	(X)	(X)	(X)	(X)	
Per cent of total sales.....	100.00	62.58	(X)	(X)	(X)	(X)	
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	39	26	4	1	5	3	
Annual net sales.....	\$4,028,033	\$2,503,077	(X)	(X)	\$386,880	\$442,732	
Per cent of total sales.....	100.00	62.14	(X)	(X)	9.60	10.99	
Shoe stores:							
Number of stores.....	51	26	7	4	3	7	4
Annual net sales.....	\$1,964,416	\$601,133	\$188,017	\$186,510	\$122,190	\$501,042	\$365,524
Per cent of total sales.....	100.00	30.60	9.57	9.49	6.22	25.51	18.61
Furniture stores:							
Number of stores.....	22	18	2	1		1	
Annual net sales.....	\$3,360,469	\$2,814,296	(X)	(X)		(X)	
Per cent of total sales.....	100.00	83.75	(X)	(X)		(X)	
Radio and music stores:							
Number of stores.....	27	24	1		2		
Annual net sales.....	\$706,461	\$560,924	(X)		(X)		
Per cent of total sales.....	100.00	80.87	(X)		(X)		
Grocery stores (without meats):							
Number of stores.....	306	128	1	84	35	58	
Annual net sales.....	\$6,309,505	\$1,082,216	(X)	(X)	\$986,244	\$2,161,519	
Per cent of total sales.....	100.00	17.15	(X)	(X)	15.63	34.26	
Combination stores (groceries and meats):							
Number of stores.....	255	221	12		6	16	
Annual net sales.....	\$11,823,143	\$8,690,961	\$461,252		\$785,371	\$1,885,559	
Per cent of total sales.....	100.00	73.51	3.90		6.64	15.95	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	117	105	5	2	5		
Annual net sales.....	\$3,813,249	\$2,517,018	(X)	(X)	\$404,376		
Per cent of total sales.....	100.00	66.00	(X)	(X)	12.98		
Cigar stores and cigar stands:							
Number of stores.....	35	30	1			4	
Annual net sales.....	\$624,179	\$267,720	(X)			(X)	
Per cent of total sales.....	100.00	41.29	(X)			(X)	
Filling stations:							
Number of stations.....	120	64	4	5	37	16	
Annual net sales.....	\$2,874,516	\$1,437,216	\$31,385	\$276,618	\$643,094	\$436,203	
Per cent of total sales.....	100.00	50.00	2.83	9.62	22.37	15.18	
Coal and wood yards—ice dealers:							
Number of yards.....	33	30	1		2		
Annual net sales.....	\$4,157,122	\$3,366,713	(X)		(X)		
Per cent of total sales.....	100.00	80.17	(X)		(X)		
Drug stores:							
Number of stores.....	76	71	2			3	
Annual net sales.....	\$3,894,359	\$2,303,006	(X)			(X)	
Per cent of total sales.....	100.00	79.57	(X)			(X)	
Hardware stores:							
Number of stores.....	37	29	1	7			
Annual net sales.....	\$1,477,200	\$637,977	(X)	(X)			
Per cent of total sales.....	100.00	43.19	(X)	(X)			
Jewelry stores:							
Number of stores.....	39	32	4			1	2
Annual net sales.....	\$1,459,778	\$956,474	\$173,704			(X)	(X)
Per cent of total sales.....	100.00	65.52	11.90			(X)	(X)

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1155

TABLE 63.—SPRINGFIELD—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS

[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		All cash	PROPORTION OF CREDIT BUSINESS								
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit
Total, all stores reported: 1												
Number of stores.....	1,666		1,123	68	37	37	43	59	50	43	70	136
Per cent of total stores.....	100.00		67.41	4.08	2.22	2.22	2.58	3.54	3.00	2.58	4.20	8.17
Amount of net sales.....	\$93,743		\$36,282	\$5,799	\$1,598	\$3,837	\$3,798	\$3,349	\$6,856	\$7,886	\$7,991	\$16,348
Per cent of total sales.....	100.00		38.71	6.19	1.71	4.09	4.05	3.57	7.31	8.41	8.52	17.44
Department stores.....	6	\$14,357	\$1,656						\$3,487	\$5,756	\$3,322	\$136
Dry goods stores.....	20	268	198									36
General merchandise stores.....	8	316	245			\$10						61
Variety, 5-and-10, and to-a-dollar stores.....	8	2,641	2,541									
Men's and boy's clothing stores.....	6	369	369									
Clothing stores—men's, women's, and children's.....	18	687	266									421
Furriers—fur shops.....	12	309	168		\$38		\$23					80
Men's furnishings.....	19	445	358		87							
Men's clothing and furnishings.....	9	1,601	99		70	359		\$830		63	80	
Millinery.....	19	807	561		125	121						
Women's ready-to-wear specialty stores—apparel and accessories.....	36	3,682	956		269		92		208	503	1,153	801
Shoe stores—men's, women's, and children's.....	44	1,678	1,356		69		5	177	71			
Furniture stores.....	18	3,231	128		134					46		2,923
Household appliances stores (electrical).....	6	216	72								45	162
Radio and electrical shops.....	18	370	210			1	8	13			45	62
Radio and musical instruments stores.....	6	239	13					51	12			163
Bakeries—bakery goods stores (except manufacturing bakeries).....	22	202	201					1				
Dairy products stores.....	5	338	247					68		23		
Deli-cassens stores.....	14	327	327									
Fish markets—sea foods.....	4	259	61									198
Fruit stores and vegetable markets.....	15	174	174									
Grocery stores (without meats).....	249	5,982	5,575	24	22	33		12	31	21	1	13
Combination stores—groceries with meats.....	68	3,470	2,270	12	83	6	113	256	136	36	234	324
Meat markets.....	9	289	269			20						
Combination stores—meat markets with groceries.....	140	7,397	1,263	2,620	107	145	349	658	368	441	1,044	496
Confectionery stores (candy and fountain).....	125	1,964	1,754	29	145						36	
Automobile sales rooms (new and trade-in).....	42	11,501	1,080	305	16	2,965	2,346	431	1,725	479	64	2,060
Accessories, tires and batteries.....	8	348	128	50							33	137
Filling stations, gasoline and oil.....	12	503	494			9						
Filling stations with tires and accessories.....	23	602	353		7	60	16	17		138	11	
Filling stations with other merchandise.....	39	635	564	44		13		14				
Garages (repairs and storage, gasoline, oil, accessories).....	47	656	455	16	9	25		78	55	18		
Tire shops (including tire repairs).....	15	494	148	15					4	32	217	78
Book stores.....	3	37	12					25				
Cigar stores without fountain.....	16	508	457		44						7	
Coal and wood yards.....	14	3,771	470					72		37	527	2,685
Electrical shops (without radio).....	3	167	47			110						
Drug stores with fountains.....	57	2,344	1,608	350	29	89						278
Florists.....	22	541	160						206	22	140	13
Hardware stores.....	30	1,371	149	24	40		166	106	188	50	648	
Heating appliances and oil burners.....	10	738	64				7	40		107		520
Jewelry stores (installment credit).....	4	510					97	124				289
Jewelry stores.....	29	902	380	9	17	21	267		42			166
Lumber and building material dealers.....	8	1,635	82		33							1,520
Music stores (without radio).....	6	343	55			206					15	67
Office and store mechanical appliance dealers (retail).....	5	403	24									379
Office and store furniture and equipment dealers.....	5	581	30									251
Paint and glass stores.....	12	587	188				2		4	55		368
Plumbing shops—heating and ventilating.....	10	363	1							13		349

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Springfield which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 60 except for 567 stores with sales of \$13,844,378 which failed to report credit information.

CENSUS OF DISTRIBUTION

TABLE 64.—SPRINGFIELD—CREDIT BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups ²	543	40.59	42.77	16.64					
Food group	190	60.18	39.82		Apparel group—Continued				
Confectionery stores (candy and fountain)	5	78.42	21.58		Custom tailors.....	8	24.09	75.91	
Grocery stores (without meats).....	23	36.49	63.51		Shoe stores—men's, women's, and children's.....	8	68.71	31.29	
Combination stores (groceries and meats):					Furniture and household group	37	11.87	31.07	
Grocery stores with meats.....	40	37.46	62.54		Furniture stores.....	14	8.87	20.80	
Meat markets with groceries.....	113	63.46	36.54		Household appliances stores (electrical).....	3	18.35	24.72	
General merchandise group	10	33.14	58.28	7.60	Radio and music stores:				
Department stores.....	4	32.79	59.97	7.24	Radio and electrical shops.....	9	24.85	75.15	
Dry-goods stores.....	3	53.24	46.76		Radio and musical instruments stores.....	5	17.87	24.91	
Automotive group	96	52.41	10.29	37.30	Restaurants and eating places	4	96.90	3.10	
Motor vehicle dealers:					Lumber and building group	30	8.62	85.52	
Automobile sales rooms (new and trade-in).....	44	53.45	5.80	40.75	Lumber and building material dealers.....	7	4.49	96.51	
Used-car establishments.....	4	42.62	21.00	36.38	Heating and plumbing shops:				
Accessories, tires and batteries:					Heating appliances and oil burners.....	7	11.41	55.64	
Accessory stores with tires and batteries.....	4	35.11	64.89		Plumbing shops—heating and ventilating.....	9	2.65	97.35	
Battery and ignition shops—brake repair shops.....	3	33.05	66.95		Paint and glass stores.....	6	6.46	93.54	
Tire shops (including tire repairs).....	8	25.62	74.38		Other retail stores	118	37.00	56.90	
Filling stations:					Hardware stores.....	20	41.16	53.90	
Filling stations with tires and accessories.....	7	61.70	38.30		Cigar stores with fountains.....	3	83.27	16.73	
Filling stations with other merchandise.....	4	84.39	15.61		Coal and wood yards—ice dealers:				
Garages and repair shops:					Coal and wood yards.....	12	16.21	82.80	
Body, fender, and paint shops.....	3	41.34	58.66		Ice dealers.....	8	51.66	48.34	
Garages (repairs and storage, gasoline, oil, accessories).....	15	57.70	42.21		Drug stores.....	13	65.49	34.51	
Apparel group	60	41.22	54.41	4.37	Florists.....	9	35.30	64.70	
Men's clothing and furnishings stores.....	7	59.74	40.26		Jewelry stores:				
Clothing stores—men's, women's, and children's.....	8	.75	36.26	62.99	Jewelry stores (installment credit).....	4	30.72	2.43	
Women's ready-to-wear specialty stores—apparel and accessories.....	19	30.25	60.73	.02	Jewelry stores.....	9	45.25	54.75	
Women's accessories stores:					Office, school, and store supplies and equipment dealers:				
Furriers—fur shops.....	3	37.67	62.33		Office and store mechanical appliances dealers (retail).....	3	6.74	82.02	
Millinery stores.....	3	96.02	3.98		Office and store furniture and equipment dealers.....	3	3.18	94.83	
					Opticians and optometrists.....	5	40.68	59.32	
					Undertakers' supplies (including some service).....	5	54.51	45.49	

¹ Total sales of stores reporting credit business are \$57,461,459. Installment sales were not reported by stores with sales of less than \$50,000 annually. The open-account sales include the installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1157

TABLE 65.—SPRINGFIELD—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM THE SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total.....	8,242	\$3,796,855
Restaurants and eating places.....	7,459	3,545,132
Cafeterias.....	963	998,795
Lunch rooms.....	2,727	1,108,779
Restaurants with table service.....	3,197	989,019
Fountain-lunches.....	105	66,180
Lunch counters.....	467	322,356
Other stores in which meals are served.....	783	251,723
Confectionery stores (candy and fountain).....	115	45,443
Deliatessen stores.....	62	43,930
Grocery stores (without meats).....	80	32,153
Grocery stores with meats.....	6	750
Bakeries—bakery goods stores (except manufacturing bakeries).....	40	12,500
Department stores.....	500	116,947

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total.....	453	\$1,416,322	\$127,875
Automotive group.....	453	1,416,322	127,875
Automobile sales rooms (new and trade-in).....	276	659,060	41,887
Accessory stores with tires and batteries.....	8	27,292
Battery shops (including repairs).....	18	69,427
Tire shops (including tire repairs).....	15	54,997
Filling stations—gasoline and oil.....	5	2,724
Filling stations with tires and accessories.....	4	24,997
Motor cycles.....	4	6,700
Garages (repairs and storage, gasoline, oil, accessories).....	89	413,081	38,047
Body, fender, and paint shops.....	24	103,311
Parking stations, parking garages, and lots.....	7	37,113	44,941
Radiator shops (including repairs).....	3	15,820
Used-car establishments.....	3,000

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repairs and service
Total.....	\$1,015,604
General merchandise group.....	125,706
Department stores.....	125,706
Automotive group.....	7,828
Battery and ignition shops—brake repair shops.....	3,037
Bicycle shops.....	4,191
Apparel group.....	119,647
Men's and boys' hat and cap stores.....	2,900
Men's furnishings stores.....	2,022
Women's ready-to-wear specialty stores—apparel and accessories.....	18,756
Furriers—fur shops.....	43,789
Millinery stores.....	3,801
Custom tailors.....	25,732
Shoe stores—men's, women's and children's.....	23,267
Furniture and household group.....	69,249
Floor coverings stores.....	5,789
Household appliances stores (electric).....	1,895
Household appliances stores.....	32,633
Antique and used furniture dealers.....	4,727
Radio and electrical shops.....	10,426
Radio and musical instruments stores.....	4,779
Lumber and building group.....	417,060
Lumber and building material dealers.....	16,000
Electrical shops (without radio).....	16,000
Heating appliances and oil burners.....	90,568
Plumbing shops—heating and ventilating.....	74,276
Paint and glass stores.....	221,106
Other retail stores.....	289,185
Hardware stores.....	12,725
Toy shops.....	2,100
Jewelry stores (installment credit).....	20,172
Jewelry stores.....	101,846
Luggage and leather goods stores.....	1,806
Music stores (without radio).....	593
Office and store mechanical appliances dealers (retail).....	36,899
Office and store furniture and equipment dealers.....	400
Typewriter dealers.....	5,763
Opticians and optometrists.....	3,840
Beauty shops and barber shops.....	47,650
Undertakers' supplies (including some service).....	35,301
Secondhand stores.....	6,089

CENSUS OF DISTRIBUTION

TABLE 66.—WORCESTER—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
 NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

(An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals)

KIND OF BUSINESS (Not synonymous with commodities sold—see Table 72)	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	2,338	2,091	9,528	1,411	\$12,457,150	\$310,855	\$13,723,543	\$14,236,470	\$108,100,688	100.00
Food group.....	1,058	1,004	1,612	342	2,102,201	82,383	2,150,448	1,315,920	27,670,966	25.36
Candy and confectionery stores.....	162	190	154	31	139,075	9,079	282,040	184,720	2,120,010	1.95
Dairy products stores (including milk dealers) ¹	33	38	184	13	209,722	4,734	338,559	21,670	2,995,909	2.75
Delicatessen stores.....	6	8	22	3	21,947	558	20,512	6,040	296,079	.27
Fruit stores and vegetable markets.....	18	21	18	6	14,540	1,289	27,791	7,830	300,228	.28
Grocery stores (without meats).....	275	190	228	56	280,169	13,274	336,344	289,810	4,883,546	4.48
Combination stores (groceries and meats).....	440	428	657	178	899,477	41,192	788,062	609,360	13,595,482	12.40
Meat markets.....	48	51	126	24	182,348	5,826	130,093	40,570	2,106,789	2.01
Bakeries and caterers.....	64	67	178	27	211,421	5,148	180,524	27,550	1,019,307	.93
Other food stores.....	12	11	45	4	53,602	1,283	36,623	37,770	253,950	.23
General merchandise group.....	69	68	2,169	480	1,839,121	85,187	2,457,450	2,900,980	15,914,934	14.59
Department stores.....	6		1,607	373	1,470,881	64,987	1,905,534	2,203,750	11,898,634	10.91
Dry goods stores—piece goods stores.....	36	44	27	5	23,855	1,814	56,806	182,680	584,792	.53
General merchandise stores (including 4 general stores).....	16	18	15	5	16,281	532	36,538	66,160	292,092	.27
Variety, 5-and-10, and to-a-dollar stores.....	11	6	520	97	323,604	17,854	458,572	448,390	3,139,416	2.88
Automotive group.....	215	140	1,201	35	2,088,142	6,449	2,259,223	1,777,490	19,831,145	18.18
Motor-vehicle dealers (new and trade-in).....	45	20	748	1	1,406,711	323	1,511,171	1,320,040	14,755,545	13.53
Accessories, tires, and batteries.....	43	40	121	3	219,458	1,305	247,534	330,020	1,708,939	1.56
Filling stations.....	57	33	208	27	269,073	3,834	318,383	32,430	2,000,870	2.39
Motor cycles, bicycles, and supplies.....	3	3	5		4,425		7,666	14,570	46,661	.04
Garages and repair shops.....	37	44	119	4	187,875	987	174,569	29,880	717,127	.66
Apparel group.....	267	204	1,171	280	1,694,717	71,738	2,387,160	2,578,640	14,162,312	12.98
Men's and boys' clothing and furnishing stores.....	69	56	251	62	433,728	16,973	606,643	1,048,210	4,042,629	3.71
Clothing stores—men's, women's, and children's.....	27	24	193	12	260,008	3,189	334,432	244,190	1,887,028	1.73
Women's ready-to-wear specialty stores—apparel and accessories.....	36	24	452	108	573,782	28,648	803,357	520,760	4,812,958	4.41
Women's accessories stores.....	53	33	145	39	216,147	10,062	258,864	210,000	1,311,680	1.20
Other apparel stores.....	25	31	33	13	37,212	2,850	62,449	53,320	294,600	.27
Shoe stores.....	57	36	99	46	173,840	10,016	321,415	501,260	1,813,318	1.66
Furniture and household group.....	87	74	538	19	884,677	5,837	953,805	1,315,390	5,279,773	4.84
Furniture stores.....	28	23	245	3	410,940	925	559,665	754,330	2,980,136	2.74
Floor coverings, draperies, curtains, and up- holstery stores.....	10	11	18	7	31,455	2,461	57,001	76,610	354,719	.32
Household appliances stores.....	10	4	135		220,694		116,997	111,300	781,235	.72
Other home furnishings and appliances stores.....	10	10	34		41,667		33,451	60,810	195,255	.18
Radio and music stores.....	29	26	104	9	159,882	2,451	186,001	312,340	959,428	.88
Restaurants, cafeterias, and eating places.....	174	190	1,033	72	983,591	20,962	941,679	107,770	4,871,617	4.48
Restaurants, cafeterias, and lunch rooms.....	127	137	869	43	773,692	13,020	776,653	82,940	3,818,286	3.50
Lunch counters, refreshment stands, etc.....	47	53	164	29	189,899	7,932	165,026	24,830	1,053,331	.96
Lumber and building group.....	73	63	395	21	726,811	6,380	496,479	1,037,080	4,645,350	4.28
Lumber and building material dealers.....	15	10	232	4	464,016	1,918	270,922	710,610	3,111,133	2.85
Electrical shops (without radio).....	6	5	16	2	30,462	1,153	32,868	15,730	194,754	.18
Heating and plumbing shops.....	18	22	41	8	60,172	1,906	45,117	36,250	377,441	.35
Paint and glass stores.....	34	26	106	7	172,161	1,403	147,572	274,490	962,022	.88
Other retail stores.....	352	299	1,373	157	2,133,391	30,513	2,016,235	3,059,680	16,390,222	15.02
Hardware stores.....	22	19	54	2	72,105	211	84,358	193,700	661,256	.61
Farmers' supplies.....	11	10	90	2	141,590	256	120,234	211,610	1,984,189	1.82
Book stores.....	4	3	5	4	2,733	644	10,586	21,470	37,687	.03
Cigar stores and cigar stands.....	39	34	39	4	52,704	1,382	80,583	45,280	594,378	.55
Coal and wood yards—ice dealers.....	30	19	408	8	581,006	2,037	454,553	299,070	4,546,287	4.17
Drug stores.....	57	45	214	26	313,011	6,867	274,981	416,810	2,480,676	2.27
Florists.....	20	28	59	33	79,170	3,589	107,826	23,960	622,795	.58
Gift shops, novelties, and toys.....	14	13	19	9	17,235	790	43,880	70,750	192,547	.18
Jewelry stores.....	37	35	143	21	261,681	4,805	339,024	553,960	1,703,794	1.56
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	6	5	29	6	55,350	2,084	69,065	102,020	308,648	.28
News dealers.....	11	13	11	13	15,921	1,426	26,898	11,100	187,406	.17
Office, school, and store supplies, and equipment dealers.....	13	3	83	3	164,255	651	85,325	130,600	884,536	.81
Opticians and optometrists.....	26	27	42	1	68,210	378	77,440	81,270	436,507	.40
Sporting goods stores, including athletic and play- ground equipment.....	5	1	31	1	66,672	50	63,967	150,270	496,131	.45
Scientific and medical instruments and supplies at retail.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	52	43	133	22	223,219	5,043	160,747	710,340	1,036,796	.95
Secondhand stores.....	43	49	38	5	44,499	1,216	61,014	143,540	334,349	.31

¹ Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1159

TABLE 67.—WORCESTER—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firms members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	2,338	2,061	9,528	1,411	\$12,457,150	\$310,655	\$13,723,543	\$14,236,470	\$109,100,668	100.00
Single-store independents.....	1,832	2,015	6,380	1,002	8,256,381	218,310	9,015,040	10,332,240	72,639,954	66.58
Two-store independents.....	84	62	698	53	917,984	10,324	1,068,232	959,910	7,160,466	6.56
Three-store independents.....	27	16	215	7	359,486	1,030	374,249	289,070	3,158,866	2.90
Local chains.....	110	5	450	33	675,403	6,467	682,610	570,150	6,840,263	6.27
Sectional chains.....	143	506	106	106	783,783	27,494	872,004	626,510	6,711,274	6.15
National chains.....	164	998	197	197	1,043,802	43,674	1,408,507	1,146,860	10,280,121	9.42
Other types of operation.....	38	3	275	13	420,311	2,756	302,901	330,830	2,309,724	2.12

TABLE 68.—WORCESTER—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the total]

KIND OF BUSINESS	Total	Single store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	6	4	1			1	
Annual net sales.....	\$11,898,634	(x)	(x)			(x)	
Per cent of total sales.....	100.00	(x)	(x)			(x)	
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	11	5				6	
Annual net sales.....	\$3,139,416	\$75,697				\$3,063,719	
Per cent of total sales.....	100.00	2.41				97.59	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	69	53	5		6	3	2
Annual net sales.....	\$4,042,029	\$2,624,459	\$125,613		\$900,835	\$329,369	\$62,353
Per cent of total sales.....	100.00	64.92	3.11		22.28	8.15	1.54
Clothing stores—men's, women's, and children's:							
Number of stores.....	27	23	3			1	
Annual net sales.....	\$1,887,028	\$607,392	(x)			(x)	
Per cent of total sales.....	100.00	32.19	(x)			(x)	
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	36	18	7	3	4	4	
Annual net sales.....	\$4,812,958	\$2,491,154	\$1,271,670	\$291,216	\$205,124	\$553,794	
Per cent of total sales.....	100.00	51.77	26.42	6.05	4.28	11.50	
Shoe stores:							
Number of stores.....	57	39	1	1	6	8	2
Annual net sales.....	\$1,813,318	\$672,783	(x)	(x)	\$437,373	\$448,067	(x)
Per cent of total sales.....	100.00	37.10	(x)	(x)	24.12	24.71	(x)
Furniture stores:							
Number of stores.....	28	21	3	3		1	
Annual net sales.....	\$2,989,136	\$1,663,723	\$330,281	(x)		(x)	
Per cent of total sales.....	100.00	55.66	27.78	(x)		(x)	
Radio and music stores:							
Number of stores.....	29	24	3		2		
Annual net sales.....	\$959,428	\$720,994	(x)		(x)		
Per cent of total sales.....	100.00	75.15	(x)		(x)		
Grocery stores (without meats):							
Number of stores.....	275	175	5		57	38	
Annual net sales.....	\$4,883,546	\$1,559,792	\$96,068		\$1,561,813	\$1,665,273	
Per cent of total sales.....	100.00	31.94	1.98		31.98	34.10	
Combination stores (groceries and meats):							
Number of stores.....	440	346	13	71	2	8	
Annual net sales.....	\$13,595,482	\$10,254,187	\$610,413	\$1,749,603	(x)	(x)	
Per cent of total sales.....	100.00	75.42	4.49	12.87	(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	127	113	9	1	4		
Annual net sales.....	\$3,818,286	\$2,480,455	\$779,732	(x)	(x)		
Per cent of total sales.....	100.00	64.96	20.42	(x)	(x)		
Cigar stores and cigar stands:							
Number of stores.....	39	33	2		1	3	
Annual net sales.....	\$594,378	\$280,741	(x)		(x)	\$278,004	
Per cent of total sales.....	100.00	47.23	(x)		(x)	46.87	
Filling stations:							
Number of stations.....	87	29	3	6	41	8	
Annual net sales.....	\$2,606,876	\$1,040,673	\$169,603	\$170,703	\$888,381	\$337,516	
Per cent of total sales.....	100.00	39.92	6.50	6.55	34.08	12.95	
Coal and wood yards—ice dealers:							
Number of yards.....	30	28	1		1		
Annual net sales.....	\$4,546,287	(x)	(x)		(x)		
Per cent of total sales.....	100.00	(x)	(x)		(x)		
Drug stores:							
Number of stores.....	57	46	4	4		3	
Annual net sales.....	\$2,480,976	\$1,434,523	\$175,131	\$134,692		\$736,630	
Per cent of total sales.....	100.00	57.82	7.06	5.43		29.69	
Hardware stores:							
Number of stores.....	22	20		2			
Annual net sales.....	\$961,256	(x)		(x)			
Per cent of total sales.....	100.00	(x)		(x)			
Jewelry stores:							
Number of stores.....	37	34	1			2	
Annual net sales.....	\$1,703,794	\$1,316,452	(x)			(x)	
Per cent of total sales.....	100.00	77.27	(x)			(x)	

CENSUS OF DISTRIBUTION

TABLE 69.—WORCESTER—CREDIT BUSINESS

NUMBER OF STORES AND AMOUNT OF SALES CLASSIFIED ACCORDING TO DEGREE OF CREDIT FOR SELECTED KINDS OF BUSINESS

[Sales expressed in thousands of dollars]

KIND OF BUSINESS	TOTAL		All cash	PROPORTION OF CREDIT BUSINESS									
	Number of stores	Net sales		1 to 10 per cent credit	11 to 20 per cent credit	21 to 30 per cent credit	31 to 40 per cent credit	41 to 50 per cent credit	51 to 60 per cent credit	61 to 70 per cent credit	71 to 80 per cent credit	More than 80 per cent credit	
Total, all stores reporting: ¹													
Number of stores.....	1,642		962	168	60	44	43	74	51	67	50	127	
Per cent of total stores.....	100.00		58.59	10.23	3.41	2.68	2.62	4.51	3.11	4.08	3.04	7.73	
Amount of net sales.....		\$85,697	\$29,551	\$5,838	\$3,372	\$3,024	\$0,859	\$5,846	\$3,428	\$8,854	\$4,410	\$13,916	
Per cent of total net sales.....		100.00	34.49	6.81	3.93	4.23	8.00	6.82	4.00	10.33	5.15	16.24	
Department stores.....	6	\$11,899	\$521				\$2,577	\$2,425	\$1,803	\$3,927			\$686
Dry goods stores.....	19	338	232	\$14	\$87								5
General merchandise stores.....	7	156	47	37				2					70
Variety, 5 and 10 and to-a-dollar stores.....	11	3,139	3,100			\$30							
Men's and boys' clothing stores.....	7	405	116	229									60
Clothing stores—men's, women's and children's.....	18	1,747	123	33		1,174					\$34		383
Furriers—fur shops.....	8	300	14				174			38	61		13
Men's furnishings stores.....	14	308	248					60					
Men's clothing and furnishings stores.....	16	2,390	358	36	654		221			900	162		60
Millinery stores.....	25	632	444	24			45	7		70	12		30
Women's ready-to-wear specialty stores—apparel and accessories.....	20	3,845	2,410			233				83	737		373
Shoe stores—men's.....	4	197	198	1									
Shoe stores—women's.....	3	50	50										
Shoe stores—men's, women's and children's.....	38	1,887	1,076	107	82				122				
Furniture stores.....	24	2,635	150		14	55		25	35	264	276		1,810
Household appliances stores (electrical).....	5	284							8				276
Radio and electrical shops.....	8	229	6	10	16					4	53		140
Radio and musical instruments stores.....	13	655	186						21				448
Bakeries—bakery goods stores (except manufacturing bakeries).....	44	818	602	16		105		18					17
Dairy products (including ice cream).....	5	425	57							16	362		
Delicatessen stores.....	3	252	48		204								
Fish markets—sea foods.....	8	246	35	35	53	21				102			
Fruit stores and vegetable markets.....	8	125	114		11								
Grocery stores (without meats).....	232	4,536	4,017	57	132	21	38	71	67	35	39		59
Combination stores—grocery stores with meats.....	227	6,035	1,799	2,001	65	546	141	318	229	170	440		328
Meat markets.....	29	1,721	281	738		258		100	93	188	75		8
Combination stores—meat markets with groceries.....	127	4,895	1,668	833	242	140	180	334	380	684	302		133
Confectionery stores (candy and fountain).....	107	1,286	1,110	154	9		7	5		1			
Automobile sales rooms—new and trade-in.....	27	10,375	758	68	1,159		2,836	1,555		1,682	49	576	1,841
Accessory stores with tires and batteries.....	12	465	386			6		16					
Filling stations—gasoline and oil.....	17	344	223	29	20	63							
Filling stations with tires and accessories.....	9	203	149			14		40					
Garages (repairs and storage, gasoline, oil, accessories).....	11	184	87	3			20		17	57			
Tire shops (including tire repairs).....	6	435	70							50	44		271
Cigar stores without fountains.....	21	380	373		7								
Coal and wood yards.....	19	3,184	290	610	106	97	147			160	594		1,265
Electrical shops (without radio).....	5	192	29			1				16			146
Drug stores.....	13	676	193	254	143	86							
Drug stores with fountains.....	27	1,321	1,286	28	7								
Feed stores (flour, feed, grain, fertilizer).....	7	1,253	100						79		175		899
Florists.....	15	334	170				18	25		65			56
Hardware stores.....	20	623	148	82		59	10	24		54	246		
Heating appliances and oil burners.....	5	203	64		15			120			4		
Jewelry stores (installment credit).....	6	796					137				75		584
Jewelry stores.....	22	716	210	74		91		71	266	4			
Lumber and building material dealers.....	8	2,190	77										2,113
Music stores (without radio).....	3	333		17		243							73
Office and store mechanical appliance dealers (retail).....	4	347									140		267
Paint and glass stores.....	25	773	291	4	5		52	27		191			203
Plumbing shops—heating and ventilating.....	7	68	15	10							23		

¹ All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in Worcester which have reported either that they sell entirely for cash or that they sell on credit. It agrees with Table 66 except for 696 stores with sales of \$23,403,008 which failed to report credit information.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1161

TABLE 70.—WORCESTER—CREDIT BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, OPEN ACCOUNT, AND ON INSTALLMENT, BY KINDS OF BUSINESS

KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES			KIND OF BUSINESS	Number of stores reporting credit sales ¹	PER CENT OF REPORTING STORES' SALES		
		For cash	On open account	On installment			For cash	On open account	On installment
All groups²	680	46.36	39.92	13.72					
Food group	355	61.11	38.89		Apparel group—Continued.				
Confectionery stores (candy and fountain).....	16	92.12	7.88		Women's accessories stores:				
Milk dealers.....	9	18.74	81.26		Furriers—fur shops.....	6	48.83	51.17	
Grocery stores (without meats).....	63	56.38	44.62		Millinery stores.....	6	66.79	33.21	
Combination stores (groceries and meats):					Custom tailors.....	3	66.67	33.33	
Grocery stores with meats.....	158	69.68	30.32		Shoe stores—men's, women's and children's.....	7	74.17	25.83	
Meat markets with groceries.....	78	55.94	44.06		Furniture and household group	46	18.27	26.34	
Meat markets (including sea foods):					Furniture stores.....	19	17.57	24.17	
Fish markets—sea foods.....	6	61.07	38.93		Household appliances stores (electrical).....	5	9.01	5.27	
Meat markets.....	13	72.26	27.74		Radio and music stores:				
Bakeries—bakery goods stores (except manufacturing bakeries).....	6	64.15	35.85		Radio and electrical shops.....	7	41.08	57.27	
					Radio and musical instruments stores.....	9	9.49	23.32	
General merchandise group	15	45.14	47.32	7.54	Restaurant and eating places	4	42.68	57.32	
Department stores without food departments.....	5	44.64	48.10	7.26	Lunch rooms.....	4	42.68	57.32	
Dry goods stores—piece goods stores.....	4	83.62	16.38		Lumber and building group	34	12.10	87.74	
General merchandise stores.....	4	50.77	2.65	46.68	Lumber and building material dealers.....	7	4.87	95.13	
Automotive group	68	52.34	15.68	31.98	Electrical shops (without radio).....	3	16.04	83.96	
Motor-vehicle dealers:					Heating and plumbing shops:				
Automobile sales rooms (new and trade-in).....	22	53.50	12.55	33.95	Heating appliances and oil burners.....	5	41.88	55.40	
Used-car establishments.....	4	53.14	2.84	44.02	Plumbing shops—heating and ventilating.....	3	29.29	70.71	
Accessories, tires and batteries:					Paint and glass stores.....	14	27.68	72.32	
Accessory stores with tires and batteries.....	6	24.99	75.01		Other retail stores	99	41.78	49.88	
Battery and ignition shops—brake repair shops.....	5	50.65	49.35		Hardware stores.....	10	46.70	52.89	
Tire shops (including repairs).....	3	17.27	82.73		Feed stores (flour, feed, grain, fertilizer).....	3	7.93	92.07	
Filling stations:					Coal and wood yards.....	9	42.25	57.31	
Filling stations—gasoline and oil.....	9	82.13	17.87		Drug stores.....	5	88.32	11.68	
Filling stations with tires and accessories.....	3	58.54	41.46		Florists.....	7	35.56	64.44	
Garages (repairs and storage, gasoline, oil, accessories).....	5	46.28	53.72		Jewelry stores:				
Apparel group	81	49.90	45.88	4.22	Jewelry stores (installment credit).....	6	18.29	4.15	
Men's and boys' clothing and furnishing stores:					Jewelry stores.....	8	56.69	43.31	
Men's and boys' clothing stores.....	4	69.00	13.09	17.91	Music stores (without radio).....	3	56.74	21.36	
Men's clothing and furnishings stores.....	8	51.79	45.24	2.97	Office and store mechanical appliance dealers (retail).....	3	11.26	77.65	
Clothing stores—men's, women's and children's.....	13	52.06	38.70	9.24	Opticians and optometrists.....	6	63.67	36.43	
Woman's ready-to-wear specialty shops—apparel and accessories.....	7	30.10	69.90		Undertakers' supplies (including some service).....	7	44.58	55.42	
					Secondhand stores	7	65.70	83.68	

¹ Total sales of stores reporting credit business are \$56,140,112. Installment sales were not reported by stores with sales of less than \$60,000 annually. The open-account sales include the installment business of these small stores.

² Group totals may include figures for stores which are omitted from the detail to avoid disclosure of individual operations.

TABLE 71.—WORCESTER—RECEIPTS OTHER THAN FROM THE SALE OF MERCHANDISE

A.—RECEIPTS FROM THE SALE OF MEALS

KIND OF BUSINESS	Normal seating capacity	Receipts from sale of meals
Total¹	6,588	\$3,957,776
Restaurants, cafeterias, and eating places	6,482	3,914,627
Cafeterias.....	1,246	1,008,258
Lunch rooms.....	2,389	1,122,736
Restaurants with table service.....	2,050	1,084,625
Fountain—lunches.....	226	198,052
Lunch counters.....	571	500,956
Other stores in which meals are served	106	43,149
Delicatessen stores.....	52	28,000
Grocery stores (without meat).....	54	15,149

¹ This table is based upon replies to a question as to the total receipts from the sale of meals. Not all stores selling meals replied in detail. Additional data on this subject are contained in the commodity table. Both tables should be taken into consideration in any study of food sales.

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE

KIND OF BUSINESS	Number of repair employees	Receipts from repair service	Receipts from storage
Total	371	\$1,095,742	\$1,568
Automotive group	370	1,023,992	1,568
Automobile sales rooms (new and trade-in).....	284	720,479	
Used-car establishments.....	9	45,478	
Accessory stores with tires and batteries.....	9	30,790	
Battery and ignition shops—brake repair shops.....	4	9,843	
Tire shops (including tire repairs).....	15	41,244	
Filling stations—gasoline and oil.....	10	6,971	
Filling stations with tires and accessories.....	9	34,112	
Garages (repairs and storage, gasoline, oil, accessories).....	28	121,067	
Radiator shops (including repairs).....	2	13,402	
Secondhand stores	1	1,750	

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE

(Incidental to the sale of merchandise)

KIND OF BUSINESS	Receipts from other repair and service
Total	\$792,532
Food group	1,430
Confectionery stores (candy and fountain).....	950
Combination stores—meat markets with groceries.....	480
General merchandise group	58,771
Department stores without food department.....	58,771
Apparel group	353,157
Men's and boys' clothing stores.....	500
Men's and boys' hat stores.....	5,438
Men's clothing and furnishings stores.....	60,000
Clothing stores, men's, women's, and children's.....	3,926
Women's ready-to-wear specialty stores—apparel and accessories.....	100,896
Furriers—fur shops.....	129,371
Custom tailors.....	20,360
Dressmakers.....	900
Infants' wear shops.....	7,652
Shoe stores:	
Men's.....	4,000
Men's, women's, and children's.....	20,114
Furniture and household group	27,680
Draperies, curtains, and upholstery stores.....	1,200
Household appliances stores (electrical).....	18,388
Refrigerator dealers—electric only.....	3,596
Picture and framing stores.....	300
Radio and electrical shops.....	4,146
Lumber and building group	9,208
Heating appliances and oil burners.....	5,958
Paint and glass stores.....	3,250
Other retail stores	339,356
Hardware stores.....	975
Coal and wood yards.....	8,070
Jewelry stores (installment credit).....	49,263
Jewelry stores.....	152,795
Luggage and leather goods stores.....	14,924
Office and store mechanical appliance dealers (retail).....	36,037
Typewriter dealers.....	3,535
Opticians and optometrists.....	1,570
Beauty shops and barber shops (merchandise).....	37,390
Locksmiths.....	2,000
Undertakers' supplies (including some service).....	32,797
Secondhand stores	3,000

CENSUS OF DISTRIBUTION

TABLE 72.—WORCESTER—SALES BY COMMODITIES

(Read note carefully for explanation of terms)

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
FOOD GROUP			GENERAL MERCHANDISE GROUP—Continued		
Egg and poultry dealers (net sales, \$188,284): (Commodity coverage, 87.0 per cent)			Department stores—Continued.		
Eggs.....	15.3	15.3	Home furnishings—Continued.		
Poultry.....	84.7	84.7	Refrigerators, electric and gas.....	1.5	0.7
Combination stores (meat markets with groceries) (net sales, \$6,784,776): (Commodity coverage, 22.4 per cent)			Other home furnishings.....	3.1	3.0
Bakery products, fresh.....	8.3	3.8	Infants wear.....	1.9	1.8
Bottled beverages.....	.7	.1	Jewelry, silverware and clocks:		
Confectionery and nuts.....	1.1	.2	Watches.....	.4	.2
Delicatessen, ready-to-serve foods.....	3.4	1.5	Diamond jewelry.....	1.3	.1
Fresh fish and other sea foods.....	5.1	1.7	Rings, other than diamond.....	.4	.1
Fruits and vegetables.....	12.2	8.0	Gold and gold-plated jewelry.....	.6	.1
Groceries:			Plated silverware.....	.6	.6
Butter and cheese.....	5.4	5.4	Sterling silverware.....	.4	.1
Eggs.....	1.0	1.0	Other jewelry.....	.9	.9
Lard, cooking fats, etc.....	1.2	1.2	Leather goods, bill folds, purses, gloves and handbags.....	1.3	1.2
Flour.....	1.0	1.0	Luggage.....	.8	.4
Sugar.....	1.0	1.0	Miscellaneous merchandise.....	6.4	4.4
Canned goods and other groceries.....	12.9	12.9	Motorcycles, bicycles and accessories.....	.2	.1
Meats, including poultry.....	61.8	61.8	Musical instruments and accessories.....	.3	.2
Milk and cream.....	1.7	.3	Optical goods.....	.3	.1
Nonfood products.....	.4	.1	Fabrics, varnishes and painters' supplies.....	.9	.2
Fish markets—sea foods (net sales, \$262,257): (Commodity coverage, 38.0 per cent)			Radios and equipment.....	4.0	3.7
Fresh fish and other sea foods.....	75.0	75.0	Seeds, bulbs, plants and nursery stock.....	.4	.2
Fruits and vegetables.....	20.0	20.0	Services.....	1.0	.5
Groceries.....	5.0	5.0	Shoes and other footwear:		
GENERAL MERCHANDISE GROUP			Men's.....	.3	.3
Department stores: (Commodity coverage, 100.0 per cent)			Boys' and youths'.....	.3	.2
Antiques, art goods, gifts.....	.7	.4	Women's.....	4.5	4.3
Apparel and accessories—women's, misses' and children's:			Misses' and children's.....	.6	.4
Children's wear.....	.8	.6	Sporting goods, gymnasium and playground equipment.....	4.8	.2
Millinery.....	1.6	1.2	Stationery, books and magazines:		
Hostery.....	4.9	4.7	Books.....	1.2	.6
Coats, suits and dresses.....	7.7	7.4	Paper and paper goods.....	1.1	.8
Underwear, negligees, corsets, etc.....	5.7	5.5	Stoves, ranges, heaters, etc., (other than electric or gas).....	2.2	.9
Other apparel (except furs).....	4.3	4.3	Toilet articles and preparations.....	3.4	2.4
Appliances and supplies, electric.....	2.9	1.8	Toilet preparations and cosmetics.....	1.6	
Automotive parts and accessories:			Toilet articles.....	.8	
Automobile parts and accessories (except tires and tubes).....	12.6	.5	Toys and games.....	1.2	.8
Tires, tubes and tire accessories.....	2.9	1.9	Wall paper.....	.4	.2
Clothing and furnishings (men's and boys').....	10.7	10.7	General merchandise stores: (Commodity coverage, 33.3 per cent)		
Suits.....	1.8		Apparel and accessories—women's, misses' and children's:		
Hats and caps.....	.6		Children's wear.....	4.5	4.5
Furnishings.....	8.3		Millinery.....	.8	.8
Drugs and drug sundries.....	2.3	.8	Coats, suits, and dresses.....	10.8	16.8
Drygoods and notions:			Other apparel (except furs).....	.5	.5
Cotton piece goods.....	1.7	1.6	Clothing and furnishings (men's and boys'):		
Linen goods.....	2.7	2.6	Suits.....	6.0	6.0
Wool and wool mixed goods.....	.3	.2	Overcoats.....	4.3	4.3
Rayon piece goods.....	.3	.2	Work clothing.....	2.7	2.7
Silk and velvet piece goods.....	2.1	2.0	Other clothing.....	1.6	1.6
Notions and other small wares.....	4.0	3.8	Furniture:		
Other dry goods.....	.2	.1	Bedroom.....	14.4	14.4
Farm and garden equipment and supplies.....	2.0	.1	Living room, library, and hall.....	9.9	9.9
Confectionery and nuts.....	.6	.2	Dining room.....	13.3	13.3
Fountain sales and ice cream.....	1.3	.4	Kitchen.....	8.8	8.8
Furniture, household.....	0.1	6.1	Other household.....	7.8	7.8
Furs and fur goods.....	1.0	.5	Radios and equipment:		
Gas appliances and supplies.....	0.4	.1	Radio sets.....	7.6	7.6
Hardware.....	6.0	.3	Radio parts, accessories.....	1.0	1.0
Home furnishings:			Variety, 5-and-10, and to-a-dollar stores: (Commodity coverage, 19.1 per cent)		
Draperies, upholstery and curtains.....	3.0	3.4	Apparel and accessories—women's, misses' and children's:		
Floor coverings.....	4.7	4.5	Hostery.....	11.1	11.1
Bedding mattresses, springs.....	1.2	.5	Underwear, negligees, corsets, etc.....	9.3	4.8
China, glassware and crockery.....	1.6	1.5	Other apparel.....	6.7	3.4
Kitchen utensils.....	2.5	2.4	Batteries.....	.2	.1

NOTE.—Both columns of percentages apply strictly to the kind of business designated. Sales of similar commodities in other kinds of stores are reported separately. Not all stores of any given classification sell every commodity listed thereunder. Thus the first percentage column represents the importance of the commodity in all of the stores of a given kind which report sales of that commodity, and in no other kind of store. The second percentage column shows the relative importance of each commodity in relation to the total sales of all stores (included in the classification) which reported their sales by commodities. The commodity coverage shows the degree to which the total sales of the stores included in the commodity breakdown are representative of the sales of all stores (of the same kind) in the city. The percentages in the second column are applicable to the sales shown in Table 66. For classifications not shown separately in Table 66, the total sales are shown herein. Commodities reported in the form of indented items, with percentages shown in short, are a further breakdown of the principal classification (without further detail) than was reported in detail. Always the further detail represents a substantial sample but less than 50 per cent of the principal commodity classification. Several classifications in these commodity tables represents a small degree of coverage. They are included reluctantly and for the purpose not only of showing the data available but also the small degree of availability of commodity data in these kinds of business. Such percentages should be used with caution. (See General Definitions, p. 7 of this report.)

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1163

TABLE 72.—WORCESTER—SALES BY COMMODITIES—Continued

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
GENERAL MERCHANDISE GROUP—Continued			APPAREL GROUP		
Variety stores—Continued.			Men's and boys' clothing stores (net sales, \$625,944):		
Fruits and vegetables, fresh.....	1.1	1.1	(Commodity coverage, 48.0 per cent)		
Fountain sales and ice cream.....	4.8	2.3	Suits.....	67.3	67.3
Hardware:			Overcoats.....	27.7	27.7
Builders' and shelf hardware.....	8.6	4.2	Hats and caps.....	1.9	1.9
Other hardware.....	2.1	1.1	Jewelry.....	15.6	3.1
Home furnishings:			Men's and boys' hat and cap stores (net sales, \$235,299):		
China, glassware, and crockery.....	4.2	4.2	(Commodity coverage, 56.6 per cent)		
Kitchen utensils.....	1.7	.8	Hats and caps.....	94.7	94.7
Other home furnishings.....	3.5	1.8	Furnishings.....	12.4	5.3
Infants wear.....	4.8	2.5	Men's clothing and furnishings stores (net sales, \$2,643,321):		
Leather goods, bill folds, purses.....	1.9	1.0	(Commodity coverage, 90.0 per cent)		
Men's and boys' furnishings.....	14.6	7.6	Clothing and furnishings.....	93.8	93.8
Miscellaneous merchandise.....	(x)	3.7	Suits.....	48.5	
Musical goods:			Overcoats.....	15.3	
Phonographs and records.....	1.5	1.5	Hats and caps.....	4.1	
Sheet music, music books, etc.....	3.0	1.4	Furnishings.....	22.6	
Jewelry, costume.....	3.0	3.0	Work clothing.....	.9	
Paints, varnishes, lacquers.....	.5	.3	Other clothing.....	2.4	
Paper and paper goods.....	5.0	5.0	Jewelry.....	8.3	.2
Seeds, bulbs, plants, and nursery stocks.....	1.3	.6	Leather goods, billfolds, purses.....	1.3	.4
Shoes and other footwear.....	6.6	3.4	Service.....	30.4	2.5
Toilet preparations and cosmetics.....	7.3	7.3	Shoes and other footwear:		
Toys and games.....	5.1	5.1	Men's.....	3.5	2.5
			Boys' and youths'.....	1.5	.6
AUTOMOTIVE GROUP			Clothing stores—men's, women's and children's:		
Automobile salesrooms—new and trade-in (net sales, \$14,054,444):			(Commodity coverage, 77.8 per cent)		
(Commodity coverage, 90.3 per cent)			Art goods, gifts.....	.6	.5
Automobiles, parts and accessories:			Apparel and accessories—women's, misses', children's:		
Passenger automobiles, new.....	40.8	42.3	Children's wear.....	9.2	9.2
Used passenger cars.....	19.0	16.7	Millinery.....	2.5	2.5
Buses.....	10.4	2.2	Hosiery.....	9.3	9.3
Commercial cars and trucks, new.....	25.6	12.2	Coats, suits and dresses.....	41.2	41.2
Used commercial cars and trucks.....	6.3	3.0	Underwear, negligees, corsets, etc.....	8.6	8.6
Automotive parts and accessories, (except tires tubes and batteries).....	6.4	5.6	Other apparel (except furs).....	5.4	5.4
Tires, tubes, and tire accessories.....	1.1	.5	Men's and boys' clothing and furnishings:		
Passenger automobiles, new, sold to dealers.....	17.2	8.9	Suits.....	7.5	
Used cars sold to dealers.....	2.4	.8	Overcoats.....	3.5	
Commercial cars and trucks, new sold to dealers.....	5.1	1.3	Furnishings.....	4	
Parts and accessories, sold to dealers.....	2.0	.6	Other clothing.....	.4	
Automobile service.....	5.3	5.3	Furs and fur goods.....	2.4	2.0
Gasoline, oil, and greases.....	1.0	.6	Jewelry.....	1.5	1.5
Used car establishments (including used trucks) (net sales, \$701,101):			Leather goods, billfolds, purses, gloves, and handbags.....	3.6	3.1
(Commodity coverage, 90.4 per cent)			Notions and other small wares.....	1.7	1.4
Automobiles, parts and accessories:			Service.....	.3	.2
Used passenger cars.....	64.2	64.2	Shoes and other footwear.....	1.4	1.4
Automotive parts and accessories (except tires, tubes and batteries).....	1.9	.9	Toilet articles and preparations.....	1.7	1.4
Tires, tubes, and tire accessories.....	21.9	3.3	Toys and games.....	.5	.5
Used cars sold to dealers.....	28.8	19.8	Women's ready-to-wear specialty stores:		
Automobile service.....	26.0	4.8	(Commodity coverage, 93.6 per cent)		
Batteries.....	1.5	.2	Antiques, art goods, gifts.....	2.1	.5
Gasoline, oils, and greases.....	45.4	6.8	Apparel and accessories—women's, misses', children's:		
Accessory stores with tires and batteries (net sales, \$672,469):			Children's wear.....	.8	.3
(Commodity coverage, 33.2 per cent)			Millinery.....	7.1	4.6
Automotive parts and accessories (except tires, tubes and batteries).....	96.6	96.6	Hosiery.....	5.1	3.8
Automobile service.....	11.3	3.4	Coats, suits and dresses.....	52.6	52.6
Tire shops (including tire repairs) (net sales, \$980,640):			Underwear, negligees, corsets, etc.....	5.2	3.0
(Commodity coverage, 67.4 per cent)			Other apparel, (except furs).....	29.4	15.4
Automobiles, parts and accessories:			Furs and fur goods.....	18.4	7.5
Automotive parts and accessories (except tires, tubes and batteries).....	9.4	5.6	Infants' wear.....	3.3	.5
Tires, tubes, and tire accessories.....	80.2	80.2	Jewelry.....	1.6	.4
Tires and tubes sold to dealers.....	.4	.2	Leather goods, billfolds, purses, gloves, and handbags.....	6.5	1.7
Automobile service.....	4.9	4.9	Notions and other small wares.....	2.6	.7
Batteries.....	.6	.3	Service.....	(x)	2.2
Gasoline.....	8.5	5.5	Shoes and other footwear.....	14.5	5.2
Oils and greases.....	.3	.3	Toilet articles and preparations.....	2.7	1.0
Filling stations with tires and accessories:			Furriers—fur shops (net sales, \$414,435):		
(Commodity coverage, 49.2 per cent)			(Commodity coverage, 34.3 per cent)		
Automobiles, parts and accessories.....	16.8	9.3	Furs and fur goods.....	57.7	57.7
Gasoline.....	64.4	64.4	Service.....	42.3	42.3
Miscellaneous merchandise.....	(x)	17.5	Millinery (net sales, \$708,596):		
Oils and greases.....	8.0	8.0	(Commodity coverage, 65.5 per cent)		
Repairs and service.....	1.2	.8	Luggage.....	9.6	1.3
			Millinery.....	98.7	98.7

CENSUS OF DISTRIBUTION

TABLE 72.—WORCESTER—SALES BY COMMODITIES—Continued

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores selling such commodity	Per cent of each commodity sold to total sales of all stores in same classification
APPAREL GROUP—Continued			RESTAURANTS, ETC.—Continued		
Infants' wear shops (net sales, \$175,539): (Commodity coverage, 86.9 per cent)			Restaurants with table service (net sales, \$1,173,103): (Commodity coverage, 23.3 per cent)		
Apparel and accessories—women's, misses', children's.....	19.0	19.0	Bakery products, fresh.....	10.7	5.5
Infants' wear.....	76.0	76.0	Cigars, cigarettes, and tobacco.....	4.8	2.4
Service.....	5.0	5.0	Confectionery and nuts.....	21.4	11.0
Shoe stores—women's (net sales, \$50,214): (Commodity coverage, 26.1 per cent)			Ice cream.....	21.4	11.1
Shoes and other footwear:			Milk and cream.....	.4	.2
Women's.....	94.9	94.9	Receipts from sales of meals.....	69.8	69.8
Rubber and other footwear.....	5.1	5.1			
Shoe stores—men's, women's, and children's (net sales, \$1,546,253): (Commodity coverage, 31.9 per cent)			LUMBER AND BUILDING GROUP		
Shoes and other footwear:			Lumber and building material dealers: (Commodity coverage, 46.4 per cent)		
Men's.....	12.5	12.5	Building materials:		
Boy's and youths'.....	1.0	.5	Cement.....	1.3	1.3
Women's.....	66.8	66.8	Lime, plaster, etc.....	.3	.3
Misses' and children's.....	3.2	3.2	Lumber (rough and dressed).....	61.2	61.2
Rubber and other footwear.....	17.0	17.0	Planing-mill products, woodwork.....	24.7	24.7
FURNITURE AND HOUSEHOLD GROUP			Wood shingles and shakes.....	1.3	1.3
Furniture stores: (Commodity coverage, 28.1 per cent)			Roofing materials (except wood shingles).....	0.2	0.2
Furniture:			Building paper, insulating boards with wood base, etc.....	1.0	1.0
Household.....	68.7	68.7	Wall boards (except those with wood base).....	1.0	1.0
Bedroom.....	19.5				
Living room, library, and hall.....	20.6		Paint and glass stores: (Commodity coverage, 61.1 per cent)		
Dining room.....	15.0		Home furnishings.....	13.1	3.9
Kitchen.....	4.7		Paints, varnishes, painters' supplies.....	68.2	68.2
Other household.....	8.9		Paints, varnishes, lacquers.....	64.0	
Home furnishings:			Painters' supplies.....	4.2	
Draperies, upholstery, and curtains.....	2.1	1.0	Wall paper.....	62.8	27.9
Floor coverings.....	7.6	6.0			
Bedding, mattresses, springs.....	10.1	8.0	OTHER RETAIL STORES		
Refrigerators, electric and gas.....	2.3	.7	Hardware stores: (Commodity coverage, 48.6 per cent)		
Other home furnishings.....	1.7	.5	Batteries.....	.2	.1
Miscellaneous merchandise.....	(x)	2.5	Building materials:		
Radios sets.....	5.6	2.7	Roofing materials.....	1.6	.5
Stoves and ranges, gas.....	1.1	.2	Iron and other metal materials for building.....	.5	.1
Stoves, ranges, heaters, etc. (other than electric or gas).....	13.9	9.7	Building paper (insulating boards with wood base, etc.).....	.9	.3
Household appliances stores (electrical): (Commodity coverage, 79.3 per cent)			Electrical appliances and supplies:		
Electrical appliances and supplies:			Motor-driven household appliances.....	.3	.3
Motor-driven household appliances.....	54.9	54.9	Household heating appliances—portable.....	1.6	1.6
Household heating appliances—portable.....	10.9	10.9	Lighting equipment.....	13.0	9.0
Lighting equipment.....	.8	.4	Incandescent lamps.....	1.5	1.5
Incandescent lamps.....	16.0	10.3	Construction materials.....	1.5	1.5
Commercial and industrial electrical appliances.....	5.1	3.3	Commercial and industrial electrical appliances.....	.4	.1
Ranges, water heaters, etc.....	2.5	1.6	Other appliances.....	3.5	.8
Other appliances.....	6.4	4.1	Farm and garden equipment and supplies:		
Radio sets.....	4.0	.4	Wire fencing, gates, and posts.....	.5	.5
Refrigerators, electric.....	21.3	11.4	Other farm and garden supplies.....	1.2	.6
Service.....	(x)	2.7	Fertilizers.....	1.2	1.1
Radios and musical instruments: (Commodity coverage, 71.2 per cent)			Flowers, wreaths, etc.....	.5	.1
Electrical motor-driven household appliances.....	6.5	1.4	Hardware:		
Musical instruments and accessories:			Builders' and shelf hardware.....	32.8	32.8
Pianos, accessories.....	31.9	31.9	Carpenters' and mechanical tools.....	12.0	12.0
Phonographs and records.....	9.8	8.4	Other hardware.....	12.9	12.2
Stringed and band instruments.....	4.9	3.2	Heating and plumbing equipment and supplies.....	7.0	1.7
Sheet music, music books, etc.....	3.1	2.0	Home furnishings:		
Other musical instruments and accessories.....	.7	.6	Draperies, upholstery, and curtains.....	5.7	.3
Radios and equipment:			China, glassware, and crockery.....	3.5	.9
Radio sets.....	48.0	48.0	Kitchen utensils.....	2.2	1.2
Parts and accessories.....	4.5	4.5	Other home furnishings.....	3.2	1.5
RESTAURANTS, CAFETERIAS, AND EATING PLACES			Jewelry, silverware, and clocks:		
Cafeterias (net sales, \$1,472,478): (Commodity coverage, 56.9 per cent)			Clocks.....	.9	.2
Cigars, cigarettes, tobacco and smoker's supplies.....	5.1	5.1	Watches.....	.9	.2
Confectionery and nuts.....	.4	.1	Sterling silverware.....	1.4	.3
Receipts from sale of meals.....	94.8	94.8	Other jewelry.....	.3	.1
Fountain—unches (net sales, \$485,432): (Commodity coverage, 98.1 per cent)			Leather goods.....	3.5	.9
Cigars, cigarettes, and tobacco.....	16.5	9.7	Paints, varnishes, painters' supplies:		
Bakery products, fresh.....	10.7	2.9	Paints, varnishes, lacquers.....	12.0	12.0
Confectionery and nuts.....	16.1	15.8	Glass.....	.9	.3
Fountain sales and ice cream.....	21.0	21.0	Painters' supplies.....	1.5	.8
Magazines and newspapers.....	18.2	11.0	Radios and equipment:		
Receipts from sale of meals.....	41.6	41.6	Radio sets.....	7.0	1.7
			Parts and accessories.....	6.3	1.3
			Seeds, bulbs, plants and nursery stock.....	2.0	1.4
			Sporting goods, gymnasium and playground equipment.....	.4	.1

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1165

TABLE 72.—WORCESTER—SALES BY COMMODITIES—Continued

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

COMMODITY	Per cent of each commodity sold to total sales of stores of such commodity	Per cent of each commodity sold to total sales of all stores in same classification	COMMODITY	Per cent of each commodity sold to total sales of stores of such commodity	Per cent of each commodity sold to total sales of all stores in same classification
OTHER RETAIL STORES—Continued			OTHER RETAIL STORES—Continued		
Coal and wood yards (net sales, \$4,416,781): (Commodity coverage, 91.9 per cent)			Jewelry stores (net sales, \$907,507): (Commodity coverage, 58.3 per cent)		
Carpenters and mechanical tools.....	(x)	1.7	Jewelry, silverware, and clocks:		
Fuel, oil.....	1.2	1.3	Clocks.....	3.1	3.1
Wood, coke, and other fuels.....	6.6	5.0	Watches.....	12.0	12.0
Coal.....	90.7	90.7	Diamond jewelry.....	16.2	16.2
Gasoline, oil and grease.....	20.9	1.9	Rings, other than diamond.....	4.9	4.9
Miscellaneous merchandise.....	(x)	.2	Gold and gold-filled jewelry.....	19.4	19.4
Service.....	6.0	.2	Plated silverware.....	7.1	7.1
Drug stores without fountains (net sales, \$874,793): (Commodity coverage, 35.7 per cent)			Sterling silverware.....	10.2	10.2
Drugs, patent medicines, etc.....	59.6	50.6	Other jewelry.....	2.4	1.7
Miscellaneous merchandise.....	(x)	15.7	Service.....	(x)	18.8
Prescriptions.....	13.9	13.9	Stationery, books, and magazines.....	(x)	6.6
Toilet articles and preparations.....	13.3	10.8	Office and store mechanical appliance dealers (retail) (net sales, \$383,208): (Commodity coverage, 72.5 per cent)		
Jewelry stores (installment credit) (net sales, \$796,287): (Commodity coverage, 90.3 per cent)			Office and store furniture.....	4.0	2.0
Jewelry, silverware, and clocks:			Office and store mechanical appliances:		
Clocks.....	2.8	2.4	Adding and calculating machines and accessories.....	50.4	50.4
Watches.....	26.1	26.1	Typewriters and accessories.....	21.0	10.4
Diamond jewelry.....	27.0	27.0	Other office and store mechanical appliances.....	34.4	17.1
Rings, other than diamond.....	7.6	7.6	Service.....	7.9	7.9
Gold and gold-filled jewelry.....	4.0	4.0	Stationery.....	24.5	12.2
Plated silverware.....	3.9	3.3	Opticians and optometrists: (Commodity coverage, 32.5 per cent)		
Sterling silverware.....	32.8	18.0	Cameras and photographic supplies.....	38.0	36.0
Other jewelry.....	5.6	4.8	Optical goods.....	64.0	64.0
Service.....	(x)	5.9			

CENSUS OF DISTRIBUTION

TABLE 73.—ARLINGTON—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (X) indicates that the amount must be withheld to avoid disclosure of individual operations but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time only	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	280	207	757	206	\$1,073,531	\$54,278	\$831,694	\$914,450	\$9,919,717	100.00
Food group.....	135	93	264	75	363,988	21,654	344,612	174,620	4,511,293	45.48
Candy and confectionery stores.....	21	25	23	8	23,804	2,726	42,041	14,380	279,461	2.82
Dairy products stores (including milk dealers) ¹	5	1	3	3	11,009	992	13,376	6,520	176,394	1.78
Delicatessen stores.....	3	3	2	2	2,639	—	3,672	710	35,573	.36
Fruit stores and vegetable markets.....	7	7	7	2	9,750	400	14,274	3,250	134,150	1.35
Grocery stores (without meats).....	35	7	61	12	78,403	2,212	67,553	52,680	1,100,068	11.09
Combination stores (groceries and meats).....	36	22	117	40	178,877	12,968	145,653	89,240	2,281,661	23.00
Meat markets (including sea foods).....	11	13	6	2	7,952	230	13,692	5,150	213,795	2.16
Bakeries—caterers.....	11	12	34	6	43,019	1,006	30,107	2,690	212,451	2.14
Other food stores.....	3	3	6	2	8,445	1,040	8,439	—	77,790	.78
General merchandise group ²	10	9	71	11	24,938	1,775	32,210	66,050	242,643	2.44
Dry goods stores—piece goods stores.....	5	5	6	4	4,400	862	8,154	27,700	54,041	.54
Variety, 5-and-10, and to-a-dollar stores.....	3	2	62	5	17,326	350	17,204	16,890	128,940	1.30
Automotive group.....	41	25	122	13	194,593	3,623	160,515	159,170	2,034,230	20.51
Motor-vehicle dealers (new and trade-in).....	11	3	63	2	107,121	550	98,778	118,650	1,323,026	13.35
Accessories, tires and batteries.....	7	7	8	3	11,009	360	13,171	12,820	90,093	1.00
Filling stations.....	20	12	42	7	63,355	2,033	45,126	24,410	539,454	5.44
Garages and repair shops.....	3	3	9	1	12,445	180	3,440	3,290	71,787	.72
Apparel group.....	20	21	19	13	20,844	4,148	33,627	105,220	236,014	2.38
Clothing stores, men's, women's, and children's.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Men's and boys' clothing and furnishing stores.....	3	6	2	2	3,301	750	5,040	23,500	34,521	.35
Women's ready-to-wear specialty stores—apparel and accessories.....	4	3	4	3	4,209	1,148	5,100	12,140	38,106	.39
Women's accessories stores.....	4	4	5	2	3,485	825	6,942	14,180	39,010	.39
Other apparel stores.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Shoe stores.....	6	6	5	5	7,009	1,385	11,598	42,210	95,260	.96
Furniture and household group.....	10	6	33	14	73,675	3,808	32,774	43,410	339,394	3.43
Furniture stores.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Household appliances stores.....	4	3	23	14	66,503	3,308	21,064	26,120	270,044	2.73
Other home furnishings and appliance stores.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Radio and music stores.....	3	3	2	—	2,900	—	4,950	10,270	27,987	.28
Restaurants, cafeterias, and eating places.....	12	13	39	5	36,805	1,369	20,793	1,650	198,260	2.00
Lunch counters.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Lunch rooms.....	5	4	13	1	12,328	625	6,931	400	69,789	.70
Restaurants with table service.....	5	6	20	3	17,828	464	10,194	500	59,348	.60
Lumber and building group.....	6	2	54	1	92,529	208	55,740	97,370	703,812	7.09
Lumber and building material dealers.....	3	—	46	—	75,556	—	51,198	93,170	664,605	6.70
Electrical shops (without radio).....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Paint and glass stores.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Other retail stores.....	46	38	155	74	266,069	17,693	151,523	266,960	1,653,581	16.67
Farmers' supply stores.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Hardware stores.....	8	4	10	4	13,563	1,038	19,475	52,400	157,359	1.59
Cigar stores and cigar stands.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Coal and wood yards—ice dealers.....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Drug stores.....	15	11	42	9	77,671	2,721	49,440	95,810	531,642	5.36
Florists.....	3	5	20	1	28,932	250	17,625	6,440	95,751	.97
Gift shops, novelties, toys.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Jewelry stores.....	3	2	7	—	1,545	—	4,220	5,780	27,289	.27
Newsdealers.....	4	3	7	49	21,954	10,033	10,454	11,400	168,526	1.70
Opticians and optometrists.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Miscellaneous classifications.....	6	6	4	3	4,423	1,706	8,525	12,790	55,714	.56

¹ Further data will be shown in a special report on Milk Dealers.² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1167

TABLE 74.—ARLINGTON—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	280	207	757	208	\$1,073,531	\$54,278	\$931,694	\$914,450	\$9,919,717	100.00
Single-store independents.....	180	187	333	92	483,528	21,034	442,095	532,760	4,584,162	46.21
Two-store independents.....	24	14	81	16	119,227	5,445	70,058	149,480	880,615	8.88
Three-store independents.....	7	5	32	3	55,521	712	39,811	49,800	485,080	4.89
Local chains.....	28		112	52	171,696	14,149	117,997	70,490	1,564,913	15.78
Sectional chains.....	23		61	2	84,735	472	54,459	40,710	994,113	10.02
National chains.....	15		119	27	102,954	8,658	96,706	58,870	1,245,034	12.55
Other types of operation.....	3	1	19	14	55,870	3,808	10,568	12,340	165,800	1.67

TABLE 75.—ARLINGTON—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	Two and three store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores.....						
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	3	(x)	1			(x) 1
Annual net sales.....	\$128,046	(x)	(x)			(x)
Per cent of total sales.....	100.00	(x)	(x)			(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	3	(x)	2			
Annual net sales.....	\$34,521	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Clothing stores—men's, women's, and children's:						
Number of stores.....	2	(x)	2			
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	4	(x)	3			
Annual net sales.....	\$38,106	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Shoe stores:						
Number of stores.....	6	(x)	4			
Annual net sales.....	\$95,260	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Furniture stores:						
Number of stores.....	2	(x)	2			
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Radio and music stores:						
Number of stores.....	3		3			
Annual net sales.....	\$27,987		\$27,987			
Per cent of total sales.....	100.00		100.00			
Grocery stores (without meats):						
Number of stores.....	35		7		5	7
Annual net sales.....	\$1,100,068		\$95,008	\$128,212	\$540,040	\$330,816
Per cent of total sales.....	100.00		8.64	11.65	49.09	30.62
Combination stores (groceries and meats):						
Number of stores.....	36		17		10	5
Annual net sales.....	\$2,281,651		\$600,095	\$363,416	(x)	\$640,148
Per cent of total sales.....	100.00		26.70	15.93	(x)	28.06
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	10		10			
Annual net sales.....	\$129,134		\$129,134			
Per cent of total sales.....	100.00		100.00			
Cigar stores and cigar stands:						
Number of stores.....	1		1			
Annual net sales.....	(x)		(x)			
Per cent of total sales.....	(x)		(x)			
Filling stations:						
Number of stations.....	20		8		2	4
Annual net sales.....	\$539,454		\$115,093	\$158,882	(x)	(x)
Per cent of total sales.....	100.00		21.34	29.45	(x)	(x)
Coal and wood yards—ice dealers:						
Number of yards.....	1				1	
Annual net sales.....	(x)				(x)	
Per cent of total sales.....	(x)				(x)	
Drug stores:						
Number of stores.....	15		12			2
Annual net sales.....	\$581,842		\$348,539	(x)		(x)
Per cent of total sales.....	100.00		59.92	(x)		(x)
Hardware stores:						
Number of stores.....	8		5		3	
Annual net sales.....	\$157,359		\$95,457	\$61,902		
Per cent of total sales.....	100.00		60.66	39.34		
Jewelry stores:						
Number of stores.....	3		1		2	
Annual net sales.....	\$27,289		(x)	(x)		
Per cent of total sales.....	100.00		(x)	(x)		

CENSUS OF DISTRIBUTION

TABLE 76.—BROCKTON—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	888	777	2,980	663	\$4,176,548	\$168,076	\$4,023,161	\$4,718,980	\$35,004,190	100.00
Food group ¹.....	364	327	608	177	776,941	42,569	858,342	660,760	9,686,867	27.39
Candy and confectionery stores.....	38	30	61	19	67,414	4,512	183,611	31,430	517,951	1.48
Dairy products stores (including milk dealers) ²	4	2	38	3	69,421	940	46,451	7,180	688,780	1.64
Fruit stores and vegetable markets.....	12	13	9	6	10,862	1,508	17,874	8,550	106,850	.50
Grocery stores (without meats).....	162	135	91	26	115,066	5,788	166,973	152,710	2,294,367	6.55
Combination stores (groceries and meats).....	122	114	395	118	600,689	28,969	417,173	341,440	5,828,064	16.65
Meat markets (including sea food).....	12	12	2	2	407	407	9,773	1,000	118,443	.34
Bakeries—caterers.....	11	12	11	3	7,800	435	11,202	980	68,606	.20
Other food stores.....	2	1	3		5,292		4,770	7,190	23,286	.07
General merchandise group ¹.....	38	30	411	204	440,413	49,071	541,645	649,120	3,638,480	10.39
Dry goods stores—piece goods stores.....	19	15	118	64	169,024	15,579	187,321	233,530	1,202,685	3.43
General merchandise stores.....	5	6	8	4	13,016	650	19,983	19,850	112,867	.32
Variety, 5-and-10, and to-a-dollar stores.....	10	7	164	84	137,666	20,521	173,260	142,370	1,413,254	4.04
Automotive group ¹.....	129	95	445	24	737,038	6,005	635,514	645,990	7,308,280	20.87
Motor-vehicle dealers (new and trade-in).....	26	15	299	1	540,013	92	457,910	507,590	6,637,205	16.10
Accessories, tires, and batteries.....	16	13	27	5	46,067	578	34,194	40,030	281,477	.81
Filling stations.....	70	52	94	12	113,122	3,958	104,602	81,570	1,214,460	3.47
Garages and repair shops.....	15	13	24	5	35,436	1,077	36,666	7,900	165,354	.44
Apparel group.....	110	95	358	121	498,292	30,487	611,941	941,270	3,861,462	11.03
Men's and boys' clothing and furnishings stores.....	22	18	66	16	120,651	4,510	150,316	294,370	1,015,397	2.90
Clothing stores—men's, women's, and children's.....	7	5	52	16	77,505	1,909	121,554	125,080	607,951	1.91
Women's ready-to-wear specialty stores—apparel and accessories.....	22	18	88	43	116,110	13,754	143,335	184,110	913,702	2.61
Women's accessories stores.....	16	13	73	11	71,406	1,897	94,384	107,830	480,707	1.40
Other apparel stores.....	16	17	39	3	49,321	1,050	21,204	41,840	176,659	.50
Shoe stores.....	27	24	38	32	64,209	7,367	81,038	188,040	697,976	1.71
Furniture and household group ¹.....	36	28	298	8	472,031	2,478	401,212	513,030	2,662,921	7.61
Furniture stores.....	17	13	139	7	282,011	2,160	291,701	360,070	1,684,901	4.81
Floor coverings, draperies, curtains, and upholstery stores.....	3	3	25		25,798		16,217	36,370	140,668	.42
Other home furnishings and appliances stores.....	4	3	22	1	38,586	318	2,495	660	101,393	.29
Radio and music stores.....	10	7	46		56,772		49,673	62,070	394,976	1.13
Restaurants, cafeterias, and eating places.....	52	63	230	23	236,375	5,573	158,422	17,700	1,171,527	3.33
Restaurants, cafeterias, and lunch rooms.....	48	60	221	23	228,253	5,573	154,537	14,550	1,124,018	3.21
Lunch counters, refreshment stands, etc.....	4	3	9		8,122		3,885	3,150	46,909	.14
Lumber and building group.....	20	20	183	4	330,239	1,290	173,767	443,880	1,766,531	5.06
Lumber and building material dealers.....	3	2	66	2	123,901	470	102,301	326,000	1,037,435	2.96
Electrical shops (without radio).....	3	2	14		16,869		6,613	9,400	54,729	.16
Heating and plumbing shops.....	5	4	33	2	70,206	820	22,170	35,850	244,270	.70
Paint and glass stores.....	9	12	70		119,263		42,683	72,610	480,097	1.23
Other retail stores.....	131	112	418	98	671,468	18,313	630,222	934,570	4,962,654	14.15
Hardware stores.....	8	8	24	5	30,849	1,219	34,729	121,900	279,380	.80
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	7	5	35	1	49,008	200	42,445	62,160	523,644	1.50
Book stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	9	6	17	2	24,841	307	23,170	34,360	394,836	1.13
Coal and wood yards—ice dealers.....	10	9	124	9	218,247	3,008	159,047	139,360	1,297,411	3.70
Drug stores.....	29	23	83	8	132,214	1,885	118,507	172,410	1,022,177	2.92
Florists.....	10	14	11	12	15,496	1,512	23,460	8,810	115,694	.33
Gift shops, novelties, and toys.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	16	11	52	14	98,559	1,696	76,421	218,900	452,612	1.29
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	5	3	20	1	28,696	520	17,724	39,730	138,771	.40
News dealers.....	5	2	4	3	2,990		9,815	3,770	60,377	.14
Office, school, and store supplies, and equipment dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Sporting goods stores, including athletic and playground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	19	20	23	19	42,070	4,535	78,776	55,390	380,440	1.10
Secondhand stores.....	10	9	13	3	12,749	800	12,096	22,690	67,988	.18

¹ This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

² Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1169

TABLE 77.—BROCKTON—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	889	777	2,960	663	\$4,176,546	\$156,078	\$4,023,161	\$4,718,990	\$35,004,180	100.00
Single-store independents.....	724	749	1,948	403	2,878,634	99,284	2,833,901	3,361,299	24,127,294	68.93
Two-store independents.....	27	17	148	30	229,128	7,386	225,309	379,720	1,906,181	5.45
Three-store independents.....	13	4	69	10	114,120	585	165,906	129,350	802,504	2.29
Local chains.....	21	4	217	67	247,540	14,285	200,483	237,050	2,146,960	6.13
Sectional chains.....	40		191	40	261,855	9,620	242,249	233,900	2,124,802	6.07
National chains.....	42		282	98	306,128	23,701	335,437	245,489	3,210,549	9.17
Other types of operation.....	12	3	105	18	130,141	1,215	79,876	165,190	686,800	1.96

TABLE 78.—BROCKTON—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types of operation
Department stores:							
Number of stores.....	2	2					
Annual net sales.....	(x)	(x)					
Per cent of total sales.....	(x)	(x)					
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	10	6				4	
Annual net sales.....	\$1,413,254	\$83,045				\$1,330,209	
Per cent of total sales.....	100.00	5.88				94.12	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	22	16	1		3	1	1
Annual net sales.....	\$1,016,397	\$526,449	(x)		\$310,629	(x)	(x)
Per cent of total sales.....	100.00	51.84	(x)		30.59	(x)	(x)
Clothing stores, men's, women's and children's:							
Number of stores.....	7	4	2		1		
Annual net sales.....	\$667,951	\$107,308	(x)		(x)		
Per cent of total sales.....	100.00	16.07	(x)		(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	22	20			2		
Annual net sales.....	\$913,762	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Shoe stores:							
Number of stores.....	27	24			1		2
Annual net sales.....	\$597,976	\$432,039			(x)		(x)
Per cent of total sales.....	100.00	72.25			(x)		(x)
Furniture stores:							
Number of stores.....	17	15	2				
Annual net sales.....	\$1,684,901	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Radio and music stores:							
Number of stores.....	10	7	1	1	1		
Annual net sales.....	\$394,976	\$211,687	(x)	(x)	(x)		
Per cent of total sales.....	100.00	53.59	(x)	(x)	(x)		
Grocery stores (without meats):							
Number of stores.....	162	124	1		19	18	
Annual net sales.....	\$2,294,367	\$1,109,880	(x)		\$494,678	(x)	
Per cent of total sales.....	100.00	48.37	(x)		21.53	(x)	
Combination stores (groceries and meats):							
Number of stores.....	122	97	10	10	1	4	
Annual net sales.....	\$5,828,064	\$2,966,942	\$231,595	\$1,715,806	(x)	(x)	
Per cent of total sales.....	100.00	50.91	3.97	29.44	(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	48	47	1				
Annual net sales.....	\$1,124,618	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Cigar stores and cigar stands:							
Number of stores.....	9	5	3			1	
Annual net sales.....	\$394,836	\$79,685	(x)			(x)	
Per cent of total sales.....	100.00	20.18	(x)			(x)	
Filling stations:							
Number of stations.....	70	44	3	1	16	6	
Annual net sales.....	\$1,214,469	\$783,744	(x)	(x)	\$144,420	\$133,944	
Per cent of total sales.....	100.00	64.53	(x)	(x)	11.89	11.03	
Coal and wood yards—ice dealers:							
Number of yards.....	10	10					
Annual net sales.....	\$1,297,411	\$1,297,411					
Per cent of total sales.....	100.00	100.00					
Drug stores:							
Number of stores.....	29	22	4	2		1	
Annual net sales.....	\$1,022,177	\$534,289	\$149,285	(x)		(x)	
Per cent of total sales.....	100.00	52.27	14.60	(x)		(x)	
Hardware stores:							
Number of stores.....	8	7	1				
Annual net sales.....	\$279,380	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Jewelry stores:							
Number of stores.....	16	13		1		1	1
Annual net sales.....	\$452,612	\$391,107		(x)		(x)	(x)
Per cent of total sales.....	100.00	79.78		(x)		(x)	(x)

CENSUS OF DISTRIBUTION

TABLE 79.—BROOKLINE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	341	248	1,829	206	\$2,366,353	\$57,413	\$2,156,538	\$1,702,660	\$18,765,315	100.00
Food groups	128	69	524	77	674,197	20,453	607,495	305,950	7,277,708	38.78
Candy and confectionery stores.....	9	6	37	4	36,547	774	28,169	7,460	269,073	1.38
Dairy products stores (including milk dealers) ¹	9	2	22	7	32,411	1,609	42,542	16,980	600,269	3.22
Delicatessen stores.....	6	7	11	7	8,019		16,515	10,540	122,662	0.65
Fruit stores and vegetable markets.....	8	7	23	3	29,067	1,280	27,149	4,050	281,019	1.50
Grocery stores (without meats).....	38	11	100	18	118,064	5,083	111,953	102,470	1,287,636	6.86
Combination stores (groceries and meats).....	42	21	271	40	373,667	10,181	314,226	158,990	4,185,805	22.31
Meat markets (including sea food).....	9	10	40		57,900		47,726	1,610	284,981	2.05
Bakeries—caterers.....	7	5	20	5	17,022	1,466	19,215	3,860	95,463	.51
General merchandise group ²	12	14	104	17	62,957	2,259	85,305	102,000	621,549	2.73
Dry goods stores—Piece-goods stores.....	4	8	6	4	6,737	453	14,307	26,350	90,271	.48
Variety, 5-and-10, and to-a-dollar stores.....	0	3	92	7	45,056	644	57,305	57,880	326,087	1.74
Automotive group	35	13	288	6	475,160	2,530	585,936	413,240	5,116,366	27.27
Motor-vehicle dealers (new and trade-in).....	12	5	152	3	263,205	2,018	340,495	198,080	3,683,942	19.63
Accessories, tires and batteries.....	6	3	48	1	73,205	252	111,318	194,800	727,971	3.88
Filling stations.....	10	3	51	2	78,238	260	82,648	8,540	496,847	2.65
Garages and repair shops.....	7	2	37		60,512		71,674	10,520	207,005	1.11
Apparel group ²	35	32	63	14	69,756	3,349	109,841	187,270	694,618	3.65
Men's and boys' clothing and furnishings stores.....	5	4	7	5	10,566	1,136	15,814	49,290	121,147	.65
Women's ready-to-wear specialty stores—apparel and accessories.....	11	11	20	5	18,286	785	33,816	29,230	199,537	1.06
Women's accessories stores.....	8	5	11		10,635		13,264	11,640	69,033	.37
Shoe stores.....	9	10	17	4	23,805	1,428	41,106	88,960	248,412	1.32
Furniture and household group	29	28	166	10	273,042	8,065	164,502	198,980	1,061,278	5.66
Furniture stores.....	4	5	5		6,045		7,709	14,160	50,001	.27
Floor coverings, draperies, curtains and upholstery stores.....	5	7	27		42,239		25,839	21,970	139,748	.73
Household appliances stores.....	5		44	8	76,641	2,436	34,489	44,650	284,595	1.52
Other home furnishings and appliances stores.....	7	9	60		102,072		58,958	76,100	359,831	1.92
Radio and music stores.....	8	7	30	2	45,445	620	37,507	42,040	230,003	1.22
Restaurants, cafeterias, and eating places	24	27	311	25	309,907	5,648	317,102	20,550	1,267,509	6.75
Restaurants, cafeterias, and lunch rooms.....	21	26	292	10	294,322	2,852	203,595	19,390	1,198,884	6.39
Lunch counters, refreshment stands, etc.....	3	1	19	15	15,585	2,796	13,507	1,160	68,625	.36
Lumber and building group	6	5	27		51,187		18,081	28,840	158,023	.84
Electrical shops (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Heating and plumbing shops.....	3	(x)	17		32,831		7,026	13,060	82,379	.44
Paint and glass stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other retail stores	72	58	346	57	450,147	20,109	368,327	446,830	2,678,175	14.27
Hardware stores.....	7	6	23	2	30,031	575	22,427	81,020	222,649	1.19
Book stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Coal and wood yards—ice dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Drug stores.....	20	26	114	15	156,206	4,089	136,574	214,030	1,213,735	6.47
Florists.....	13	13	38	8	55,381	1,543	59,667	17,170	344,061	1.83
Gift shops, novelties and toys.....	4	4	4	2	5,510	536	6,515	13,540	31,697	.17
Jewelry stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Luggage and leather goods stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	8	3	113	28	87,634	12,151	28,544	15,480	324,962	1.73
Miscellaneous classification.....	4	2	28		96,700		47,852	13,580	254,928	1.36

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 80.—BROOKLINE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	341	246	1,829	206	\$2,366,353	\$57,413	\$2,156,538	\$1,702,660	\$18,765,315	100.00
Single-store independents.....	214	227	910	75	1,246,106	20,737	1,232,549	1,074,390	9,869,349	52.69
Two-store independents.....	15	11	172	5	230,627	813	174,581	182,800	1,549,596	8.26
Three-store independents.....	9	5	66	1	147,435	80	117,926	88,590	530,796	2.83
Local chains.....	35	3	276	53	272,939	18,063	226,767	110,780	2,005,140	10.69
Sectional chains.....	33		152	25	100,521	5,984	147,833	68,970	1,942,677	10.35
National chains.....	32		208	44	202,209	10,830	218,432	142,560	2,197,872	11.71
Other types of operation.....	3		45		76,510		38,500	34,570	300,886	1.65

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1171

TABLE 81.—BROOKLINE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores							
Variety, 5 and 10, and to-a-dollar stores:							
Number of stores	6		2				
Annual net sales	\$326,087	(x)				4	
Per cent of total sales	100.00	(x)				(x)	
Men's and boys' clothing and furnishings stores:							
Number of stores	5		3				
Annual net sales	\$121,147		\$79,011	(x)			
Per cent of total sales	100.00		65.22	(x)			1
Clothing stores—men's, women's and children's							
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores	11		10				
Annual net sales	\$199,537	(x)				1	
Per cent of total sales	100.00	(x)				(x)	
Shoe stores:							
Number of stores	9		8		1		
Annual net sales	\$248,412	(x)		(x)			
Per cent of total sales	100.00	(x)		(x)			
Furniture stores:							
Number of stores	4		4				
Annual net sales	\$50,001		\$50,001				
Per cent of total sales	100.00		100.00				
Radio and music stores:							
Number of stores	8		7				1
Annual net sales	\$230,003	(x)		(x)			
Per cent of total sales	100.00	(x)		(x)			
Grocery stores (without meats):							
Number of stores	38		9		4		
Annual net sales	\$1,287,036	\$198,587		\$172,233	15	10	
Per cent of total sales	100.00	15.42		13.38	\$483,288	\$433,528	
Combination stores (groceries and meats):							
Number	42		16		8		
Annual net sales	\$4,185,805	\$879,574		(x)	9	7	
Per cent of total sales	100.00	21.01		(x)	\$899,686	\$1,009,026	
Restaurants, cafeterias, and lunch rooms:							
Number of stores	21		18		3		
Annual net sales	\$1,198,834	\$742,214		\$456,670			
Per cent of total sales	100.00	61.91		38.09			
Cigar stores and cigar stands:							
Number of stores	1		1				
Annual net sales	(x)	(x)					
Per cent of total sales	(x)	(x)					
Filling stations:							
Number of stations	10		2				
Annual net sales	\$496,847	(x)			6	2	
Per cent of total sales	100.00	(x)			\$376,257	\$323,198	
Coal and wood yards—ice dealers:							
Number of yards	1				75.73	(x)	
Annual net sales	(x)						1
Per cent of total sales	(x)						(x)
Drug stores:							
Number of stores	29		23				
Annual net sales	\$1,213,735	\$763,110		(x)		3	
Per cent of total sales	100.00	62.87		(x)		\$323,198	20.63
Hardware stores:							
Number of stores	7		7				
Annual net sales	\$222,649	\$222,649					
Per cent of total sales	100.00	100.00					
Jewelry stores:							
Number of stores	2		2				
Annual net sales	(x)	(x)					
Per cent of total sales	(x)	(x)					

CENSUS OF DISTRIBUTION

TABLE 82.—CHELSEA—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	685	648	1,224	183	\$1,578,120	\$41,910	\$1,909,093	\$2,212,130	\$18,377,735	100.00
Food group.....	347	339	350	87	465,975	20,828	551,783	310,670	5,864,828	35.81
Candy and confectionery stores.....	19	21	35	21	26,430	3,163	44,284	35,190	821,306	1.96
Dairy products stores (including milk dealers) 1.....	15	14	88	3	168,172	640	110,020	15,610	861,306	5.28
Delicatessen stores.....	17	17	5	1	5,500	400	25,354	19,050	216,500	1.32
Fruit stores and vegetable markets.....	19	21	24	3	22,152	1,250	22,311	6,090	228,700	1.40
Grocery stores (without meats).....	161	144	71	26	94,973	6,980	145,537	141,240	2,062,444	12.60
Combination stores (groceries and meats).....	49	46	62	24	77,310	6,429	98,170	62,380	1,197,132	7.31
Meat markets (including sea foods).....	58	67	46	7	45,082	1,466	79,671	23,610	767,611	4.69
Bakeries—caterers.....	9	9	19	2	26,370	500	26,440	6,300	208,450	1.27
General merchandise group (including general stores).....	45	38	165	48	88,098	5,483	155,364	224,420	1,051,810	6.42
Dry goods stores—piece goods stores.....	27	25	17	2	18,121	410	27,148	76,700	347,557	2.12
General merchandise stores.....	4	4	7	—	4,729	—	8,653	40,000	96,395	.59
Variety, 5-and-10, and to-a-dollar stores.....	14	9	141	41	65,246	5,073	119,563	107,630	607,858	3.71
Automotive group.....	56	47	154	2	228,021	307	207,138	246,080	2,387,748	14.56
Motor-vehicle dealers (new and trade-in).....	12	7	73	—	125,264	—	211,685	125,000	1,712,077	10.45
Accessories, tires, and batteries.....	18	21	38	2	47,877	307	35,931	71,630	227,984	1.39
Filling stations.....	22	14	31	—	36,151	—	29,102	15,870	324,334	1.98
Garages and repair shops.....	4	5	12	—	16,729	—	20,420	33,530	123,348	.76
Apparel group.....	69	62	88	19	114,885	2,862	177,663	401,470	1,210,069	7.39
Men's and boys' clothing and furnishings stores.....	20	18	20	10	23,285	624	37,819	95,770	275,520	1.68
Clothing stores—men's, women's, and children's.....	9	8	20	1	25,923	235	29,806	65,010	220,477	1.35
Women's ready-to-wear specialty stores—apparel and accessories.....	8	6	14	—	12,863	—	28,160	23,420	140,307	.91
Women's accessories stores.....	10	10	15	1	22,285	100	24,292	89,690	141,120	.86
Shoe stores.....	22	20	20	7	30,329	1,003	57,586	127,580	423,606	2.59
Furniture and household group.....	26	28	77	3	116,335	1,122	200,868	295,640	1,165,687	7.12
Furniture stores.....	9	13	33	—	44,470	—	144,618	224,210	722,470	4.41
Household appliances stores.....	3	—	20	3	39,387	1,122	12,425	31,830	95,669	.59
Other home furnishings and appliances stores.....	9	9	5	—	4,836	—	5,628	10,850	49,733	.30
Radio and music stores.....	6	6	19	—	27,633	—	37,695	28,750	207,815	1.22
Restaurants, cafeterias, and eating places 2.....	28	31	161	1	178,960	400	114,574	22,070	805,288	4.92
Restaurants, cafeterias, and lunch rooms.....	26	27	149	1	173,010	400	112,859	22,010	790,288	4.63
Lumber and building group 2.....	18	15	67	2	115,881	787	123,410	156,860	1,355,729	8.39
Lumber and building material dealers.....	7	5	45	2	87,425	587	85,579	118,150	1,185,021	7.24
Electrical shops (without radio).....	3	3	8	—	8,500	—	3,370	7,000	32,500	.20
Paint and glass stores.....	0	7	7	—	8,500	200	13,290	29,130	119,447	.78
Other retail stores.....	89	83	157	26	245,013	10,121	245,670	505,430	2,286,875	13.99
Hardware stores.....	15	11	23	—	39,218	—	48,690	218,000	338,772	2.43
Farmers' supply stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Book stores.....	3	4	—	—	—	—	2,410	4,300	15,500	.10
Cigar stores and cigar stands.....	8	10	5	3	7,164	1,084	10,797	21,700	231,280	1.41
Coal and wood yards—ice dealers.....	8	10	24	4	49,563	2,097	58,190	54,390	574,227	3.61
Drug stores.....	21	16	59	9	77,122	4,211	52,577	127,440	560,948	3.43
Florists.....	7	7	—	6	1,022	1,206	7,828	2,530	36,746	.22
Gift shops, novelties, toys.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	4	4	4	—	4,800	—	8,080	7,070	44,155	.27
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	5	5	5	—	4,200	—	4,606	4,350	48,406	.29
Opticians and optometrists.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	10	9	23	1	39,709	400	24,888	26,210	162,544	.93
Secondhand stores.....	7	5	14	—	32,154	—	43,116	49,550	249,875	1.62

1 Further data will be shown in a special report on milk dealers.

2 This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 83.—CHELSEA—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCK ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	685	648	1,224	183	\$1,578,120	\$41,910	\$1,909,093	\$2,212,130	\$18,377,735	100.00
Single-store independents.....	604	627	842	89	1,167,874	24,824	1,490,606	1,687,840	12,826,801	73.32
2-store independents.....	20	13	76	6	97,352	120	90,563	145,710	582,554	3.56
3-store independents.....	6	8	19	—	34,333	—	43,476	129,210	203,223	1.79
Local chains.....	9	—	23	8	25,060	2,749	26,445	25,720	337,492	2.06
Sectional chains.....	25	—	66	11	88,000	3,136	48,344	47,370	996,948	6.10
National chains.....	18	—	177	68	125,622	11,029	192,929	136,440	1,226,200	7.49
Other types of operation.....	3	—	21	1	39,879	52	16,070	39,840	111,511	.66

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1173

TABLE 84.—CHELSEA—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KINDS OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores.....							
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	14	9				5	
Annual net sales.....	\$607,858	\$41,000				\$566,858	
Per cent of total sales.....	100.00	6.74				93.26	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	20	16	(x) 3			(x) 1	
Annual net sales.....	\$275,520	\$199,233	(x)			(x)	
Per cent of total sales.....	100.00	72.31	(x)			(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	9	9					
Annual net sales.....	\$220,477	\$220,477					
Per cent of total sales.....	100.00	100.00					
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	8	7				(x) 1	
Annual net sales.....	\$149,367	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Shoe stores:							
Number of stores.....	22	20				(x) 1	1
Annual net sales.....	\$423,666	(x)				(x)	\$25,931
Per cent of total sales.....	100.00	(x)				(x)	6.12
Furniture stores:							
Number of stores.....	9	8	(x) 1				
Annual net sales.....	\$722,470	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Radio and music stores:							
Number of stores.....	5	5					
Annual net sales.....	\$297,815	\$297,815					
Per cent of total sales.....	100.00	100.00					
Grocery stores (without meats):							
Number of stores.....	161	136	(x) 2	(x) 1	15	7	
Annual net sales.....	\$2,062,444	\$1,148,660	(x)	(x)	\$620,917	\$265,497	
Per cent of total sales.....	100.00	55.69	(x)	(x)	30.11	12.87	
Combination stores (groceries and meats):							
Number of stores.....	49	41	(x) 1	5		(x) 2	
Annual net sales.....	\$1,197,132	\$752,697	(x)	\$162,889		(x)	
Per cent of total sales.....	100.00	62.89	(x)	13.61		(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	26	23	(x) 2		(x) 1		
Annual net sales.....	\$790,288	\$518,806	(x)		(x)		
Per cent of total sales.....	100.00	65.65	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	8	8					
Annual net sales.....	\$231,280	\$231,280					
Per cent of total sales.....	100.00	100.00					
Filling stations:							
Number of stations.....	22	12	(x) 2	(x) 1	7		
Annual net sales.....	\$324,334	\$152,873	(x)	(x)	\$120,346		
Per cent of total sales.....	100.00	47.13	(x)	(x)	37.11		
Coal and wood yards—ice dealers:							
Number of yards.....	8	8					
Annual net sales.....	\$574,227	\$574,227					
Per cent of total sales.....	100.00	100.00					
Drug stores:							
Number of stores.....	21	18	(x) 3				
Annual net sales.....	\$560,948	\$498,698	\$62,250				
Per cent of total sales.....	100.00	88.60	11.10				
Hardware stores:							
Number of stores.....	15	13	(x) 2				
Annual net sales.....	\$398,772	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Jewelry stores:							
Number of stores.....	4	4					
Annual net sales.....	\$44,155	\$44,155					
Per cent of total sales.....	100.00	100.00					

CENSUS OF DISTRIBUTION

TABLE 85.—CHICOPEE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	522	512	549	176	\$704,698	\$50,729	\$857,075	\$1,006,440	\$8,814,355	100.00
Food group ¹	288	274	241	70	332,722	17,684	318,159	337,320	4,934,625	55.98
Candy and confectionary stores.....	67	72	15	18	22,067	5,202	38,723	56,490	382,860	4.34
Dairy products stores (including milk dealers) ²	37	37	20	10	26,710	2,312	30,627	2,400	469,876	5.22
Fruit stores and vegetable markets.....	6	6	4	1	4,040	125	24,171	4,050	58,069	.66
Grocery stores (without meats).....	67	40	50	14	69,575	2,009	56,280	76,970	922,412	10.46
Grocery stores (groceries and meats).....	96	107	105	25	145,152	7,193	131,803	185,790	2,845,345	32.28
Bakeries—caterers.....	10	9	37	2	60,487	253	33,329	9,530	232,068	2.63
Other food stores.....	2	2	4	—	4,700	—	3,626	1,700	20,956	.24
General merchandise group.....	19	19	50	8	25,639	2,086	34,860	114,030	331,447	3.76
Dry goods stores—piece goods stores.....	13	14	12	6	12,879	2,080	21,454	95,290	206,867	2.35
General merchandise stores.....	3	3	1	—	1,000	—	2,022	4,150	28,247	.32
Variety, 5-and-10, and to-a-dollar stores.....	3	2	37	—	11,760	—	11,384	14,590	96,333	1.00
Automotive group ¹	62	55	63	22	105,989	8,617	94,482	92,950	1,478,937	16.78
Motor-vehicle dealers (new and trade-in).....	9	7	33	4	51,881	1,605	48,311	51,100	775,752	8.80
Filling stations.....	40	36	22	14	37,670	3,878	35,790	33,120	537,820	6.67
Garages and repair shops.....	12	11	8	4	16,938	3,134	10,156	8,660	113,065	1.29
Apparel group.....	28	30	19	13	22,808	2,664	41,805	153,690	580,734	6.59
Men's and boys' clothing and furnishings stores.....	11	13	7	5	10,788	827	18,515	59,380	164,587	1.87
Clothing stores—men's, women's, and children's.....	4	4	6	5	5,941	1,037	7,871	57,700	84,855	.96
Women's ready-to-wear specialty stores—apparel and accessories.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Women's accessories stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other apparel stores.....	5	4	3	—	3,515	—	8,037	10,460	45,592	.52
Shoe stores.....	4	5	1	3	1,632	800	4,091	22,460	62,600	.71
Furniture and household group ¹	11	11	11	11	16,160	5,190	23,783	52,770	253,670	2.86
Furniture stores.....	5	7	5	3	6,448	1,368	17,891	40,400	154,323	1.75
Radio and music stores.....	4	3	5	8	7,762	3,822	5,789	5,560	57,223	.66
Restaurants, cafeterias, and eating places.....	28	28	61	1	61,012	825	34,005	6,480	302,401	3.43
Restaurants, cafeterias, lunch rooms.....	21	24	49	—	48,272	—	29,838	6,070	250,560	2.84
Lunch counters, refreshment stands, etc.....	5	4	12	1	12,740	825	4,767	410	51,841	.59
Lumber and building group.....	9	8	15	1	20,497	420	6,689	24,420	70,877	.80
Lumber and building material dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Electrical shops (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Heating and plumbing shops.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Paint and glass stores.....	5	6	3	—	4,120	—	5,738	11,030	34,872	.40
Other retail stores.....	61	87	89	52	119,871	13,263	101,692	224,780	1,083,664	12.07
Hardware stores.....	3	6	13	1	14,685	100	12,043	51,120	141,534	1.61
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	6	8	13	4	14,191	736	7,176	17,100	228,006	2.59
Cigar stores and cigar stands.....	16	14	8	1	11,800	200	8,811	2,030	70,838	.80
Coal and wood yards—ice dealers.....	10	10	16	5	14,870	1,827	7,607	3,020	47,994	.54
Drug stores.....	12	15	17	10	36,149	3,910	27,178	90,500	368,290	4.18
Florists.....	6	5	16	—	15,550	—	13,808	34,800	56,900	.65
Gift shops, novelties, and toys.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	3	3	—	—	—	—	929	2,600	3,900	.04
News dealers.....	3	3	1	21	5,441	4,441	1,735	4,030	29,620	.34
Opticians and optometrists.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	13	19	5	10	7,185	2,049	19,520	10,250	102,953	1.17

¹ This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.
² Further data will be shown in a special report on milk dealers.

TABLE 86.—CHICOPEE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCK ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	522	512	549	176	\$704,698	\$50,729	\$857,075	\$1,006,440	\$8,814,355	100.00
Single-store independent.....	460	493	391	154	618,373	45,549	528,980	802,890	7,014,451	79.55
2-store independent.....	18	12	46	4	62,464	1,624	43,292	102,830	533,825	6.06
Local chains.....	16	1	30	—	39,833	—	19,713	48,900	287,809	3.27
Sectional chains.....	11	—	18	1	29,174	150	16,739	10,850	264,492	2.99
National chains.....	11	—	59	17	48,454	3,406	45,962	31,060	644,123	7.31
Other types of operation.....	6	6	5	—	6,398	—	2,389	9,910	69,855	.79

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1175

TABLE 87.—CHICOPEE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores.....						
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	3		2			1
Annual net sales.....	\$96,333	(x)				(x)
Per cent of total sales.....	109.00	(x)				(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	11		11			
Annual net sales.....	\$164,587		\$164,587			
Per cent of total sales.....	100.00		100.00			
Clothing stores—men's, women's, and children's:						
Number of stores.....	4		4			
Annual net sales.....	\$84,855		\$84,855			
Per cent of total sales.....	100.00		100.00			
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	2		1	1		
Annual net sales.....	(x)	(x)	(x)			
Per cent of total sales.....	(x)	(x)	(x)			
Shoe stores:						
Number of stores.....	4		3	1		
Annual net sales.....	\$62,500	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Furniture stores:						
Number of stores.....	5		5			
Annual net sales.....	\$154,323		\$154,323			
Per cent of total sales.....	100.00		100.00			
Radio and music stores:						
Number of stores.....	4		2	2		
Annual net sales.....	\$57,228	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Grocery stores (without meats):						
Number of stores.....	67		40	13	6	8
Annual net sales.....	\$922,412		\$205,087	\$263,790	\$141,042	\$312,493
Per cent of total sales.....	100.00		22.23	28.60	15.29	33.88
Combination stores (groceries and meats):						
Number of stores.....	96		91	3		2
Annual net sales.....	\$2,845,345		\$2,363,823			(x)
Per cent of total sales.....	100.00		83.08			(x)
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	21		21			
Annual net sales.....	\$250,566		\$250,566			
Per cent of total sales.....	100.00		100.00			
Cigar stores and cigar stands:						
Number of stores.....	16		16			
Annual net sales.....	\$70,838		\$70,838			
Per cent of total sales.....	100.00		100.00			
Filling stations:						
Number of stations.....	40		34	1	5	
Annual net sales.....	\$587,820		\$439,377	(x)	(x)	
Per cent of total sales.....	100.00		74.75	(x)	(x)	
Coal and wood yards—ice dealers:						
Number of yards.....	10		10			
Annual net sales.....	\$47,994		\$47,994			
Per cent of total sales.....	100.00		100.00			
Drug stores:						
Number of stores.....	12		10	2		
Annual net sales.....	\$368,299	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Hardware stores:						
Number of stores.....	8		6	1	1	
Annual net sales.....	\$141,534	(x)	(x)	(x)		
Per cent of total sales.....	100.00	(x)	(x)	(x)		
Jewelry stores:						
Number of stores.....	3		3			
Annual net sales.....	\$3,900		\$3,900			
Per cent of total sales.....	100.00		100.00			

CENSUS OF DISTRIBUTION

TABLE 88.—EVERETT—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	461	373	871	222	\$1,316,907	\$43,841	\$1,175,848	\$1,023,230	\$12,068,881	100.00
Food group.....	263	207	269	80	338,274	21,416	359,140	227,330	5,418,937	44.94
Candy and confectionary stores.....	23	25	20	4	23,178	1,720	27,651	14,090	261,215	2.17
Dairy products stores (including milk dealers) 1.....	3		8	1	10,232	386	10,511	4,270	205,993	1.71
Delicatessen stores.....	5	5	2		2,000		5,775	3,100	65,200	.54
Fruit stores and vegetable markets.....	12	13	1	1	2,580	500	9,123	3,190	109,000	.90
Grocery stores (without meats).....	95	60	68	28	95,200	5,824	100,511	86,780	1,686,088	13.98
Combination stores (groceries and meats).....	96	75	132	34	162,654	8,808	166,440	110,830	2,584,010	21.43
Meat markets (including sea foods).....	15	15	11	9	25,844	3,672	20,737	2,640	312,851	2.60
Bakeries—caterers.....	14	14	17	3	16,586	506	28,387	2,480	194,570	1.61
General merchandise group 2.....	23	15	103	49	93,317	7,247	126,687	169,480	913,283	7.57
Dry goods stores—piece goods stores.....	10	8	20	29	29,353	3,600	25,120	53,220	349,754	2.90
Variety, 5-and-10, and to-a-dollar stores.....	12	7	73	20	53,973	3,647	82,532	79,880	451,009	3.74
Automotive group, 2.....	45	27	143	9	266,248	2,327	188,526	146,920	1,974,123	16.37
Motor-vehicle dealers (new and trade-in).....	10	3	82		170,137		136,001	109,490	1,344,741	11.15
Accessories, tires, and batteries.....	7	7	11	1	20,597	400	12,048	24,300	138,686	1.15
Filling stations.....	18	8	34	7	52,904	1,837	28,062	8,560	897,614	7.43
Garages and repair shops.....	9	8	15	1	21,674	90	11,116	1,570	68,082	.56
Apparel group.....	25	23	21	10	28,563	1,069	58,457	70,020	357,192	2.96
Men's and boys' clothing and furnishing stores.....	4	3	3		3,035		9,034	11,370	45,376	.38
Clothing stores—men's, women's, and children's.....	3	2	9	2	9,953	330	20,175	17,720	94,470	.78
Women's ready-to-wear specialty shops—apparel and accessories.....	3	4	1		624		5,920	5,300	38,900	.32
Women's accessories stores.....	5	4	2	1	4,440	105	2,600	4,140	17,410	.14
Other apparel stores.....	2	2					1,138	1,990	13,277	.11
Shoe stores.....	8	8	6	7	10,511	1,534	19,590	29,500	147,759	1.23
Furniture and household group 2.....	11	11	27	2	42,771	624	51,513	73,730	438,408	3.63
Furniture stores.....	6	8	24	1	39,802	150	43,472	57,970	342,928	2.84
Radio and music stores.....	3	2	1		600		1,665	10,660	55,844	.46
Restaurants, cafeterias, and eating places.....	9	12	58	14	66,079	1,885	54,948	4,330	300,144	2.49
Restaurants, cafeterias, and lunch rooms.....	9	12	58	14	66,076	1,885	54,948	4,330	300,144	2.49
Lumber and building group 2.....	5	1	23		37,279		62,928	64,530	476,087	3.95
Lumber and building material dealers.....	3		16		28,513		50,123	62,680	454,751	3.77
Other retail stores.....	77	74	236	58	443,679	8,378	282,105	262,590	2,170,126	18.00
Hardware stores.....	9	9	31	1	45,144	270	43,277	88,270	319,418	2.65
Farmers' supplies.....	3	6	8	2	8,653	225	4,150	6,360	122,691	1.02
Cigar stores and cigar stands.....	3	3					1,480	500	15,640	.13
Coal and wood yards—ice dealers.....	4	2	96	32	262,829	584	111,776	23,530	730,024	6.06
Drug stores.....	26	21	52	10	60,877	3,344	56,780	95,820	578,045	4.79
Florists.....	6	7	17	4	26,930	712	12,792	5,750	82,139	.68
Jewelry stores.....	4	4	2		2,555		5,543	6,200	11,215	.09
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	3	1	6		8,088		8,956	1,730	52,936	.44
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	16	19	16	7	21,796	3,141	33,402	29,900	205,456	1.70
Second-hand stores 2.....	3	3	1		700		2,144	4,300	10,600	.09

1 Further data will be shown in a special report on milk dealers.
2 This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 89.—EVERETT—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	461	373	871	222	\$1,316,907	\$43,841	\$1,175,848	\$1,023,230	\$12,068,881	100.00
Single-store independents.....	351	365	397	80	617,086	20,806	626,664	559,510	6,714,470	55.63
2-store independents.....	13	7	29	4	43,596	1,240	24,956	65,130	356,751	2.79
3-store independents.....	5	1	20	4	25,315	600	24,819	43,070	226,903	1.88
Local chains.....	30		97	21	106,055	5,141	111,669	139,530	1,058,709	8.78
Sectional chains.....	36		211	54	396,715	3,851	282,460	101,640	2,241,982	18.59
National chains.....	25		115	58	125,771	11,639	149,784	114,850	1,443,029	11.97
Other types of operation.....	1		2	1	2,369	474	5,696	4,600	37,037	.31

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1177

TABLE 90.—EVERETT—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores:						
Number of stores.....	1			1		
Annual net sales.....	(x)			(x)		
Per cent of total sales.....	(x)			(x)		
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	12	7			1	4
Annual net sales.....	\$451,000	\$37,520			(x)	(x)
Per cent of total sales.....	100.00	8.32			(x)	(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	4	3		1		
Annual net sales.....	\$45,376	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Clothing stores—men's, women's, and children's:						
Number of stores.....	3		2		1	
Annual net sales.....	\$94,470		(x)		(x)	
Per cent of total sales.....	100.00		(x)		(x)	
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	3	3				
Annual net sales.....	\$38,000	\$38,000				
Per cent of total sales.....	100.00	100.00				
Shoe stores:						
Number of stores.....	8	7				
Annual net sales.....	\$147,759	(x)				(x)
Per cent of total sales.....	100.00	(x)				(x)
Furniture stores:						
Number of stores.....	6	4	2			
Annual net sales.....	\$342,028	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Radio and music stores:						
Number of stores.....	3	2	1			
Annual net sales.....	\$55,844	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Grocery stores (without meats):						
Number of stores.....	95	58		1	21	15
Annual net sales.....	\$1,686,098	(x)		(x)	\$708,465	\$625,681
Per cent of total sales.....	100.00	(x)		(x)	42.02	37.11
Combination stores (groceries and meats):						
Number of stores.....	96	69	4	18	2	3
Annual net sales.....	\$2,584,010	\$1,484,438	\$100,600	\$479,954	(x)	(x)
Per cent of total sales.....	100.00	57.45	3.89	18.57	(x)	(x)
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	9	8			1	
Annual net sales.....	\$300,144	(x)			(x)	
Per cent of total sales.....	100.00	(x)			(x)	
Cigar stores and cigar stands:						
Number of stores.....	3	3				
Annual net sales.....	\$15,640	\$15,640				
Per cent of total sales.....	100.00	100.00				
Filling stations:						
Number of stations.....	18	9		2	6	1
Annual net sales.....	\$397,614	\$122,066		(x)	\$208,399	(x)
Per cent of total sales.....	100.00	30.70		(x)	52.41	(x)
Coal and wood yards—ice dealers:						
Number of yards.....	4	3			1	
Annual net sales.....	\$730,024	(x)			(x)	
Per cent of total sales.....	100.00	(x)			(x)	
Drug stores:						
Number of stores.....	26	19	5		1	1
Annual net sales.....	\$578,045	\$342,032	(x)		(x)	(x)
Per cent of total sales.....	100.00	59.17	(x)		(x)	(x)
Hardware stores:						
Number of stores.....	9	8		1		
Annual net sales.....	\$319,418	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Jewelry stores:						
Number of stores.....	4	4				
Annual net sales.....	\$11,215	\$11,215				
Per cent of total sales.....	100.00	100.00				

CENSUS OF DISTRIBUTION

TABLE 91.—FITCHBURG—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	470	420	1,669	276	\$2,191,710	\$57,493	\$2,108,445	\$2,930,380	\$19,270,750	100.00
Food group ¹	203	190	338	76	408,498	13,924	408,475	298,540	5,295,918	27.48
Candy and confectionery stores.....	35	38	42	10	52,130	2,624	49,996	35,130	433,003	2.25
Dairy-products stores (including milk dealers) ²	6	5	21	2	26,229	645	30,280	4,050	372,062	1.93
Fruit stores and vegetable markets.....	7	8	3	1	3,000	500	8,003	2,550	93,511	.40
Grocery stores (without meats).....	66	46	60	10	67,579	2,993	69,831	84,070	1,124,386	5.83
Combination stores (groceries and meats).....	71	74	174	30	215,688	6,112	200,450	155,330	2,893,347	15.01
Meat markets (including sea foods).....	10	11	10	1	12,123	150	20,059	6,810	207,564	1.08
Bakeries—caterers.....	7	8	12	22	15,000	900	13,905	3,780	120,740	.63
General merchandise group ¹	17	10	308	96	330,124	23,889	380,334	598,050	2,237,670	11.61
Department stores.....	4	-----	195	43	241,006	13,704	235,059	425,000	1,366,640	7.09
Dry-goods stores, piece-goods stores.....	6	8	14	8	15,005	2,564	23,296	53,250	130,520	.68
Variety, 5-and-10, and 10-a-dollar stores.....	5	-----	99	45	73,513	7,361	120,199	112,340	719,001	3.73
Automotive group ¹	63	52	238	10	352,597	1,597	268,271	384,950	3,423,808	17.77
Motor-vehicle dealers (new and trade-in).....	15	10	100	6	170,567	996	154,574	297,010	2,228,086	11.56
Accessories, tires, and batteries.....	0	4	23	-----	33,249	-----	32,846	36,580	245,515	1.28
Filling stations.....	28	21	63	2	67,852	174	51,581	29,420	638,077	3.32
Garages and repair shops.....	13	16	52	2	80,029	427	28,457	18,400	300,974	1.56
Apparel group.....	63	45	189	58	265,787	9,597	340,688	597,720	2,661,185	13.81
Men's and boys' clothing and furnishings stores.....	10	4	20	8	58,805	1,543	71,560	171,350	444,184	2.31
Clothing stores—men's, women's, and children's.....	10	9	31	6	43,061	1,364	70,228	128,300	524,840	2.72
Women's ready-to-wear specialty stores—apparel and accessories.....	9	5	33	12	48,440	938	53,636	39,190	362,348	1.88
Women's accessories stores.....	15	11	36	13	49,594	2,315	63,099	70,030	426,688	2.21
Other apparel stores.....	4	4	15	-----	23,408	-----	8,543	13,100	55,682	.29
Shoe stores.....	15	12	25	10	41,583	3,437	73,007	175,030	847,484	4.40
Furniture and household group.....	15	20	105	10	168,482	1,864	160,534	296,410	1,100,442	5.71
Furniture stores.....	2	10	50	5	92,524	1,718	104,000	217,330	679,204	3.52
Household-appliance stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Radio and music stores.....	3	3	11	-----	14,201	-----	18,043	21,020	80,826	.42
Restaurants, cafeterias, and eating places.....	24	24	151	6	128,146	1,578	99,797	9,570	598,173	3.11
Restaurants, cafeterias, and lunch rooms.....	19	18	137	6	113,162	1,578	90,977	8,560	517,807	2.69
Lunch counters, refreshment stands, etc.....	5	6	14	-----	14,984	-----	8,820	1,010	80,366	.42
Lumber and building group ¹	8	6	58	1	91,084	25	77,006	190,120	782,975	4.06
Lumber and building material dealers.....	3	2	45	1	72,289	25	60,361	164,830	660,351	3.43
Paint and glass stores.....	3	3	7	-----	10,171	-----	11,979	19,920	97,047	.51
Other retail stores group.....	86	73	302	19	446,984	5,219	372,380	557,220	3,170,638	16.45
Hardware stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies stores.....	6	2	15	-----	20,161	-----	16,903	32,810	425,036	2.21
Book stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	4	3	3	-----	4,834	-----	6,491	12,060	93,771	.49
Coal and wood yards—ice dealers.....	10	8	122	-----	174,937	-----	130,298	90,380	965,220	5.01
Drug stores.....	32	27	99	5	146,405	1,643	122,281	182,880	962,085	4.99
Florists.....	4	6	11	-----	15,145	-----	21,607	10,500	105,143	.55
Gift shops, novelties, toys.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	5	5	17	2	30,167	250	19,089	75,190	187,924	.98
Luggage and leather goods.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	3	3	2	1	1,952	227	2,563	2,240	29,391	.15
Office, school, and store supplies and equipment dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	6	5	3	4	2,840	523	4,344	9,410	50,528	.26
Sporting-goods stores, including athletic and playground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classification.....	5	5	4	3	7,520	1,668	5,766	6,480	82,077	.43

¹ This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

² Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1179

TABLE 92.—FITCHBURG—RETAIL DISTRIBUTION BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	479	420	1,689	276	\$2,191,710	\$57,493	\$2,108,445	\$2,930,380	\$19,270,759	100.00
Single-store independents.....	374	396	1,093	142	1,484,898	26,800	1,370,763	1,945,340	13,439,543	69.74
2-store independents.....	18	15	129	38	169,022	9,481	139,901	255,020	975,027	5.06
3-store independents.....	8	5	29	8	29,154	1,550	23,140	38,260	308,817	1.61
Local chains.....	11	-----	98	11	150,209	4,919	154,127	313,300	1,371,933	7.12
Sectional chains.....	29	-----	90	11	104,405	3,069	99,289	117,630	960,043	4.98
National chains.....	29	-----	173	63	171,921	11,259	240,603	211,900	1,809,534	9.39
Other types of operation.....	10	2	57	3	76,101	409	50,622	48,930	405,262	2.10

TABLE 93.—FITCHBURG—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	4						
Annual net sales.....	\$1,306,649	(x) 2	(x) 1	(x) 1			
Per cent of total sales.....	100.00	(x)	(x)	(x)			
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	5						
Annual net sales.....	\$719,001					5	
Per cent of total sales.....	100.00					\$719,001	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	10	6	1	1	1	1	
Annual net sales.....	\$444,184	\$224,933	(x)	(x)	(x)	(x)	
Per cent of total sales.....	100.00	50.64	(x)	(x)	(x)	(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	10	8	2				
Annual net sales.....	\$524,849	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	0	4			1	3	
Annual net sales.....	\$362,348	\$84,777		(x)	(x)	(x)	
Per cent of total sales.....	100.00	23.40		(x)	(x)	(x)	
Shoe stores:							
Number of stores.....	15	7	4		1	2	1
Annual net sales.....	\$847,484	\$650,301	\$60,650		(x)	(x)	(x)
Per cent of total sales.....	100.00	76.73	7.16		(x)	(x)	(x)
Furniture stores:							
Number of stores.....	8	7					
Annual net sales.....	\$679,204	(x)		(x)			
Per cent of total sales.....	100.00	(x)		(x)			
Radio and music stores:							
Number of stores.....	3	3					
Annual net sales.....	\$80,826	\$80,826					
Per cent of total sales.....	100.00	100.00					
Grocery stores (without meats):							
Number of stores.....	66	46			10	10	
Annual net sales.....	\$1,124,389	\$487,071			\$243,068	\$393,350	
Per cent of total sales.....	100.00	43.32			21.70	34.98	
Combination stores (groceries and meats):							
Number of stores.....	71	63	6			2	
Annual net sales.....	\$2,893,347	\$2,417,951	(x)			(x)	
Per cent of total sales.....	100.00	83.57	(x)			(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	19	16	2		1		
Annual net sales.....	\$517,807	\$384,506	(x)		(x)		
Per cent of total sales.....	100.00	74.26	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	4	3				1	
Annual net sales.....	\$93,771	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Filling stations:							
Number of stations.....	28	14	3		9	2	
Annual net sales.....	\$638,977	\$362,815	\$80,114		(x)	(x)	
Per cent of total sales.....	100.00	56.78	12.54		(x)	(x)	
Coal and wood yards—ice dealers:							
Number of yards.....	10	10					
Annual net sales.....	\$965,220	\$965,220					
Per cent of total sales.....	100.00	100.00					
Drug stores:							
Number of stores.....	32	30			1	1	
Annual net sales.....	\$962,085	(x)			(x)	(x)	
Per cent of total sales.....	100.00	(x)			(x)	(x)	
Hardware stores:							
Number of stores.....	2	1		1			
Annual net sales.....	(x)	(x)		(x)			
Per cent of total sales.....	(x)	(x)		(x)			
Jewelry stores:							
Number of stores.....	5	5					
Annual net sales.....	\$187,924	\$187,924					
Per cent of total sales.....	100.00	100.00					

CENSUS OF DISTRIBUTION

TABLE 94.—HAVERHILL—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	670	618	1,852	407	\$2,466,093	\$115,722	\$2,320,187	\$2,977,120	\$20,298,758	100.00
Food group	240	233	366	106	464,254	23,999	421,018	277,990	5,584,598	27.51
Candy and confectionery stores.....	31	37	35	19	45,599	6,277	47,942	22,500	329,388	1.62
Dairy products stores (including milk dealers).....	8	7	34	4	52,045	708	32,532	3,700	226,506	1.61
Delicatessen stores.....	4	4	4	1	4,320	156	2,646	850	37,000	.18
Fruit stores and vegetable markets.....	24	30	11	6	12,151	1,840	28,409	24,250	351,877	1.73
Grocery stores (without meats).....	81	49	78	14	108,686	3,405	94,620	95,880	1,684,594	8.30
Combination stores (groceries and meats).....	64	74	164	44	195,357	11,893	171,212	114,800	2,243,966	11.55
Meat markets (including sea foods).....	12	13	17	12	27,462	3,581	21,981	7,020	372,900	1.84
Bakeries—caterers.....	15	18	23	6	18,634	1,139	20,801	5,640	135,859	.67
Other food stores.....	1	1					875	250	2,500	.01
General merchandise group ¹	21	16	367	72	347,147	11,484	378,767	413,910	2,579,297	12.71
Dry goods stores—piece goods stores.....	9	10	3	1	1,800	260	7,046	29,450	42,096	.21
General merchandise stores.....	3	3	1	6	1,665	895	3,995	11,040	37,414	.18
Variety, 5-and-10, and to-a-dollar stores.....	7	3	166	35	94,024	4,629	170,551	115,460	359,362	4.24
Automotive group	83	66	274	25	393,838	9,075	317,341	359,340	3,677,101	17.69
Motor-vehicle dealers—new and trade-in.....	13	6	158	9	241,337	5,060	191,459	235,610	2,246,101	11.09
Accessories, tires and batteries.....	11	9	16		23,582		22,204	44,500	208,888	1.03
Filling stations.....	46	34	68	8	86,976	2,115	66,637	51,470	897,817	4.42
Garages and repair shops.....	13	17	32	8	41,943	1,900	37,041	27,670	224,705	1.11
Apparel group	101	82	155	76	210,381	16,881	300,360	598,420	1,877,660	9.25
Men's and boys' clothing and furnishings stores.....	20	13	37	11	63,022	2,041	80,069	208,700	567,119	2.79
Clothing stores—men's, women's, and children's.....	6	4	13	10	20,588	1,358	20,948	64,050	154,671	.76
Women's ready-to-wear specialty stores—apparel and accessories.....	10	6	29	20	43,944	5,581	53,958	78,780	387,699	1.91
Women's accessories stores.....	19	16	13	5	11,922	1,215	32,258	21,040	108,074	.54
Other apparel stores.....	20	22	22	7	21,607	2,574	16,781	24,560	108,168	.53
Shoe stores.....	26	21	41	23	49,293	4,112	81,346	206,280	551,029	2.72
Furniture and household group	22	15	110	9	194,526	6,188	194,376	437,040	1,226,433	6.04
Furniture stores.....	8	5	69	3	105,700	348	132,339	267,600	773,030	3.81
Household appliances stores.....	3		27	5	57,120	5,825	28,315	107,310	177,882	.82
Other home furnishings and appliances stores.....	3	3	4		5,336		3,950	3,800	12,851	.06
Radio and music stores.....	8	7	20	1	26,370	25	29,772	58,330	252,670	1.23
Restaurants, cafeterias, and eating places	50	70	165	42	187,147	5,895	116,142	10,080	980,696	4.73
Restaurants, cafeterias, and lunch rooms.....	30	41	117	13	116,284	2,010	75,994	7,720	584,014	2.88
Lunch counters, refreshment stands, etc.....	20	29	48	29	70,863	3,885	40,148	2,340	376,672	1.85
Lumber and building group	23	16	120	20	213,314	19,705	115,051	187,770	939,742	4.63
Lumber and building material dealers.....	5	2	35	4	66,120	556	54,138	94,580	468,014	2.31
Electrical shops (without radio).....	4	2	18	4	35,574	11,844	8,062	17,110	78,037	.36
Heating and plumbing shops.....	9	7	52	9	87,473	6,744	29,558	48,790	277,898	1.36
Paint and glass stores.....	5	5	15	3	24,147	861	28,295	32,200	120,793	.60
Other retail stores	124	111	303	55	453,536	16,685	474,266	683,600	3,541,426	17.43
Hardware stores.....	10	8	17	4	33,341	2,001	28,871	125,730	228,128	1.12
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmers' supplies.....	5	2	28		35,322		38,328	33,480	360,092	1.76
Cigar stores and cigar stands.....	12	10	9	4	14,582	1,085	15,540	22,270	215,029	1.06
Coal and wood yards—ice dealers.....	14	9	92	19	153,288	3,039	142,844	40,200	1,000,510	4.93
Drug stores.....	26	19	72	11	107,643	2,725	100,030	165,340	782,167	3.85
Florists.....	9	10	9	1	13,496	314	17,434	8,110	93,560	.46
Gift shops, novelties and toys.....	5	6	2	1	2,186	366	5,449	8,660	23,198	.12
Jewelry stores.....	15	18	24	5	28,950	86	35,792	128,880	251,941	1.24
News dealers.....	3	5	9	4	6,012	500	10,342	14,130	141,920	.70
Office, school, and store supplies and equipment dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	4	4	6		5,420		6,187	7,880	40,815	.20
Sporting goods stores, including athletic and play-ground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	17	17	26	4	35,808	1,419	43,656	39,520	239,215	1.16
Secondhand stores	6	7	2	2	1,950	800	2,846	8,990	11,818	.06

¹ Further data will be shown in a special report on milk dealers.² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1181

TABLE 95.—HAVERHILL—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	870	616	1,862	407	\$2,466,093	\$115,722	\$2,320,167	\$2,977,120	\$20,296,759	100.00
Single store independents.....	547	580	1,243	297	1,758,601	88,782	1,614,494	2,291,290	13,851,588	68.42
2-store independents.....	27	22	83	20	101,816	3,759	90,981	200,300	1,046,307	5.15
3-store independents.....	9	5	57	10	89,023	4,766	28,007	51,150	694,682	3.25
Local chains.....	12	2	65	3	106,271	701	116,639	68,080	793,135	3.91
Sectional chains.....	30	—	135	9	154,201	1,614	137,510	117,690	1,606,162	7.87
National chains.....	31	—	240	54	204,472	9,443	231,947	199,540	2,059,252	10.14
Other types of operation.....	8	1	29	14	51,709	6,067	50,609	79,100	292,633	1.44

TABLE 96.—HAVERHILL—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	2	(x)	2				
Annual net sales.....	(x)	(x)					
Per cent of total sales.....	(x)	(x)					
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	7		2				
Annual net sales.....	\$359,362	(x)					5
Per cent of total sales.....	100.00	(x)				(x)	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	20		15				
Annual net sales.....	\$567,119	\$427,366	(x)	1	(x)	2	1
Per cent of total sales.....	100.00	75.36	(x)	(x)	(x)	(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	6		4				
Annual net sales.....	\$154,671	(x)	1	(x)	1		
Per cent of total sales.....	100.00	(x)	(x)	(x)			
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	10		6				
Annual net sales.....	\$387,699	(x)	1				1
Per cent of total sales.....	100.00	(x)	(x)			(x)	
Shoe stores:							
Number of stores.....	26		16				
Annual net sales.....	\$551,029	\$239,422	(x)	3		3	1
Per cent of total sales.....	100.00	43.45	(x)	28.58	(x)	(x)	3
Furniture stores:							
Number of stores.....	8		8				
Annual net sales.....	\$773,030	\$773,030					
Per cent of total sales.....	100.00	100.00					
Radio and music stores:							
Number of stores.....	8		6				
Annual net sales.....	\$252,670	(x)	2				
Per cent of total sales.....	100.00	(x)	(x)				
Grocery stores (without meats):							
Number of stores.....	81		47				
Annual net sales.....	\$1,684,594	(x)		2	18	14	
Per cent of total sales.....	100.00	(x)		(x)	\$680,275	\$626,336	
Combination stores (groceries and meats):							
Number of stores.....	64		57				
Annual net sales.....	\$2,349,986	\$1,505,267	\$179,601		2	1	
Per cent of total sales.....	100.00	64.22	7.66		(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	30		29				
Annual net sales.....	\$584,014	(x)			1		
Per cent of total sales.....	100.00	(x)			(x)		
Cigar stores and cigar stands:							
Number of stores.....	12		10				
Annual net sales.....	\$215,029	(x)					2
Per cent of total sales.....	100.00	(x)				(x)	
Filling stations:							
Number of stations.....	46		25				
Annual net sales.....	\$807,317	\$404,138	\$156,814		5	8	2
Per cent of total sales.....	100.00	55.07	17.48		\$121,147	(x)	
Coal and wood yards—ice dealers:							
Number of yards.....	14		14				
Annual net sales.....	\$1,000,510	\$1,000,510					
Per cent of total sales.....	100.00	100.00				(x)	
Drug stores:							
Number of stores.....	26		21				
Annual net sales.....	\$782,167	\$515,955	(x)	2		1	2
Per cent of total sales.....	100.00	65.98	(x)		(x)	(x)	
Hardware stores:							
Number of stores.....	10		10				
Annual net sales.....	\$228,128	\$228,128					
Per cent of total sales.....	100.00	100.00					
Jewelry stores:							
Number of stores.....	15		13				
Annual net sales.....	\$251,941	\$201,143	(x)	1			1
Per cent of total sales.....	100.00	79.84	(x)				(x)

CENSUS OF DISTRIBUTION

TABLE 97.—HOLYOKE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (X) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	1,028	977	2,511	591	\$3,266,913	\$137,908	\$3,380,314	\$4,177,500	\$29,140,693	100.00
Food group	423	427	515	156	657,857	35,139	745,355	504,750	9,688,515	32.84
Candy and confectionery stores.....	67	84	79	22	83,987	6,381	127,844	51,600	926,260	3.18
Dairy products stores (including milk dealers) ¹	21	21	27	4	35,214	368	46,076	2,660	582,572	2.00
Delicatessen stores.....	4	3	14		10,905		8,295	4,460	99,852	.84
Fruit stores and vegetable markets.....	17	20	11	5	10,940	1,522	16,655	7,520	235,782	.81
Grocery stores (without meats).....	152	118	62	36	81,347	8,570	133,114	131,220	1,916,304	6.68
Combination stores (groceries and meats).....	132	150	282	56	375,333	13,381	352,480	293,350	5,434,848	18.65
Meat markets (including sea foods).....	10	9	6	0	34,662	2,394	28,309	3,560	141,922	.49
Bakeries—caterers.....	10	19	23	6	24,649	2,211	24,638	6,050	189,815	.65
Other food stores.....	4	3	11	1	12,820	312	7,864	5,360	42,154	.14
General merchandise group	56	30	413	158	404,180	28,805	498,840	552,020	3,188,167	10.84
Department stores.....	3		208	108	267,198	19,075	293,657	265,680	1,672,640	5.74
Dry goods stores—piece goods stores.....	16	18	22	11	28,306	3,582	45,861	92,556	319,267	1.09
General merchandise stores (includes 1 general store).....	12	10	19	3	16,807	387	30,540	76,200	256,439	.88
Variety, 5-and-10, and 10-a-dollar stores.....	5	2	164	36	92,179	5,891	128,782	97,630	940,821	3.22
Automotive group	96	78	278	35	429,840	10,060	384,343	271,050	3,808,004	13.06
Motor-vehicle dealers (new and trade-in).....	16	6	150	4	238,947	755	232,686	171,040	2,391,166	8.20
Accessories, tires, and batteries.....	28	25	45	8	61,460	2,720	51,393	47,590	417,992	1.44
Filling stations.....	45	39	45	21	63,074	5,863	63,814	28,960	683,711	2.85
Garages and repair shops.....	7	8	36	2	66,159	692	66,650	22,260	313,135	1.07
Apparel group	125	98	323	123	486,830	28,789	596,876	1,045,540	3,746,653	12.86
Men's and boys' clothing and furnishings stores.....	26	17	52	14	75,562	3,731	123,304	268,760	730,031	2.51
Clothing stores—men's, women's, and children's.....	12	5	81	24	133,200	7,681	127,638	237,040	807,134	2.77
Women's ready-to-wear specialty stores—apparel and accessories.....	17	13	69	33	87,661	6,504	100,882	162,900	740,106	2.54
Women's accessories stores.....	27	24	37	17	41,142	3,124	72,898	46,060	318,864	1.09
Other apparel stores.....	21	21	19	3	27,877	959	32,677	21,500	153,150	.63
Shoe stores.....	22	16	65	32	121,388	6,700	139,477	308,200	969,368	3.42
Furniture and household group	45	34	163	8	256,513	1,310	301,837	548,880	1,792,141	6.15
Furniture stores.....	22	18	111	6	159,680	1,181	219,397	420,200	1,252,109	4.30
Floor coverings, draperies, curtains, and upholstery stores.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Household appliances stores.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Other home furnishings and appliances stores.....	4	4	2	1	3,129	104	6,539	7,460	24,221	.08
Radio and music stores.....	15	10	32	1	68,404	25	57,605	92,660	381,414	1.31
Restaurants, cafeterias, and eating places	44	45	174	17	159,928	5,161	109,420	9,690	753,718	2.59
Restaurants, cafeterias, and lunch rooms.....	38	38	164	16	149,901	4,641	104,688	9,130	708,636	2.43
Lunch counters, refreshment stands, etc.....	6	7	10	1	10,026	520	4,732	560	45,081	.16
Lumber and building group	42	53	158	20	237,498	6,315	113,193	174,500	1,000,501	3.43
Lumber and building material dealers.....	4	8	20	2	28,346	400	13,736	12,180	68,840	.24
Electrical shops (without radio).....	8	11	29		41,516		34,744	64,920	303,717	1.04
Heating and plumbing shops.....	20	24	76	18	115,158	5,915	47,277	55,130	452,647	1.55
Paint and glass stores.....	10	10	33		52,476		17,436	42,270	175,397	.60
Other retail stores	209	205	484	93	828,867	22,129	822,326	1,063,230	5,227,888	17.94
Hardware stores.....	5	7	9	1	11,838	500	23,970	49,930	137,851	.47
Hardware and farm implement stores.....	3	2	17	2	40,425	695	36,683	101,150	270,080	.86
Farmers' supplies.....	5	3	31	1	45,907	546	29,992	52,880	651,283	2.23
Cigar stores and cigar stands.....	42	46	31	5	38,125	1,554	33,300	25,330	345,636	1.19
Coal and wood yards—ice dealers.....	18	11	166	13	168,011	3,050	127,638	85,460	1,108,417	4.01
Drug stores.....	32	34	71	20	100,623	5,519	109,389	211,950	936,069	3.21
Florists.....	10	10	28	19	37,691	2,823	30,072	23,430	161,127	.55
Gift shops, novelties and toys.....	4	4					3,347	5,820	23,765	.08
Jewelry stores.....	23	23	34	8	48,030	1,389	60,854	252,160	401,280	1.38
Luggage and leather goods stores.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Music stores (without radio).....	1	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
News dealers.....	18	18	13	7	11,056	1,466	10,412	10,200	114,942	.40
Office, school, and store supplies and equipment dealers.....	5	5	8		11,403		9,339	16,270	99,638	.34
Opticians and optometrists.....	8	8	3	2	3,221	251	6,913	6,360	48,130	.17
Sporting goods stores including athletic and playground equipment.....	2	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Stationers and printers.....	3	2	14		25,035		15,463	35,390	141,270	.48
Miscellaneous classifications.....	28	27	43	8	66,597	3,185	94,747	120,140	548,484	1.88
Secondhand stores	8	9	5	1	5,584	100	3,144	7,810	55,108	.19

¹ Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1183

TABLE 98.—HOLYOKE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	1,028	977	2,511	591	\$3,288,913	\$137,908	\$3,380,314	\$4,177,500	\$28,140,883	100.00
Single-store independents.....	895	944	1,746	404	2,400,695	90,971	2,422,733	3,202,020	21,662,713	74.34
2-store independents.....	32	23	121	11	143,324	4,263	165,561	217,340	1,183,574	4.06
3-store independents.....	7	2	169	63	203,540	20,613	180,434	262,690	1,365,545	4.69
Local chains.....	18	2	39	19	63,745	3,601	81,289	94,470	564,214	1.93
Sectional chains.....	26		135	17	157,137	3,959	134,201	94,190	1,214,997	4.17
National chains.....	37		256	73	236,982	14,201	333,614	240,620	2,774,414	9.52
Other types of operation.....	13	6	45	4	52,490	300	62,422	66,170	375,230	1.29

TABLE 99.—HOLYOKE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	3		1			1	
Annual net sales.....	\$1,672,640	(x)	(x)			(x)	
Per cent of total sales.....	100.00	(x)	(x)			(x)	
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	5	2				3	
Annual net sales.....	\$940,821	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	26	21		2	1	1	1
Annual net sales.....	\$730,031	\$577,110		(x)	(x)	(x)	\$23,062
Per cent of total sales.....	100.00	79.05		(x)	(x)	(x)	3.16
Clothing stores—men's, women's, and children's:							
Number of stores.....	12	8	1		2		1
Annual net sales.....	\$807,134	\$495,472	(x)		(x)		\$3,187
Per cent of total sales.....	100.00	61.39	(x)		(x)		.39
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	17	15		1	1		
Annual net sales.....	\$740,106	(x)		(x)	(x)		
Per cent of total sales.....	100.00	(x)		(x)	(x)		
Shoe stores:							
Number of stores.....	22	14	2	1	1	2	2
Annual net sales.....	\$999,368	\$617,605	(x)	(x)	(x)	(x)	\$147,073
Per cent of total sales.....	100.00	61.80	(x)	(x)	(x)	(x)	14.72
Furniture stores:							
Number of stores.....	22	20	2				
Annual net sales.....	\$1,252,109	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Radio and music stores:							
Number of stores.....	15	15					
Annual net sales.....	\$381,414	\$381,414					
Per cent of total sales.....	100.00	100.00					
Grocery stores (without meats):							
Number of stores.....	152	113	2	8	8	21	
Annual net sales.....	\$1,916,304	\$753,261	(x)	(x)	\$177,378	\$781,715	
Per cent of total sales.....	100.00	40.87	(x)	(x)	9.26	40.79	
Combination stores (groceries and meats):							
Number of stores.....	132	124	4		1	3	
Annual net sales.....	\$5,434,348	\$4,645,510	\$72,761		(x)	(x)	
Per cent of total sales.....	100.00	85.48	1.34		(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	38	34	3		1		
Annual net sales.....	\$708,635	\$443,704	(x)		(x)		
Per cent of total sales.....	100.00	62.61	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	42	41				1	
Annual net sales.....	\$345,636	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Coal and wood yards—ice dealers:							
Number of yards.....	18	18					
Annual net sales.....	\$1,168,417	\$1,168,417					
Per cent of total sales.....	100.00	100.00					
Filling stations:							
Number of stations.....	45	33	2	1	7	2	
Annual net sales.....	\$683,711	\$403,375	(x)	(x)	\$128,956	(x)	
Per cent of total sales.....	100.00	59.00	(x)	(x)	18.86	(x)	
Drug stores:							
Number of stores.....	32	26	4	1		1	
Annual net sales.....	\$936,069	\$592,950	(x)	(x)		(x)	
Per cent of total sales.....	100.00	63.34	(x)	(x)		(x)	
Hardware stores:							
Number of stores.....	5	4	1				
Annual net sales.....	\$137,851	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Jewelry stores:							
Number of stores.....	23	20	2				1
Annual net sales.....	\$401,280	\$317,301	(x)				(x)
Per cent of total sales.....	100.00	79.07	(x)				(x)

CENSUS OF DISTRIBUTION

TABLE 100.—LAWRENCE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	1,220	1,136	2,725	781	\$3,640,092	\$199,913	\$4,118,259	\$5,543,190	\$36,916,083	100.00
Food group.....	642	603	494	218	688,088	65,083	787,667	619,650	10,617,324	28.78
Candy and confectionery stores.....	49	56	29	9	27,124	1,723	52,365	47,410	867,075	.99
Dairy products stores (including milk dealers) ¹	23	20	11	8	15,468	1,615	24,722	6,560	372,512	1.01
Delicatessen stores.....	12	12	13	53	33,741	15,610	28,321	9,610	277,841	.75
Fruit stores and vegetable markets.....	54	56	8	6	7,558	1,956	41,407	24,500	385,295	1.04
Grocery stores (without meats).....	270	210	133	43	178,946	11,760	216,030	239,570	3,407,054	9.23
Combination stores (groceries and meats).....	173	183	224	88	336,416	29,575	341,353	283,090	5,133,073	13.91
Meat markets (including sea foods).....	21	20	17	6	17,816	1,992	25,550	7,410	226,053	.62
Bakeries—caterers.....	35	35	56	5	66,349	852	52,425	18,730	436,494	1.10
Other food stores.....	5	6	3		4,680		4,684	2,180	42,427	.11
General merchandise group.....	66	59	466	174	466,420	38,510	576,918	941,680	4,267,487	11.56
Department stores.....	3	4	157	55	228,224	15,132	241,878	413,170	1,664,020	4.51
Dry goods stores—piece goods stores.....	46	44	89	42	76,917	7,271	95,087	316,700	836,225	2.40
General merchandise stores (includes 1 general store).....	8	7	10	8	12,578	1,824	25,721	47,350	171,801	.47
Variety, 5-and-10, and to-a-dollar stores.....	9	4	210	69	148,701	14,283	214,232	164,460	1,544,541	4.18
Automotive group ².....	69	62	376	13	551,700	4,378	534,286	564,770	5,731,594	15.63
Motor-vehicle dealers (new and trade-in).....	21	25	248		392,841		356,019	404,790	4,338,072	11.75
Accessories, tires, and batteries.....	21	22	55	5	32,505	1,175	33,013	101,860	721,658	1.96
Filling stations.....	23	11	46	6	47,140	2,527	41,476	66,020	438,625	1.19
Garages and repair shops.....	3	3	26		28,018		52,864	11,100	217,819	.69
Apparel group.....	144	117	366	245	548,882	62,926	790,090	1,274,570	5,114,830	13.86
Men's and boys' clothing and furnishings stores.....	30	17	72	64	147,056	15,659	196,580	396,590	1,331,864	3.61
Clothing stores—men's, women's, and children's.....	15	15	46	44	72,154	9,580	140,326	246,380	928,806	2.52
Women's ready-to-wear specialty stores—apparel and accessories.....	19	14	143	66	195,203	20,796	223,309	205,880	1,510,352	4.09
Women's accessories stores.....	24	19	20	24	39,247	5,808	60,575	87,700	342,513	.93
Other apparel stores.....	15	17	15	7	11,362	1,728	9,567	13,250	62,026	.14
Shoe stores.....	41	35	61	40	83,860	9,355	159,733	344,770	949,299	2.67
Furniture and household group.....	38	39	141	14	234,898	3,430	268,763	628,890	1,789,558	4.87
Furniture stores.....	20	20	96	9	158,077	2,394	209,566	504,280	1,392,078	3.77
Floor coverings, draperies, curtains and upholstery stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Household appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances stores.....	3	3					1,795	2,500	6,573	.02
Radio and music stores.....	12	14	25	3	49,560	436	33,694	84,270	312,108	.84
Restaurants, cafeterias, and eating places.....	63	67	257	30	266,839	8,192	180,760	26,430	1,360,486	3.66
Restaurants, cafeterias, and lunch rooms.....	33	39	179	19	171,134	5,282	131,247	18,300	887,082	2.40
Lunch counters, refreshment stands, etc.....	30	28	78	11	95,705	2,910	49,513	8,130	468,404	1.26
Lumber and building group.....	15	13	81		116,453		117,357	267,170	1,028,036	2.71
Lumber and building material dealers.....	4	4	60		89,226		91,934	224,000	840,874	2.28
Electrical shops (without radio).....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Heating and plumbing shops.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Paint and glass stores.....	7	4	16		22,556		20,675	39,000	142,745	.39
Other retail stores.....	177	170	541	87	763,871	17,384	868,727	1,216,700	6,982,052	18.91
Hardware stores.....	19	24	35	13	41,103	2,019	79,655	180,590	413,411	1.12
Farmers' supplies.....	3	2	54		83,154		92,028	249,940	1,451,476	3.93
Book stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	23	23	12	3	16,030	207	23,119	35,130	261,973	.71
Coal and wood yards—ice dealers.....	20	15	201	7	294,282	2,225	323,005	137,910	2,248,324	6.09
Drug stores.....	44	38	117	17	154,191	3,858	150,308	303,670	1,330,279	3.60
Florists.....	9	15	15	14	24,085	1,812	35,292	10,110	218,688	.69
Gift shops, novelties and toys.....	3						2,411	2,210	4,428	.01
Jewelry stores.....	20	18	33	7	43,388	1,803	43,590	143,890	283,217	.77
Luggage and leather goods stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	4	3	10		23,585		28,776	17,190	146,004	.40
News dealers.....	6	6	28	2	20,330	472	8,142	7,420	106,117	.29
Office, school, and store supplies and equipment dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Sporting goods stores, including athletic and playground equipment.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	17	17	19	10	33,544	2,402	47,475	67,680	312,214	.85
Secondhand stores.....	6	6	3		2,936		3,651	3,330	26,726	.07

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1185

TABLE 101.—LAWRENCE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	1,220	1,138	2,725	781	\$3,640,092	\$198,913	\$4,118,259	\$5,543,190	\$36,916,063	100.00
Single-store independents.....	1,045	1,106	1,707	546	2,358,376	136,503	2,713,042	4,014,910	24,590,090	66.63
2-store independents.....	36	22	160	52	249,890	16,375	253,091	441,250	3,173,481	8.61
3-store independents.....	30	7	193	11	264,188	3,232	267,905	294,450	1,584,929	4.29
Local chains.....	42	1	179	36	299,455	9,274	259,059	281,380	2,374,575	6.43
Sectional chains.....	38		121	45	148,364	14,796	134,244	126,400	1,554,109	4.21
National chains.....	9		394	89	277,511	19,213	421,292	321,780	3,227,894	8.74
Other types of operation.....			61	2	72,308	520	68,666	63,680	406,015	1.09

TABLE 102.—LAWRENCE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	3	2				1	
Annual net sales.....	\$1,664,920	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	9	4				5	
Annual net sales.....	\$1,544,541	\$16,808				\$1,527,733	
Per cent of total sales.....	100.00	1.09				98.91	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	30	20	4	2	1	3	
Annual net sales.....	\$1,331,864	\$779,090	\$319,492	(x)	(x)	\$70,484	
Per cent of total sales.....	100.00	58.50	23.99	(x)	(x)	5.29	
Clothing stores—men's, women's, and children's:							
Number of stores.....	15	14	1				
Annual net sales.....	\$928,806	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	19	14	2	2	1		
Annual net sales.....	\$1,510,352	\$667,192	(x)	(x)	(x)		
Per cent of total sales.....	100.00	44.17	(x)	(x)	(x)		
Shoe stores:							
Number of stores.....	41	32	2		2	2	3
Annual net sales.....	\$949,269	\$574,825	(x)		(x)	(x)	\$158,748
Per cent of total sales.....	100.00	60.55	(x)		(x)	(x)	16.72
Furniture stores:							
Number of stores.....	20	18	2				
Annual net sales.....	\$1,392,078	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Radio and music stores:							
Number of stores.....	12	12					
Annual net sales.....	\$312,108	\$312,108					
Per cent of total sales.....	100.00	100.00					
Grocery stores (without meats):							
Number of stores.....	270	203	2	18	25	22	
Annual net sales.....	\$3,407,054	\$1,366,118	(x)	(x)	\$708,926	\$874,124	
Per cent of total sales.....	100.00	40.10	(x)	(x)	20.81	25.66	
Combination stores, groceries with meats:							
Number of stores.....	173	166	5		1	1	
Annual net sales.....	\$5,133,073	\$4,560,779	(x)		(x)	(x)	
Per cent of total sales.....	100.00	88.85	(x)		(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	33	32			1		
Annual net sales.....	\$887,082	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Cigar stores and cigar stands:							
Number of stores.....	23	22				1	
Annual net sales.....	\$261,973	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Filling stations:							
Number of stations.....	23	9	7	2	4	1	
Annual net sales.....	\$438,025	\$172,449	\$168,317	(x)	\$44,391	(x)	
Per cent of total sales.....	100.00	39.32	38.37	(x)	10.12	(x)	
Coal and wood yards—ice dealers:							
Number of yards.....	20	19	1				
Annual net sales.....	\$2,248,824	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Drug stores:							
Number of stores.....	44	40	2			2	
Annual net sales.....	\$1,330,279	\$1,081,761	(x)			(x)	
Per cent of total sales.....	100.00	81.32	(x)			(x)	
Hardware stores:							
Number of stores.....	19	17	1	1			
Annual net sales.....	\$413,411	(x)	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)	(x)			
Jewelry stores:							
Number of stores.....	20	18	2				
Annual net sales.....	\$283,217	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				

CENSUS OF DISTRIBUTION

TABLE 103.—MALDEN—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	761	632	2,053	766	\$2,903,427	\$159,844	\$3,084,123	\$2,871,080	\$25,836,802	100.00
Food group	318	266	494	266	677,125	71,120	782,139	320,270	8,351,704	32.32
Candy and confectionery stores.....	36	40	66	18	70,454	5,229	77,680	29,190	519,816	2.01
Dairy products stores (including milk dealers) ¹	12	10	42	10	59,115	3,073	51,133	6,570	507,496	2.20
Delicatessen stores.....	13	14	4	5	7,422	980	20,128	10,060	165,941	.64
Fruit stores and vegetable markets.....	18	21	8	5	8,975	1,060	28,562	6,760	253,546	.98
Grocery stores (without meats).....	107	61	91	51	136,080	13,808	153,228	117,000	2,112,872	8.18
Combination stores (groceries and meats).....	87	70	223	138	310,009	38,490	348,307	140,490	3,787,574	14.66
Meat markets (including sea foods).....	28	31	26	8	40,659	1,917	55,500	5,260	658,735	2.55
Bakeries—caterers.....	17	19	34	31	44,401	5,567	47,601	4,940	295,724	1.10
General merchandise group ²	28	21	333	147	501,200	26,322	291,750	325,840	2,184,575	8.48
Dry goods stores—piece goods stores.....	13	12	17	7	17,287	1,202	22,076	86,150	237,402	.92
General merchandise stores.....	3	3	10	3	10,777	125	8,590	9,620	57,292	.22
Variety, 5-and-10, and to-a-dollar stores.....	10	6	142	40	79,703	0,150	98,021	80,040	680,327	2.63
Automotive group ²	121	92	311	42	456,105	9,333	596,135	473,760	4,974,508	19.25
Motor-vehicle dealers (new and trade-in).....	23	12	153	3	232,388	800	343,585	357,460	3,291,284	12.74
Accessories, tires, and batteries.....	22	22	31	9	44,152	2,333	57,204	53,080	331,811	1.28
Filling stations.....	47	29	86	21	116,118	4,109	136,813	54,460	1,145,117	4.43
Garages and repair shops.....	28	29	40	8	62,127	1,405	56,465	8,720	204,078	.79
Apparel group	78	52	140	68	194,838	14,699	314,945	471,520	2,111,475	8.17
Men's and boys' clothing and furnishings stores.....	18	11	25	14	40,719	3,772	72,039	112,680	462,140	1.79
Clothing stores—men's, women's, and children's.....	6	5	23	7	85,972	780	54,403	54,520	361,942	1.40
Women's ready-to-wear specialty stores—apparel and accessories.....	10	13	34	13	33,655	2,699	56,640	88,430	432,951	1.67
Women's accessories stores.....	13	5	31	12	35,781	1,739	43,339	41,290	249,241	.96
Other apparel stores.....	5	6	6	1	7,430	100	13,079	16,490	73,930	.29
Shoe stores.....	18	12	21	21	35,279	5,639	75,445	158,110	531,242	2.05
Furniture and household group ²	32	22	135	13	206,928	4,422	272,130	274,760	1,450,085	5.61
Furniture stores.....	14	9	54	3	91,113	1,203	165,541	192,120	824,538	3.19
Household appliances stores.....	4	2	21	3	34,775	1,109	34,402	25,250	179,477	.69
Other home furnishings and appliances stores.....	3	3	19	5	17,685	1,500	25,729	11,220	114,675	.44
Radio and music stores.....	9	6	39	2	60,920	610	39,558	38,990	206,405	1.15
Restaurants, cafeterias, and eating places	22	23	148	34	174,844	6,944	125,921	8,980	748,900	2.89
Restaurants, cafeterias, and lunch rooms.....	17	18	134	31	163,618	6,544	117,201	8,420	687,132	2.66
Lunch counters, refreshment stands, etc.....	5	5	14	3	11,226	400	8,630	560	59,768	.23
Lumber and building group ²	30	28	111	7	265,632	649	170,855	272,170	1,545,845	5.99
Lumber and building material dealers.....	9	6	63	6	171,807	604	127,028	292,540	1,171,410	4.54
Heating and plumbing shops.....	13	11	39	3	88,490	-----	31,327	30,000	320,620	1.24
Paint and glass stores.....	6	7	3	-----	2,950	-----	9,160	7,980	43,615	.17
Other retail stores	126	120	374	187	618,104	26,255	468,956	717,030	4,438,053	17.18
Hardware stores.....	15	14	35	4	48,732	572	43,406	150,340	394,083	1.53
Hardware and farm implement stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Farmer's supply stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	8	7	5	2	5,594	552	13,763	9,800	125,432	.49
Coal and wood yards—ice dealers.....	16	15	175	7	330,415	962	153,798	196,280	2,173,929	8.41
Drug stores.....	31	25	77	16	114,810	4,904	92,847	175,480	825,593	3.21
Florists.....	7	9	17	7	28,159	883	23,842	13,960	120,627	.49
Gift shops, novelties and toys.....	3	5	8	7	8,946	722	12,400	25,550	62,524	.24
Jewelry stores.....	9	7	12	4	13,603	1,132	34,628	53,880	123,267	.48
Music stores (without radio).....	3	4	2	4	3,008	800	10,544	6,800	59,351	.23
News dealers.....	4	4	3	119	13,659	10,734	2,968	2,550	89,054	.33
Office, school, and store supplies, and equipment dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	6	5	2	10,923	243	13,063	9,530	36,614	.14
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	19	22	16	11	19,290	3,211	43,509	21,640	298,334	1.18
Secondhand stores	8	10	7	1	8,655	100	11,292	6,630	33,699	.13

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1187

TABLE 104.—MALDEN—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	761	632	2,053	765	\$2,903,427	\$159,844	\$3,034,123	\$2,871,060	\$25,836,602	100.00
Single-store independents.....	597	610	1,348	486	2,002,719	83,752	2,000,600	1,934,530	16,714,101	64.00
2-store independents.....	31	21	106	31	165,178	7,414	182,815	276,190	1,550,404	6.01
3-store independents.....	5	1	33	6	33,166	1,290	52,569	136,570	437,515	1.89
Local chains.....	39		188	119	271,290	32,784	326,431	166,840	2,736,713	10.59
Sectional chains.....	51		134	48	191,232	9,836	199,760	143,820	2,049,788	7.93
National chains.....	31		215	70	199,778	13,579	232,686	167,650	2,085,756	8.07
Other types of operation.....	7		29	4	40,004	1,139	39,202	24,460	212,325	.82

TABLE 105.—MALDEN—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	2	1			1		
Annual net sales.....	(x)	(x)			(x)		
Per cent of total sales.....	(x)	(x)			(x)		
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	10	6				4	
Annual net sales.....	\$680,327	\$27,065				\$653,262	
Per cent of total sales.....	100.00	3.98				96.02	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	18	12	4	2			
Annual net sales.....	\$462,149	\$326,148	(x)	(x)			
Per cent of total sales.....	100.00	70.57	(x)	(x)			
Clothing stores—men's, women's, and children's:							
Number of stores.....	6	5			1		
Annual net sales.....	\$361,942	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	16	9	4		2		1
Annual net sales.....	\$432,951	\$237,752	\$136,771		(x)		(x)
Per cent of total sales.....	100.00	66.46	31.59		(x)		(x)
Shoe stores:							
Number of stores.....	18	12	2		2	2	
Annual net sales.....	\$531,242	\$180,076	(x)		(x)	(x)	
Per cent of total sales.....	100.00	33.90	(x)		(x)	(x)	
Furniture stores:							
Number of stores.....	14	10	2	2			
Annual net sales.....	\$824,538	\$426,246	(x)	(x)			
Per cent of total sales.....	100.00	51.70	(x)	(x)			
Radio and music stores:							
Number of stores.....	9	8		1			
Annual net sales.....	\$296,405	(x)		(x)			
Per cent of total sales.....	100.00	(x)		(x)			
Grocery stores (without meats):							
Number of stores.....	107	59	2	2	26	18	
Annual net sales.....	\$2,112,872	\$461,369	(x)	(x)	\$777,486	\$786,547	
Per cent of total sales.....	100.00	21.84	(x)	(x)	36.80	37.23	
Combination stores (groceries and meats):							
Number of stores.....	87	61	6	16	2	2	
Annual net sales.....	\$3,787,574	\$1,416,932	\$302,314	\$1,501,937	(x)	(x)	
Per cent of total sales.....	100.00	37.41	7.98	39.65	(x)	(x)	
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	17	16			1		
Annual net sales.....	\$687,132	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Cigar stores and cigar stands:							
Number of stores.....	8	7				1	
Annual net sales.....	\$125,432	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Filling stations:							
Number of stations.....	47	29	2	3	13		
Annual net sales.....	\$1,145,117	\$486,172	(x)	(x)	\$262,868		
Per cent of total sales.....	100.00	42.46	(x)	(x)	22.96		
Coal and wood yards—ice dealers:							
Number of yards.....	16	16					
Annual net sales.....	\$2,173,929	\$2,173,929					
Per cent of total sales.....	100.00	100.00					
Drug stores:							
Number of stores.....	31	28	1	1		1	
Annual net sales.....	\$628,593	\$656,097	(x)	(x)		(x)	
Per cent of total sales.....	100.00	79.18	(x)	(x)		(x)	
Hardware stores:							
Number of stores.....	15	14		1			
Annual net sales.....	\$394,083	(x)		(x)			
Per cent of total sales.....	100.00	(x)		(x)			
Jewelry stores:							
Number of stores.....	9	7		1			1
Annual net sales.....	\$123,267	\$74,902		(x)			(x)
Per cent of total sales.....	100.00	60.76		(x)			(x)

CENSUS OF DISTRIBUTION

TABLE 106.—MEDFORD—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES(1939)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	387	334	922	242	\$1,278,037	\$80,928	\$1,095,419	\$1,124,310	\$12,299,496	100.00
Food.....	221	182	342	97	439,747	22,982	425,233	255,330	6,079,089	49.43
Candy and confectionery stores.....	38	40	19	15	23,879	2,818	39,189	21,970	309,047	3.00
Dairy products stores (including milk dealers).....	7	3	16	4	18,642	1,093	28,871	8,650	348,761	2.84
Delicatessen stores.....	6	6	6	1	7,637	119	8,190	3,850	85,244	.69
Fruit stores and vegetable markets.....	12	15	5	1	4,600	400	8,627	5,330	94,668	.77
Grocery stores (without meats).....	58	22	81	23	110,348	4,407	99,797	78,440	1,781,820	14.08
Combination stores (groceries and meats).....	75	68	169	42	220,587	10,265	195,840	128,180	2,994,962	24.35
Meat markets (including sea foods).....	15	17	21	6	28,704	2,429	24,730	5,080	312,407	2.54
Bakeries—caterers.....	10	11	25	5	25,355	1,451	20,049	3,830	142,170	1.16
General merchandise group.....	13	10	86	18	46,546	4,575	61,498	102,180	492,611	3.76
Dry goods stores—piece goods stores.....	10	9	10	5	13,021	1,358	17,853	56,230	166,637	1.35
General merchandise stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Variety, 5-and-10, and to-a-dollar stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Automotive group.....	43	28	164	13	282,580	3,579	286,085	145,960	2,323,653	18.89
Motor-vehicle dealers (new and trade-in).....	7	2	93	-----	169,920	-----	158,327	111,470	1,687,369	13.72
Accessories, tires, and batteries.....	6	3	16	4	23,324	1,362	11,309	8,050	122,320	.99
Filling stations.....	20	10	85	7	56,912	1,796	36,896	15,970	380,819	3.10
Garages and repair shops.....	10	13	20	2	32,374	421	19,553	10,470	133,145	1.08
Apparel group.....	18	21	22	14	27,437	2,745	46,977	96,440	319,277	2.69
Men's and boys' clothing and furnishings stores.....	3	4	8	2	10,438	600	18,107	40,240	133,098	1.09
Clothing stores—men's, women's, and children's.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Women's ready-to-wear specialty stores—apparel and accessories.....	3	3	4	7	6,685	1,529	9,680	14,240	83,138	.68
Women's accessories stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other apparel stores.....	2	3	1	-----	600	-----	1,540	3,800	11,900	.09
Shoe stores.....	7	8	6	4	6,674	416	12,585	33,590	65,041	.53
Furniture and household group ¹	9	7	14	1	17,632	548	25,847	19,450	204,355	1.66
Furniture stores.....	3	2	5	-----	6,826	-----	10,613	8,620	60,379	.49
Radio and music stores.....	4	4	7	-----	7,002	-----	9,315	7,700	63,648	.52
Restaurants, cafeterias, and eating places.....	13	16	64	8	77,960	2,348	52,588	3,650	358,636	2.92
Restaurants, cafeterias, and lunch rooms.....	9	12	53	8	62,477	2,348	47,191	3,100	293,038	2.39
Lunch counters, refreshment stands, etc.....	4	4	11	-----	15,483	-----	5,397	550	65,600	.53
Lumber and building group ¹	9	6	60	3	124,983	1,050	72,317	197,560	934,587	7.60
Lumber and building material dealers.....	4	1	29	3	61,807	1,050	59,166	190,610	833,322	6.78
Paint and glass stores.....	3	1	10	-----	18,176	-----	5,451	1,250	40,241	.33
Other retail stores.....	58	62	169	90	259,121	23,103	182,671	302,570	1,608,189	13.08
Hardware stores.....	10	10	26	5	42,695	1,214	30,841	128,630	300,924	2.45
Cigar stores and cigar stands.....	3	3	1	-----	1,090	-----	3,470	4,020	35,685	.29
Coal and wood yards—ice dealers.....	4	2	69	11	110,348	3,080	62,989	38,580	492,502	4.01
Drug stores.....	22	22	42	15	53,594	4,424	52,065	95,510	508,803	4.13
Florists.....	4	5	10	4	8,792	640	7,941	1,610	29,136	.24
Gift shops, novelties, and toys.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	4	5	2	1	2,872	200	5,808	14,260	22,109	.18
News dealers.....	3	5	7	47	23,278	11,380	5,018	9,110	101,438	.82
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	4	7	8	3	10,507	1,000	7,478	2,400	80,310	.65
Secondhand stores.....	3	2	1	-----	2,080	-----	2,203	1,180	9,070	.07

¹ Further data will be shown in a special report on milk dealers.
² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 107.—MEDFORD—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, PAY ROLL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1939)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	387	334	922	242	\$1,278,037	\$80,928	\$1,095,419	\$1,124,310	\$12,299,496	100.00
Single-store independents.....	278	325	510	146	754,314	36,527	693,008	846,010	7,128,772	57.96
2-store independents.....	15	9	29	11	42,515	3,487	39,857	48,890	376,892	3.06
Local chains.....	31	-----	132	37	107,089	10,148	107,812	66,700	1,386,762	11.29
Sectional chains.....	33	-----	93	-----	128,618	-----	83,936	58,290	1,494,485	12.15
National chains.....	27	-----	152	47	148,471	10,220	168,482	98,690	1,820,781	14.80
Other types of operation.....	3	-----	6	1	7,030	546	7,324	5,730	91,824	.75

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1189

TABLE 108.—MEDFORD—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch sys- tems	Local chains	Sectional chains	National chains
Department stores.....						
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	2					2
Annual net sales.....	(x)					(x)
Per cent of total sales.....	(x)					(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	3	3				
Annual net sales.....	\$133,998	\$133,998				
Per cent of total sales.....	100.00	100.00				
Clothing stores—Men's, women's and children's:						
Number of stores.....	2	(x)	2			
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	3	2	1			
Annual net sales.....	\$83,138	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Shoe stores:						
Number of stores.....	7	5		1		1
Annual net sales.....	\$65,041	(x)	(x)			(x)
Per cent of total sales.....	100.00	(x)	(x)			(x)
Furniture stores:						
Number of stores.....	3	1	2			
Annual net sales.....	\$60,379	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Radio and music stores:						
Number of stores.....	4	4				
Annual net sales.....	\$63,648	\$63,648				
Per cent of total sales.....	100.00	100.00				
Grocery stores (without meat):						
Number of stores.....	58	20		3	19	16
Annual net sales.....	\$1,731,830	\$280,601		\$68,176	\$678,754	\$704,299
Per cent of total sales.....	100.00	16.20		3.94	39.19	40.67
Combination stores (groceries and meats):						
Number of stores.....	75	47	3	15	4	6
Annual net sales.....	\$2,694,662	\$1,259,173	\$106,473	\$379,748	\$543,714	\$705,854
Per cent of total sales.....	100.00	42.05	3.55	12.68	18.15	23.67
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	9	9				
Annual net sales.....	\$263,038	\$263,038				
Per cent of total sales.....	100.00	100.00				
Cigar stores and cigar stands:						
Number of stores.....	3	3				
Annual net sales.....	\$35,685	\$35,685				
Per cent of total sales.....	100.00	100.00				
Filling stations:						
Number of stations.....	20	11	1		8	
Annual net sales.....	\$380,819	\$176,335	(x)		(x)	
Per cent of total sales.....	100.00	46.30	(x)		(x)	
Coal and wood yards—ice dealers:						
Number of yards.....	4	3		1		
Annual net sales.....	\$492,502	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Drug stores:						
Number of stores.....	22	21				1
Annual net sales.....	\$508,863	(x)				(x)
Per cent of total sales.....	100.00	(x)				(x)
Hardware stores:						
Number of stores.....	10	10				
Annual net sales.....	\$300,924	\$300,924				
Per cent of total sales.....	100.00	100.00				
Jewelry stores:						
Number of stores.....	4	3	1			
Annual net sales.....	\$22,169	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			

CENSUS OF DISTRIBUTION

TABLE 109.—NEWTON—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	512	375	1,632	280	\$2,425,820	\$74,369	\$1,996,226	\$1,765,280	\$20,744,183	100.00
Food group ¹	197	129	471	84	672,020	23,552	710,519	329,970	7,816,604	37.66
Candy and confectionery stores.....	15	11	31	12	47,610	5,311	51,904	10,730	336,773	1.63
Dairy products stores (including milk dealers) ²	6	1	7	3	11,862	539	14,298	7,420	221,866	1.07
Fruit stores and vegetable markets.....	16	16	17	1	19,580	180	25,927	10,000	220,475	1.06
Grocery stores (without meats).....	60	29	87	23	119,288	4,363	129,355	112,390	1,700,059	8.24
Combination stores (groceries and meats).....	79	57	256	40	375,841	11,222	414,438	172,590	4,744,297	22.87
Meat markets (including sea foods).....	6	2	18	3	23,689	917	24,100	6,260	268,058	1.29
Bakeries—caterers.....	13	12	47	2	66,276	1,020	49,387	9,780	278,330	1.34
General merchandise group.....	23	22	110	4	43,390	686	61,216	137,810	499,100	2.41
Dry-goods stores—piece-goods stores.....	12	13	8	1	6,850	166	18,223	75,220	170,191	.82
General merchandise stores (includes 1 general store).....	6	6	7	3	7,372	520	13,600	23,400	94,314	.46
Variety, 5-and-10, and to-a-dollar stores.....	5	3	95	1	29,132	—	29,393	39,130	234,595	1.13
Automotive group.....	73	38	320	14	586,932	3,638	408,114	304,880	5,266,710	25.39
Motor-vehicle dealers (new and trade-in).....	17	7	157	2	270,962	874	212,853	240,270	3,780,587	18.23
Accessories, tires and batteries.....	11	9	17	1	30,838	300	23,677	16,600	169,028	.77
Filling stations.....	30	11	66	10	98,018	1,864	79,545	17,090	813,825	3.92
Garages and repair shops.....	15	11	30	1	137,084	600	92,039	22,900	513,270	2.47
Apparel group.....	38	36	27	18	35,599	4,579	60,571	121,020	407,754	1.96
Men's and boys' clothing and furnishings stores.....	5	4	4	2	6,487	650	12,132	17,270	56,588	.27
Clothing stores—men's, women's, and children's.....	6	6	8	3	9,125	358	12,928	40,700	110,530	.53
Women's ready-to-wear specialty stores—apparel and accessories.....	8	6	11	5	10,441	360	16,404	29,800	133,065	.64
Women's accessories stores.....	5	5	1	0	3,659	2,539	4,819	2,410	22,958	.11
Other apparel stores.....	7	8	1	1	1,000	360	6,262	1,820	20,200	.10
Shoe stores.....	7	7	2	1	4,827	312	8,036	23,020	64,413	.31
Furniture and household group ¹	17	12	66	6	130,274	2,458	90,991	121,490	718,267	3.46
Furniture stores.....	3	—	19	—	44,152	—	40,736	42,050	241,988	1.17
Household appliances stores.....	3	—	22	3	59,974	1,876	25,197	60,050	312,846	1.51
Other home furnishings and appliances stores.....	1	—	5	1	7,368	312	4,793	2,110	29,851	.14
Radio and music stores.....	9	10	20	1	18,780	250	20,040	17,240	132,852	.64
Restaurants, cafeterias, and eating places.....	31	32	157	32	103,939	8,773	89,205	8,780	530,044	2.56
Restaurants, cafeterias, and lunch rooms.....	26	27	152	28	95,014	7,248	83,468	7,930	493,544	2.35
Lunch counters, refreshment stands, etc.....	5	5	5	4	8,925	1,525	5,737	850	36,500	.18
Lumber and building group ¹	17	10	155	—	347,134	—	173,718	240,030	1,452,769	7.00
Electrical shops (without radio).....	3	1	14	—	22,041	—	15,092	13,400	99,311	.48
Lumber and building material dealers.....	9	6	107	—	244,373	—	133,306	212,500	1,168,957	5.63
Heating and plumbing shops.....	3	2	12	—	27,473	—	10,380	6,070	63,860	.31
Other retail stores ¹	116	96	326	123	556,532	30,703	402,894	501,320	4,052,936	19.54
Hardware stores.....	18	19	47	1	30,433	625	64,619	152,440	591,802	2.55
Farmers' supplies.....	4	—	78	—	146,007	—	93,695	61,990	1,057,897	5.10
Cigar stores and cigar stands.....	3	3	1	—	1,000	—	2,607	2,100	35,900	.17
Coal and wood yards—ice dealers.....	4	—	49	4	82,196	554	27,013	32,670	559,496	2.70
Drug stores.....	29	21	82	17	140,327	4,443	93,415	176,540	1,061,535	5.12
Florists.....	11	12	23	2	31,554	385	32,561	14,260	149,438	.72
Gift shops, novelties, and toys.....	10	10	6	3	5,169	350	14,853	17,340	66,625	.32
Jewelry stores.....	7	7	5	2	5,086	96	8,067	9,730	43,386	.21
News dealers.....	16	7	13	91	29,176	22,067	16,835	5,070	199,000	.96
Miscellaneous classifications.....	13	15	21	2	35,368	1,570	45,868	25,280	270,336	1.30

¹ This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.
² Further data will be shown in a special report on milk dealers.

TABLE 110.—NEWTON—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	512	375	1,632	280	\$2,425,820	\$74,369	\$1,996,226	\$1,765,280	\$20,744,183	100.00
Single-store independents.....	354	350	871	169	1,473,307	39,941	1,205,100	1,247,740	12,356,955	59.57
2-store independents.....	38	21	164	10	265,788	2,951	243,900	156,810	2,114,123	10.19
3-store independents.....	6	4	34	1	41,188	250	37,625	24,450	352,332	1.70
Local chains.....	21	78	46	—	140,583	10,286	117,217	97,070	1,060,839	5.11
Sectional chains.....	56	263	29	—	262,609	5,583	203,033	91,920	2,723,178	13.13
National chains.....	36	205	25	—	190,431	6,358	171,044	90,880	1,888,005	9.10
Other types of operation.....	1	—	17	—	51,914	—	18,212	56,410	248,751	1.20

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1191

TABLE 111.—NEWTON—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store Independents	2 and 3 store independents and local branch sys- tems	Local chains	Sectional chains	National chains
Department stores.....						
Variety, 5-and-10, and 25-cent stores:						
Number of stores.....	5		3			
Annual net sales.....	\$234,596	(x)				2
Per cent of total sales.....	100.00	(x)				(x)
Men's and boy's clothing and furnishings stores:						
Number of stores.....	5		4		1	
Annual net sales.....	\$56,588	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Clothing stores—men's, women's and children's:						
Number of stores.....	6		6			
Annual net sales.....	\$110,530		\$110,530			
Per cent of total sales.....	100.00		100.00			
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	8		6			
Annual net sales.....	\$133,065	(x)	(x)	2		
Per cent of total sales.....	100.00	(x)	(x)			
Shoe stores:						
Number of stores.....	7		7			
Annual net sales.....	\$64,413		\$64,413			
Per cent of total sales.....	100.00		100.00			
Furniture stores:						
Number of stores.....	3		1		2	
Annual net sales.....	\$241,988	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Radio and music stores:						
Number of stores.....	9		7		1	
Annual net sales.....	\$132,852	(x)	(x)	(x)		
Per cent of total sales.....	100.00	(x)	(x)	(x)		
Grocery stores (without meats):						
Number of stores.....	60		25		1	
Annual net sales.....	\$1,709,059		\$500,725		26	8
Per cent of total sales.....	100.00		29.30	(x)	\$893,125	(x)
Combination stores (groceries and meats):						
Number of stores.....	79		48		7	
Annual net sales.....	\$4,744,297		\$1,925,998		\$956,754	\$1,022,046
Per cent of total sales.....	100.00		40.60	(x)	20.80	21.75
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	26		20		5	
Annual net sales.....	\$493,544		\$220,105		(x)	
Per cent of total sales.....	100.00		44.60	(x)	(x)	
Cigar stores and cigar stands:						
Number of stores.....	3		3			
Annual net sales.....	\$35,900		\$35,900			
Per cent of total sales.....	100.00		100.00			
Filling stations:						
Number of stations.....	30		10			
Annual net sales.....	\$813,825		\$195,054		13	6
Per cent of total sales.....	100.00		23.97	(x)	\$414,622	(x)
Coal and wood yards—ice dealers:						
Number of yards.....	4		4			
Annual net sales.....	\$559,496		\$559,496			
Per cent of total sales.....	100.00		100.00			
Drug stores:						
Number of stores.....	29		21			
Annual net sales.....	\$1,061,535		\$712,828			2
Per cent of total sales.....	100.00		67.15	(x)		(x)
Hardware stores:						
Number of stores.....	18		16			
Annual net sales.....	\$591,802	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Jewelry stores:						
Number of stores.....	7		7			
Annual net sales.....	\$43,386		\$43,386			
Per cent of total sales.....	100.00		100.00			

CENSUS OF DISTRIBUTION

TABLE 112.—PITTSFIELD—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

Table with columns: KIND OF BUSINESS, Number of stores, Proprietors and firm members (not on payroll), NUMBER OF EMPLOYEES (Full time, Part time), PAY ROLL (Total, Part time only), ALL OTHER REPORTED EXPENSES, STOCKS ON HAND END OF YEAR, NET SALES (1929) (Amount, Percent of total sales). Rows include All groups, Food group, General merchandise group, Automotive group, Apparel group, Furniture and household group, Restaurants, Lumber and building group, Other retail stores, and Secondhand stores.

¹ This total includes one classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

² Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1193

TABLE 113.—PITTSFIELD—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	698	646	2,566	529	\$3,504,486	\$132,838	\$3,676,916	\$4,372,330	\$32,204,078	100.00
Single-store independents.....	572	632	1,786	349	2,476,728	79,038	2,641,403	3,205,420	22,612,550	70.22
2-store independents.....	25	11	140	21	268,332	6,887	306,673	467,920	3,154,952	9.60
3-store independents.....	9	3	113	40	140,350	13,080	131,821	253,070	999,304	3.10
Local chains.....	20		71	11	87,356	3,700	55,472	47,330	615,331	1.91
Sectional chains.....	25		120	34	168,993	12,963	151,242	120,950	1,384,033	4.30
National chains.....	37		274	73	278,022	16,895	329,074	234,840	3,107,951	9.65
Other types of operation.....	10		53	1	54,706	275	61,231	36,800	329,957	1.02

TABLE 114.—PITTSFIELD—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores:						
Number of stores.....	8		2			
Annual net sales.....	\$2,969,176	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	5		1			
Annual net sales.....	\$1,191,281	(x)				
Per cent of total sales.....	100.00	(x)				
Men's and boys' clothing and furnishings stores:						
Number of stores.....	22		16			
Annual net sales.....	\$1,070,134		\$758,893			
Per cent of total sales.....	100.00		70.9			
Clothing stores—men's, women's, and children's:						
Number of stores.....	6		3			
Annual net sales.....	\$242,837		\$118,562			
Per cent of total sales.....	100.00		48.8			
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	16		14			
Annual net sales.....	\$542,361	(x)				
Per cent of total sales.....	100.00	(x)				
Shoe stores:						
Number of stores.....	18		11			
Annual net sales.....	\$617,685		\$281,973			
Per cent of total sales.....	100.00		45.6			
Furniture stores:						
Number of stores.....	9		7			
Annual net sales.....	\$869,947	(x)				
Per cent of total sales.....	100.00	(x)				
Radio and music stores:						
Number of stores.....	8		6			
Annual net sales.....	\$507,560	(x)				
Per cent of total sales.....	100.00	(x)				
Grocery stores (without meats):						
Number of stores.....	112		82			
Annual net sales.....	\$2,013,358		\$982,374			
Per cent of total sales.....	100.00		47.3			
Combination stores (groceries and meats):						
Number of stores.....	72		64			
Annual net sales.....	\$3,915,855		\$2,636,464			
Per cent of total sales.....	100.00		67.3			
Restaurants, cafeterias and lunch rooms:						
Number of stores.....	34		32			
Annual net sales.....	\$991,896	(x)				
Per cent of total sales.....	100.00	(x)				
Cigar stores and cigar stands:						
Number of stores.....	12		9			
Annual net sales.....	\$342,976		\$170,476			
Per cent of total sales.....	100.00		49.7			
Filling stations:						
Number of stations.....	38		24			
Annual net sales.....	\$890,699		\$491,611			
Per cent of total sales.....	100.00		55.2			
Coal and wood yards—ice dealers:						
Number of yards.....	13		10			
Annual net sales.....	\$1,278,859		\$983,642			
Per cent of total sales.....	100.00		76.9			
Drug stores:						
Number of stores.....	11		9			
Annual net sales.....	\$666,637	(x)				
Per cent of total sales.....	100.00	(x)				
Hardware stores:						
Number of stores.....	4		4			
Annual net sales.....	\$526,222		\$526,222			
Per cent of total sales.....	100.00		100.00			
Jewelry stores:						
Number of stores.....	13		12			
Annual net sales.....	\$377,110	(x)				
Per cent of total sales.....	100.00	(x)				

CENSUS OF DISTRIBUTION

TABLE 115.—QUINCY—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Pro- pri- etors and firm mem- bers (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	869	721	2,639	640	\$3,676,661	\$150,769	\$3,807,440	\$3,365,850	\$32,744,621	100.00
Food group.....	355	276	720	209	852,211	51,872	940,138	485,820	10,897,317	33.28
Candy and confectionery stores.....	35	37	40	25	50,718	9,184	64,215	39,120	479,873	1.46
Dairy products stores (including milk dealers)¹.....	9	4	99	5	195,956	1,880	214,871	18,160	1,305,830	3.99
Delicatessen stores.....	7	7	17	5	14,970	1,608	21,857	7,460	125,015	.38
Fruit stores and vegetable markets.....	26	30	16	4	16,538	1,480	37,756	24,030	350,852	1.09
Grocery stores (without meats).....	163	92	125	34	167,057	8,908	176,940	150,650	2,858,119	8.67
Combination stores (groceries and meats).....	97	80	384	124	455,179	25,984	377,176	238,390	5,290,770	16.16
Meat markets (including sea foods).....	10	8	14	1	22,401	104	20,720	3,050	250,813	.77
Bakeries—caterers.....	17	17	25	11	29,392	2,628	26,256	9,580	249,435	.76
Other food stores.....	1	1					388	150	1,560	
General merchandise group².....	43	38	255	139	230,284	29,149	274,541	343,660	2,201,734	6.72
Dry goods stores—piece goods stores.....	22	23	32	27	31,100	5,707	59,036	130,000	443,060	1.36
General merchandise stores (includes 6 general stores).....	10	9	25	6	41,816	1,599	28,018	40,990	255,221	.87
Variety, 5-and-10, and to-a-dollar stores.....	10	6	157	33	99,367	4,803	116,161	128,870	875,654	2.67
Automotive group.....	168	139	509	38	782,799	9,738	688,367	594,230	8,185,625	24.94
Motor vehicle dealers (new and trade in).....	33	27	274	9	458,445	1,531	616,691	359,570	5,913,297	18.06
Accessories, tires, and batteries.....	16	16	30	3	36,005	875	50,578	49,410	337,540	1.03
Filling stations.....	57	42	103	9	142,292	2,466	108,135	128,820	1,292,791	3.95
Motorcycles, bicycles and supplies.....	3	3	5		4,335		3,618	5,000	54,807	.17
Garages and repair shops.....	48	50	97	17	141,086	4,806	100,323	18,980	560,953	1.71
Other automotive establishments.....	1	1					6,972	2,450	6,761	.02
Apparel group.....	87	74	123	77	164,465	15,717	298,176	437,310	1,755,380	5.36
Men's and boys' clothing and furnishings stores.....	13	12	27	22	49,964	6,437	101,409	154,790	599,096	1.82
Clothing stores—men's, women's, and children's.....	7	4	13	4	20,526	852	33,599	40,660	207,301	.63
Women's ready-to wear specialty stores—apparel and accessories.....	13	11	21	7	17,789	1,016	33,789	36,410	219,471	.67
Women's accessories stores.....	15	12	24	11	21,541	1,200	33,301	29,850	100,028	.51
Other apparel stores.....	16	17	15	10	20,990	1,603	25,943	21,970	113,529	.35
Shoe stores.....	23	18	23	23	33,665	4,609	68,135	153,630	449,955	1.37
Furniture and household group.....	38	23	134	9	213,552	2,723	244,596	298,570	1,324,601	4.04
Furniture stores.....	15	9	73	6	124,723	1,678	186,547	227,830	864,908	2.64
Household appliances stores.....	7	2	50	1	79,041	520	37,594	47,870	296,977	.91
Other home furnishings and appliance stores.....	2	2		1	25	25	1,099	3,750	43,595	.13
Radio and music stores.....	9	10	11	1	9,763	500	19,358	19,120	118,821	.36
Restaurants, cafeterias, and eating places.....	34	35	165	45	210,999	12,587	149,244	14,930	845,871	2.59
Restaurants, cafeterias, and lunch rooms.....	27	27	152	40	194,530	10,557	141,577	12,090	772,155	2.36
Lunch counters, refreshment stands, etc.....	7	8	13	5	16,469	2,010	7,667	2,240	76,716	.23
Lumber and building group².....	15	7	109	4	265,614	903	316,717	450,590	2,613,175	7.98
Lumber and building material dealers.....	7	1	150	2	234,782	453	301,332	433,250	2,501,621	7.64
Paint and glass stores.....	6	4	11	2	12,456	450	9,460	16,460	74,682	.23
Other retail stores.....	137	121	440	118	730,515	27,940	684,315	730,140	4,844,688	14.80
Hardware stores.....	23	23	30	11	50,147	1,844	75,207	168,580	623,425	1.90
Farmer's supply stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Coal and wood yards—ice dealers.....	7	2	145	10	257,189	1,571	249,392	118,070	1,540,023	4.72
Drug stores with fountains.....	35	23	112	16	169,413	6,126	137,001	214,350	1,103,079	3.55
Florists.....	10	12	16	3	21,873	1,100	28,614	7,240	141,903	.43
Gift shops, novelties and toys.....	4	6	2	4	1,740	300	4,342	8,900	25,881	.08
Jewelry stores.....	9	9	17	8	31,659	1,515	31,281	59,230	170,596	.52
Luggage and leather goods.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	10	6	17	46	29,202	8,912	19,075	17,580	172,772	.53
Office, school, and store supplies and equipment dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians, optometrists.....	4	4	3		3,065		9,128	14,600	57,752	.18
Stationers and printers.....	3	2	6	1	6,655	462	10,295	7,650	39,607	.12
Miscellaneous classifications.....	27	28	71	16	137,050	5,624	101,954	57,270	612,734	1.87
Secondhand stores.....	7	8	24	1	26,122	250	15,294	10,800	93,230	.29

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1195

TABLE 116.—QUINCY—RETAIL DISTRIBUTION BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Totals	869	721	2,539	640	\$3,576,561	\$150,759	\$3,807,440	\$3,365,650	\$32,744,621	100.00
Single-store independents.....	652	694	1,592	344	2,260,417	87,272	2,611,208	2,352,790	20,870,825	63.74
2-store independents.....	33	23	191	36	299,675	9,414	303,630	247,430	2,020,679	8.00
3-store independents.....	12	2	135	48	95,833	6,442	67,170	144,300	641,120	1.96
Local chains.....	37	1	144	54	239,856	13,151	187,609	171,410	1,873,460	5.72
Sectional chains.....	30	—	263	104	356,883	23,945	333,170	240,720	3,990,324	12.19
National chains.....	45	—	251	62	246,068	10,225	263,530	157,500	2,438,764	7.45
Other types of operation.....	10	1	53	2	77,820	410	41,123	51,700	309,449	.94

TABLE 117.—QUINCY—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores:						
Number of stores.....	1				1	
Annual net sales.....	(x)				(x)	
Per cent of total sales.....	(x)				(x)	
Variety, 5-and-10, and 10-a-dollar stores:						
Number of stores.....	10	4	1		1	4
Annual net sales.....	\$875,654	\$40,620	(x)		(x)	(x)
Per cent of total sales.....	100.00	4.64	(x)		(x)	(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	13	12			1	
Annual net sales.....	\$599,066	(x)			(x)	
Per cent of total sales.....	100.00	(x)			(x)	
Clothing stores—men's, women's, and children's:						
Number of stores.....	7	5			1	1
Annual net sales.....	\$207,301	(x)			(x)	(x)
Per cent of total sales.....	100.00	(x)			(x)	(x)
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	13	10	1	1	1	
Annual net sales.....	\$210,471	\$100,316	(x)	(x)	(x)	
Per cent of total sales.....	100.00	45.70	(x)	(x)	(x)	
Shoe stores:						
Number of stores.....	23	19			2	2
Annual net sales.....	\$449,955	\$320,817			(x)	(x)
Per cent of total sales.....	100.00	71.30			(x)	(x)
Furniture stores:						
Number of stores.....	15	12	2	1		
Annual net sales.....	\$564,908	\$486,846	(x)	(x)		
Per cent of total sales.....	100.00	86.29	(x)	(x)		
Radio and music stores:						
Number of stores.....	9	8	1			
Annual net sales.....	\$118,821	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Grocery stores (without meats):						
Number of stores.....	153	88			50	15
Annual net sales.....	\$2,838,119	\$659,546			\$1,570,827	\$607,746
Per cent of total sales.....	100.00	23.24			55.35	21.41
Combination stores (groceries and meats):						
Number of stores.....	97	69	4	15	3	6
Annual net sales.....	\$5,290,770	\$2,169,692	\$1,265,951	\$389,188	\$700,008	\$765,931
Per cent of total sales.....	100.00	41.01	23.93	7.35	13.23	14.48
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	27	26			1	
Annual net sales.....	\$772,155	(x)			(x)	
Per cent of total sales.....	100.00	(x)			(x)	
Cigar stores and cigar stands:						
Number of stores.....	2	2				
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Filling stations:						
Number of stations.....	57	33	1	4	9	10
Annual net sales.....	\$1,292,701	\$777,497	(x)	(x)	\$174,826	\$201,869
Per cent of total sales.....	100.00	60.14	(x)	(x)	13.52	15.61
Coal and wood yards—ice dealers:						
Number of yards.....	7	5	1	1		
Annual net sales.....	\$1,546,023	(x)	(x)	(x)		
Per cent of total sales.....	100.00	(x)	(x)	(x)		
Drug stores:						
Number of stores.....	35	27	8			
Annual net sales.....	\$1,163,679	\$637,104	\$526,575			
Per cent of total sales.....	100.00	54.75	45.25			
Hardware stores:						
Number of stores.....	23	16	4	3		
Annual net sales.....	\$623,425	\$339,139	\$93,780	\$190,506		
Per cent of total sales.....	100.00	54.40	15.04	30.56		
Jewelry stores:						
Number of stores.....	9	9				
Annual net sales.....	\$170,586	\$170,586				
Per cent of total sales.....	100.00	100.00				

CENSUS OF DISTRIBUTION

TABLE 118.—REVERE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL EXPENSES, STOCKS, AND SALE

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	418	393	559	243	\$635,324	\$53,331	\$756,138	\$653,440	\$6,894,974	100.00
Food group	180	176	188	88	215,720	17,807	243,656	144,755	3,142,318	45.87
Candy and confectionery stores.....	10	9	18	4	10,617	341	21,275	2,740	85,578	1.24
Dairy products stores (including milk dealers) ¹	7	8	12	2	12,696	154	15,653	2,870	151,503	2.20
Delicatessen stores.....	0	7	18	4	9,732	864	11,810	3,980	92,672	1.34
Fruit stores and vegetable markets.....	10	11	10	2	9,080	700	11,178	2,330	115,660	1.68
Grocery stores (without meats).....	91	75	54	38	66,935	6,610	80,114	79,945	1,291,371	18.73
Combination stores (groceries and meats).....	36	25	43	24	50,827	6,819	57,700	37,390	821,441	11.91
Meat markets (including sea foods).....	21	20	13	14	15,125	2,319	25,798	10,000	396,909	5.76
Bakeries—caterers.....	9	12	20		40,708		20,068	5,600	187,694	2.72
General merchandise group	22	23	40	2	23,980	476	39,309	99,840	321,355	4.66
Dry goods stores—piece goods stores.....	11	13	8		5,599		12,064	44,220	120,981	1.76
General merchandise stores (includes 1 general store).....	5	6	2	2	798	476	6,664	24,290	46,374	.67
Variety, 5-and-10, and to-a-dollar stores.....	6	4	30		17,593		20,581	31,330	153,980	2.23
Automotive group	38	29	67	12	107,269	6,878	98,691	71,710	964,524	13.99
Motor-vehicle dealers (new and trade-in).....	3	1	11	1	30,769	400	31,863	34,500	349,831	5.07
Accessories, tires, and batteries.....	5	5	12		28,507		15,238	21,740	107,812	1.55
Filling stations.....	24	15	34	6	44,204	3,447	37,380	12,530	357,030	5.19
Garages and repair shops.....	5	6	6	5	7,829	3,031	12,057	2,640	74,851	1.09
Other automotive establishments.....	1	2	4		960		2,153	800	14,400	.21
Apparel group	9	9	6	5	8,272	1,530	10,368	21,970	106,254	1.53
Men's and boys' clothing and furnishings stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Women's ready-to-wear specialty stores—apparel and accessories.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other apparel.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Shoe stores.....	5	6	1	5	2,154	1,530	5,311	17,970	68,754	1.00
Furniture and household group	7	6	27	3	32,571	780	24,944	49,940	165,521	2.40
Furniture stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Household appliances stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Radio and music stores.....	3	2	12	1	20,152	520	13,310	14,450	54,345	.79
Restaurants, cafeterias, and eating places	58	90	120	100	92,921	16,935	170,330	16,860	697,138	10.11
Restaurants, cafeterias, and lunch rooms.....	32	34	80	59	75,334	12,585	93,165	10,580	454,739	6.60
Lunch counters, refreshment stands, etc.....	56	56	40	41	17,587	4,350	77,165	6,280	242,399	3.51
Lumber and building group ²	6	3	51		77,649		52,111	109,725	584,221	8.47
Lumber and building material dealers.....	4	1	47		72,848		49,775	108,065	553,149	8.02
Other retail stores	58	57	60	33	78,932	8,925	116,729	144,640	914,663	13.27
Hardware stores.....	9	8	6	1	6,796	200	15,680	41,260	139,166	2.02
Farmers' supplies.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	8	8	1	2	1,700	500	5,938	2,840	38,580	.56
Coal and wood yards—ice dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Drug stores.....	19	19	31	16	43,747	5,120	60,852	78,840	402,135	5.83
Florists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Gift shops, novelties and toys.....	7	7	5	5	1,260	175	9,909	2,630	26,631	.39
Jewelry stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	7	7	5		3,613		6,696	4,610	43,444	.63

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 119.—REVERE—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total full time and part time	Part time only			Amount	Per cent of total sales
Total	418	393	559	243	\$635,324	\$53,331	\$756,138	\$653,440	\$6,894,974	100.00
Single-store independents.....	362	352	355	199	429,159	41,897	597,630	471,150	4,745,063	68.82
2-store independents.....	13	11	37	9	60,391	1,476	40,898	64,210	484,006	7.02
Local chains.....	14		33	9	31,490	2,880	22,484	19,770	340,377	4.94
Sectional chains.....	15		35	4	44,463	1,124	27,763	28,670	607,017	8.80
National chains.....	12		53	22	58,118	5,954	58,446	42,880	644,493	9.35
Other types of operation.....	2		16		11,703		8,917	26,760	74,018	1.07

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1197

TABLE 120.—REVERE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores						
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores	6		4			2
Annual net sales	\$153,980	(x)				(x)
Per cent of total sales	100.00	(x)				(x)
Men's and boys' clothing and furnishings stores:						
Number of stores	2		2			
Annual net sales	(x)	(x)				
Per cent of total sales	(x)	(x)				
Clothing stores—men's, women's, and children's						
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores	1		1			
Annual net sales	(x)	(x)				
Per cent of total sales	(x)	(x)				
Shoe stores:						
Number of stores	5		5			
Annual net sales	\$68,754		\$68,754			
Per cent of total sales	100.00		100.00			
Furniture stores:						
Number of stores	2		2			
Annual net sales	(x)	(x)				
Per cent of total sales	(x)	(x)				
Radio and music stores:						
Number of stores	3		2	1		
Annual net sales	\$54,345	(x)	(x)			
Per cent of total sales	100.00	(x)	(x)			
Grocery stores (without meats):						
Number of stores	91		72	1		6
Annual net sales	\$1,291,371		\$491,422	(x)	\$457,920	(x)
Per cent of total sales	100.00		38.05	(x)	35.46	(x)
Combination stores (groceries and meats):						
Number of stores	36		24	1	8	2
Annual net sales	\$821,441		\$268,915	(x)	\$231,963	(x)
Per cent of total sales	100.00		32.73	(x)	28.25	(x)
Restaurants, cafeterias, and lunch rooms:						
Number of stores	32		30	2		
Annual net sales	\$454,739	(x)	(x)			
Per cent of total sales	100.00	(x)	(x)			
Cigar stores and cigar stands:						
Number of stores	8		8			
Annual net sales	\$38,580		\$38,580			
Per cent of total sales	100.00		100.00			
Filling stations:						
Number of stations	24		15	4	3	2
Annual net sales	\$357,630		\$202,973	\$68,160	(x)	(x)
Per cent of total sales	100.00		56.75	19.06	(x)	(x)
Coal and wood yards—ice dealers:						
Number of yards	2		2			
Annual net sales	(x)	(x)				
Per cent of total sales	(x)	(x)				
Drug stores:						
Number of stores	19		17	2		
Annual net sales	\$402,135	(x)	(x)			
Per cent of total sales	100.00	(x)	(x)			
Hardware stores:						
Number of stores	9		9			
Annual net sales	\$139,166		\$139,166			
Per cent of total sales	100.00		100.00			
Jewelry stores:						
Number of stores	2		2			
Annual net sales	(x)	(x)				
Per cent of total sales	(x)	(x)				

CENSUS OF DISTRIBUTION

TABLE 121.—SALEM—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	783	701	2,378	517	\$3,136,502	\$109,637	\$3,170,972	\$3,587,110	\$27,562,275	100.00
Food group.....	293	287	373	173	510,439	46,240	520,120	290,920	6,891,893	24.29
Candy and confectionery stores.....	32	35	50	18	55,753	3,826	72,296	37,630	419,343	1.52
Dairy products stores (including milk dealers) ¹	10	8	20	3	27,566	588	33,035	5,500	431,317	1.57
Delicatessen stores.....	2	2	2	1	2,590	342	3,664	3,700	51,475	.19
Fruit stores and vegetable markets.....	32	37	13	11	19,367	2,300	23,502	12,090	297,944	1.08
Grocery stores (without meats).....	85	54	56	17	75,122	4,124	90,102	84,120	1,395,418	5.07
Combination stores (groceries and meats).....	98	102	187	99	250,935	20,079	256,992	142,550	3,602,403	13.08
Meat markets (including sea foods).....	23	22	30	17	55,391	4,013	28,363	3,960	368,056	1.43
Bakeries—caterers.....	11	7	15	7	14,710	1,308	12,166	1,370	95,708	.35
General merchandise group ²	26	17	443	91	410,605	12,888	343,928	600,610	3,002,893	10.90
Dry goods stores—piece goods stores.....	13	8	167	13	165,218	1,813	152,705	296,250	1,205,875	4.60
General merchandise stores.....	7	6	5	7	8,740	1,000	8,424	31,010	116,210	.42
Variety, 5-and-10, and to-a-dollar stores.....	5	3	132	39	63,640	5,690	93,250	71,530	680,844	2.47
Automotive group ²	104	80	305	28	480,774	6,657	421,727	349,280	3,887,007	14.11
Motor-vehicle dealers (new and trade-in).....	21	12	174	2	295,897	112	255,926	254,750	2,619,906	9.51
Accessories, tires, and batteries.....	13	14	25	2	36,256	600	39,692	52,300	295,588	1.08
Filling stations.....	34	21	44	0	58,102	1,420	50,144	22,120	548,863	1.99
Garages and repair shops.....	29	30	60	15	89,769	4,525	76,295	17,590	405,090	1.47
Other automotive establishments.....	1	2	1	-----	750	-----	-----	1,000	3,000	.01
Apparel group.....	102	83	217	99	348,879	18,310	470,689	671,630	3,248,064	11.79
Men's and boys' clothing and furnishings stores.....	19	14	38	17	69,868	2,558	77,202	191,200	610,319	2.24
Clothing stores—men's, women's, and children's.....	10	7	40	16	66,958	1,915	83,940	106,220	659,222	2.39
Women's ready-to-wear specialty stores—apparel and accessories.....	15	12	55	25	87,921	4,867	108,782	88,540	849,630	3.08
Women's accessories stores.....	22	21	38	12	46,358	2,970	67,603	88,150	412,949	1.50
Other apparel stores.....	18	19	12	3	16,695	300	27,336	19,100	113,946	.42
Shoe stores.....	18	10	36	26	61,179	5,700	105,806	178,470	595,979	2.16
Furniture and household group ²	42	42	180	5	287,192	1,569	294,537	390,090	1,678,838	6.09
Furniture stores.....	15	12	101	2	161,773	680	114,036	265,610	991,189	3.27
Household appliances stores.....	4	1	26	-----	37,512	-----	23,833	30,850	136,897	.47
Other home furnishings and appliances stores.....	10	12	4	-----	5,324	-----	8,343	9,910	41,086	.15
Radio and music stores.....	12	15	47	3	80,643	889	77,445	81,220	592,410	2.15
Restaurants, cafeterias, and eating places.....	82	67	244	36	220,323	6,546	191,361	24,450	1,274,098	4.62
Restaurants, cafeterias, and lunch rooms.....	42	46	208	22	177,324	5,449	161,950	21,390	1,050,223	3.81
Lunch counters, refreshment stands, etc.....	20	21	36	14	43,490	1,097	29,411	3,000	223,875	.81
Lumber and building group.....	23	19	121	7	188,554	1,869	141,689	329,320	1,546,441	6.61
Lumber and building material dealers.....	6	0	50	4	83,312	1,377	63,343	204,890	993,455	3.61
Electrical shops (without radio).....	4	4	28	-----	44,874	-----	45,950	65,720	307,180	1.11
Heating and plumbing shops.....	7	4	26	2	42,932	292	19,057	26,500	184,819	.67
Paint and glass shops.....	5	5	17	1	17,436	200	13,333	32,210	60,987	.22
Other retail stores.....	123	117	485	78	674,150	15,768	860,005	896,580	6,149,716	22.30
Hardware stores.....	8	7	33	4	46,854	500	50,203	122,410	346,740	1.26
Farmers' supply stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Book stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	5	4	8	2	11,948	250	15,944	22,010	200,205	.95
Coal and wood yards—ice dealers.....	21	22	69	19	103,461	4,845	268,089	111,340	2,414,623	8.76
Drug stores.....	19	16	75	13	113,221	3,179	147,169	156,280	1,008,024	3.66
Florists.....	5	3	14	1	19,762	150	17,805	5,350	81,472	.30
Gift shops, novelties, and toys.....	9	9	12	7	11,928	709	10,697	22,800	64,630	.24
Jewelry stores.....	15	16	218	10	221,819	983	238,549	280,310	1,183,604	4.30
Luggage and leather goods stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Office, school, and store supplies and equipment dealers.....	3	2	12	3	18,637	137	11,348	22,900	113,695	.41
Opticians and optometrists.....	8	8	5	2	9,693	677	17,327	14,000	87,998	.32
Sporting goods.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Scientific and medical instruments and supplies at retail.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	19	21	19	12	31,089	3,520	44,826	52,210	307,676	1.12
Secondhand stores.....	9	9	10	-----	15,086	-----	6,938	34,220	79,565	.29

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1199

TABLE 122.—SALEM—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	785	701	2,378	517	\$3,136,502	\$109,637	\$3,170,972	\$3,587,110	\$27,552,275	100.00
Single-store independents.....	605	637	1,429	243	1,632,624	47,092	1,792,028	2,351,290	15,805,229	57.37
2-store independents.....	37	25	318	73	497,563	12,391	514,399	546,550	4,508,875	16.58
3-store independents.....	9	3	61	8	96,125	1,873	117,312	112,770	508,204	2.01
Local chains.....	25	4	163	65	249,950	14,862	240,246	134,280	1,892,007	6.87
Sectional chains.....	44	—	158	48	234,045	18,080	234,340	201,140	2,325,065	8.44
National chains.....	23	—	194	57	162,021	10,636	208,167	147,990	1,668,896	6.06
Other types of operation ¹	40	32	55	23	63,874	4,703	64,480	93,090	487,969	1.77

¹ The stores reported under this heading, which consists largely of "curb-side" stands and markets are for the most part independent single stores. They have not however, been included in the amounts shown under the heading of "single-store independents."

TABLE 123.—SALEM—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local brunch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	1		1				
Annual net sales.....	(x)		(x)				
Per cent of total sales.....	(x)		(x)				
Variety, 5-and-10, and to-a-dollar:							
Number of stores.....	5	2				3	
Annual net sales.....	\$680,844	(x)				(x)	
Per cent of total sales.....	100.00	(x)				(x)	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	19	12	2	2	2	1	
Annual net sales.....	\$616,319	\$216,785	(x)	(x)	(x)	(x)	
Per cent of total sales.....	100.00	35.17	(x)	(x)	(x)	(x)	
Clothing stores—men's, women's, and children's:							
Number of stores.....	10	7	2		1		
Annual net sales.....	\$659,222	\$348,610	(x)		(x)		
Per cent of total sales.....	100.00	52.88	(x)		(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	15	10	2	1	1	1	
Annual net sales.....	\$549,639	\$529,014	(x)	(x)	(x)	(x)	
Per cent of total sales.....	100.00	62.26	(x)	(x)	(x)	(x)	
Shoe stores:							
Number of stores.....	18	9	2		2	2	3
Annual net sales.....	\$595,979	\$163,064	(x)		(x)	(x)	\$161,556
Per cent of total sales.....	100.00	27.36	(x)		(x)	(x)	27.11
Furniture stores:							
Number of stores.....	15	13	1	1			
Annual net sales.....	\$901,189	(x)	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)	(x)			
Radio and music stores:							
Number of stores.....	12	9	1	1			1
Annual net sales.....	\$592,410	\$465,879	(x)	(x)			(x)
Per cent of total sales.....	100.00	78.64	(x)	(x)			(x)
Grocery stores (without meats):							
Number of stores.....	85	53	1		23	8	
Annual net sales.....	\$1,395,418	(x)	(x)		\$762,687	\$323,464	
Per cent of total sales.....	100.00	(x)	(x)		54.66	23.18	
Combination stores (groceries and meats):							
Number of stores.....	98	94		1	3		
Annual net sales.....	\$3,602,403	\$2,249,411		(x)	(x)		
Per cent of total sales.....	100.00	62.44		(x)	(x)		
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	42	38	3		1		
Annual net sales.....	\$1,050,223	\$799,778	(x)		(x)		
Per cent of total sales.....	100.00	75.15	(x)		(x)		
Cigar stores and cigar stands:							
Number of stores.....	5	3	1				1
Annual net sales.....	\$260,205	(x)	(x)				(x)
Per cent of total sales.....	100.00	(x)	(x)				(x)
Filling stations:							
Number of stations.....	34	21		2	7	4	
Annual net sales.....	\$548,863	\$274,610		(x)	\$141,972	(x)	
Per cent of total sales.....	100.00	50.03		(x)	25.87	(x)	
Coal and wood yards—ice dealers:							
Number of yards.....	21	19	2				
Annual net sales.....	\$2,414,623	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Drug stores:							
Number of stores.....	19	14	1	3		1	
Annual net sales.....	\$1,008,024	\$370,360	(x)	(x)		(x)	
Per cent of total sales.....	100.00	36.74	(x)	(x)		(x)	
Hardware stores:							
Number of stores.....	8	8					
Annual net sales.....	\$346,740	\$346,740					
Per cent of total sales.....	100.00	100.00					
Jewelry stores:							
Number of stores.....	15	13	1				1
Annual net sales.....	\$1,183,604	(x)	(x)				\$21,315
Per cent of total sales.....	100.00	(x)	(x)				1.80

CENSUS OF DISTRIBUTION

TABLE 124.—TAUNTON—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	576	517	1,431	381	\$1,228,198	\$74,957	\$1,677,152	\$2,475,720	\$16,328,065	100.00
Food group.....	237	219	334	63	387,572	14,545	342,819	229,450	4,906,670	30.06
Candy and confectionery stores.....	39	40	22	8	26,156	1,883	34,864	16,870	253,781	1.55
Dairy products stores (including milk dealers) ¹	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Delicatessen stores.....	4	4	1	2	1,249	884	4,316	2,660	32,180	.20
Fruit stores and vegetable markets.....	20	26	13	5	11,608	804	25,417	12,290	301,183	1.84
Grocery stores (without meats).....	105	77	93	23	118,908	5,070	106,431	93,170	1,837,318	11.26
Combination stores (groceries and meats).....	35	30	166	14	183,279	3,707	128,420	91,400	1,958,309	12.00
Meat markets (including sea foods).....	31	33	32	10	36,179	2,122	36,379	10,400	450,906	2.76
Bakeries—caterers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
General merchandise group ².....	22	19	159	59	123,356	10,798	139,968	293,250	1,077,665	6.60
Dry goods stores—piece goods stores.....	11	12	17	6	16,367	1,359	18,060	66,040	173,669	1.06
General merchandise stores (includes 1 general store).....	4	6	3	3	3,895	1,500	5,377	7,900	38,831	.24
Variety, 5-and-10, and to-a-dollar stores.....	5	1	72	31	48,277	4,544	64,468	66,820	446,038	2.73
Automotive group ².....	92	71	238	25	387,774	7,398	318,310	433,760	3,008,878	18.43
Motor-vehicle dealers (new and trade-in).....	17	11	143	2	258,460	624	214,884	327,680	1,998,638	12.23
Accessories, tires, and batteries.....	15	11	19	3	31,725	738	23,465	39,950	173,384	1.06
Filling stations.....	45	32	52	12	62,798	3,327	48,270	23,090	507,890	3.48
Garages and repair shops.....	13	15	24	4	33,501	1,419	28,018	39,640	247,600	1.52
Apparel group ².....	48	39	109	56	160,590	12,165	226,501	448,040	1,483,810	9.09
Men's and boy's clothing and furnishings stores.....	18	9	51	22	79,151	3,765	94,098	233,660	598,354	3.66
Women's ready-to-wear specialty stores—apparel and accessories.....	7	6	20	17	24,967	4,112	53,686	61,940	383,459	2.35
Women's accessories stores.....	10	9	9	3	7,387	434	17,083	21,450	102,406	.63
Other apparel stores.....	7	7	7	4	9,578	1,838	9,831	13,700	80,873	.50
Shoe stores.....	10	6	19	10	35,145	2,010	49,667	98,310	273,129	1.67
Furniture and household group.....	19	16	87	7	128,413	1,332	136,012	236,550	842,967	5.16
Furniture stores.....	10	9	67	4	101,287	902	120,060	212,990	710,172	4.39
Household appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Other home furnishings and appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Radio and music stores.....	5	4	7	3	8,080	340	10,231	8,190	78,600	.48
Restaurants, cafeterias, and eating places.....	25	29	127	8	118,315	1,421	78,602	19,830	520,721	3.19
Restaurants, cafeterias, and lunch rooms.....	18	22	93	7	90,846	1,098	62,825	19,020	365,716	2.24
Lunch counters, refreshment stands, etc.....	7	7	34	1	27,469	325	15,777	810	155,055	.95
Lumber and building group ².....	19	18	95	9	142,900	293	94,569	176,580	555,276	3.24
Lumber and building material dealers.....	9	9	27	1	33,087	25	46,525	74,820	461,436	2.83
Heating and plumbing shops.....	5	5	38	—	65,836	—	25,102	81,020	293,397	1.80
Paint and glass stores.....	4	3	24	8	39,830	208	11,817	18,940	94,033	.57
Other retail stores.....	107	99	278	150	372,470	25,895	343,548	629,040	3,588,628	21.84
Hardware stores.....	6	5	23	4	31,265	1,020	33,969	96,030	242,067	1.48
Farmers' supplies.....	12	9	60	6	71,416	1,450	68,367	97,880	1,043,509	6.39
Book stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and stands.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Coal and wood yards—ice dealers.....	24	26	78	90	112,062	11,038	74,326	191,250	994,001	6.09
Drug stores.....	17	14	55	15	72,378	4,310	63,887	100,070	500,538	3.43
Florists.....	5	5	8	6	10,723	1,022	14,315	12,280	72,953	.45
Gift shops, novelties and toys.....	3	4	1	2	1,264	471	3,622	3,170	21,648	.13
Jewelry stores.....	4	5	9	2	9,409	38	13,749	54,640	112,396	.69
Luggage and leather goods stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	3	3	1	1	737	113	2,174	7,350	5,086	.03
News dealers.....	10	9	11	12	16,564	3,656	15,181	4,480	155,700	.95
Office and school supplies.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Miscellaneous classifications.....	10	11	20	11	33,155	2,735	37,641	27,390	212,417	1.30
Secondhand stores.....	6	7	6	4	6,808	1,110	8,323	9,220	65,670	.40

¹ Further data will be shown in a special report on milk dealers.² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1201

TABLE 125.—TAUNTON—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	575	517	1,481	381	\$1,828,198	\$74,957	\$1,877,152	\$2,475,720	\$18,328,085	100.00
Single-store independents.....	470	498	841	280	1,094,829	49,646	1,024,477	1,051,230	10,181,538	62.05
2-store independents.....	13	8	77	6	85,563	1,666	82,093	97,660	835,176	5.11
3-store independents.....	14	8	103	54	153,065	11,969	140,438	234,020	1,394,139	8.54
Local chains.....	14	2	180	---	236,291	---	168,560	234,080	1,255,537	7.69
Sectional chains.....	25	---	60	3	74,677	507	65,181	64,940	818,625	5.01
National chains.....	34	---	158	57	168,053	10,810	191,606	167,220	1,839,884	11.27
Other types of operation.....	5	1	12	1	15,720	359	4,872	6,560	53,186	.33

TABLE 126.—TAUNTON—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains
Department stores:						
Number of stores.....	2	1				1
Annual net sales.....	(x)	(x)				(x)
Per cent of total sales.....	(x)	(x)				(x)
Variety, 5-and-10, and to-a-dollar stores:						
Number of stores.....	5	1			1	3
Annual net sales.....	\$446,038	(x)			(x)	(x)
Per cent of total sales.....	100.00	(x)			(x)	(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	13	10	2	1		
Annual net sales.....	\$598,354	\$355,008	(x)	(x)		
Per cent of total sales.....	100.00	59.33	(x)	(x)		
Clothing stores—men's, women's, and children's:						
Number of stores.....	1	1				
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	7	5	2			
Annual net sales.....	\$383,459	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Shoe stores:						
Number of stores.....	10	6	1		1	2
Annual net sales.....	\$273,129	\$125,798	(x)		(x)	(x)
Per cent of total sales.....	100.00	46.06	(x)		(x)	(x)
Furniture stores:						
Number of stores.....	10	9		1		
Annual net sales.....	\$716,172	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Radio and music stores:						
Number of stores.....	5	4			1	
Annual net sales.....	\$78,660	(x)			(x)	
Per cent of total sales.....	100.00	(x)			(x)	
Grocery stores (without meats):						
Number of stores.....	105	73		3	13	16
Annual net sales.....	\$1,837,318	\$667,514		\$27,711	\$416,426	\$725,667
Per cent of total sales.....	100.00	36.33		1.51	22.66	39.50
Combination stores (groceries and meats):						
Number of stores.....	35	28	2	2	1	2
Annual net sales.....	\$1,958,809	\$836,829	(x)	(x)	(x)	(x)
Per cent of total sales.....	100.00	42.73	(x)	(x)	(x)	(x)
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	18	17	1			
Annual net sales.....	\$365,716	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Cigar stores and cigar stands:						
Number of stores.....	2	1				1
Annual net sales.....	(x)	(x)				(x)
Per cent of total sales.....	(x)	(x)				(x)
Filling stations:						
Number of stations.....	45	28	5	1	6	5
Annual net sales.....	\$567,896	\$194,565	(x)	(x)	\$48,742	\$220,603
Per cent of total sales.....	100.00	34.26	(x)	(x)	8.58	38.85
Coal and wood yards—ice dealers:						
Number of yards.....	24	22	2			
Annual net sales.....	\$994,001	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Drug stores:						
Number of stores.....	17	16				1
Annual net sales.....	\$560,538	(x)				(x)
Per cent of total sales.....	100.00	(x)				(x)
Hardware stores:						
Number of stores.....	6	5		1		
Annual net sales.....	\$242,067	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Jewelry stores:						
Number of stores.....	4	2	2			
Annual net sales.....	\$112,396	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			

CENSUS OF DISTRIBUTION

TABLE 127.—WALTHAM—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCK, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	488	387	1,485	416	\$2,070,697	\$101,658	\$2,149,782	\$2,194,530	\$18,583,238	100.00
Food group ¹	204	149	392	110	557,256	30,097	572,567	235,730	6,244,473	33.60
Candy and confectionery stores.....	11	14	25	18	35,238	4,605	39,281	8,510	241,045	1.30
Dairy products stores (including milk dealers) ²	16	12	88	7	138,980	1,972	111,915	0,480	976,350	5.25
Fruit stores and vegetable markets.....	22	25	7	5	7,542	1,747	40,102	8,560	205,587	1.09
Grocery stores (without meats).....	66	33	58	19	79,660	4,891	81,955	74,570	1,320,673	7.11
Combination stores (groceries and meats).....	45	24	162	42	220,926	10,024	169,350	111,560	2,560,092	13.78
Meat markets (including sea foods).....	28	20	23	15	38,621	5,334	108,009	20,430	593,156	3.19
Bakeries—caterers.....	15	10	29	4	30,389	1,524	18,993	5,220	241,120	1.30
General merchandise group ¹	18	8	303	104	278,362	21,916	288,832	564,010	2,364,027	12.73
Department stores.....	3		163	80	192,223	13,556	172,171	426,590	1,533,890	8.53
Dry goods stores—piece goods stores.....	6	6	21	2	10,821	280	22,224	18,720	145,283	.78
Variety, 5-and-10, and to-a-dollar stores.....	6	1	119	20	66,058	7,840	94,437	111,200	599,089	3.22
Automotive group ¹	63	33	178	23	808,672	5,658	303,819	257,960	2,937,876	15.81
Motor-vehicle dealers (new and trade-in).....	13	5	100	4	170,547	2,036	195,272	173,120	1,988,379	10.70
Accessories, tires, and batteries.....	13	9	19	2	28,346	249	33,648	48,180	237,684	1.28
Filling stations.....	22	7	40	13	63,141	2,158	56,140	26,210	561,933	3.02
Garages and repair shops.....	13	10	19	4	37,638	1,215	16,406	8,920	126,113	.68
Apparel group.....	45	39	69	65	95,744	14,878	157,169	230,290	992,691	5.34
Men's and boys' clothing and furnishings stores.....	8	8	7	10	12,615	2,375	34,189	52,210	200,573	1.08
Clothing stores—men's, women's, and children's.....	3	2	5	6	4,760	1,152	14,079	10,260	88,054	.45
Women's ready-to-wear specialty stores—apparel and accessories.....	9	12	12	12	12,719	2,841	25,603	27,990	177,564	.95
Women's accessories stores.....	9	7	15	13	18,913	2,300	32,182	20,500	145,124	.78
Other apparel stores.....	7	6	8	7	16,442	2,321	8,196	15,370	57,299	.31
Shoe stores.....	9	4	22	17	30,295	3,829	41,920	108,900	379,077	1.77
Furniture and household group.....	30	18	85	18	148,761	3,796	149,886	245,900	970,213	5.22
Furniture stores.....	9	5	28	4	50,533	894	70,504	131,890	402,632	2.49
Household appliances stores.....	3		15	3	31,705	1,234	12,334	18,240	114,056	.61
Other home furnishings and appliances stores.....	8	7	25	10	44,794	1,218	35,310	58,650	226,022	1.22
Radio and music stores.....	10	7	14	1	12,729	400	31,678	37,120	167,503	.90
Restaurants, cafeterias, and eating places.....	25	25	119	22	107,940	4,712	90,163	9,060	586,018	3.15
Restaurants, cafeterias, and lunch rooms.....	19	20	105	14	94,271	3,167	74,563	4,280	478,861	2.58
Lunch counters, refreshment stands, etc.....	6	5	14	8	13,669	1,545	15,600	4,780	107,157	.57
Lumber and building group.....	15	9	135	1	263,911	300	249,230	180,810	1,868,793	10.06
Lumber and building material dealers.....	5	1	94	1	156,710	300	228,278	143,410	1,623,579	8.74
Heating and plumbing shops.....	4	4	21		39,016		18,826	17,440	118,702	.64
Paint and glass stores.....	4	3	18		18,096		4,040	16,300	81,425	.44
Other retail stores.....	64	78	201	71	506,216	19,468	334,371	486,770	2,600,542	13.99
Hardware stores.....	7	8	24	1	36,920	200	28,596	152,180	305,615	1.97
Farmers' supplies.....	4	2	12	1	22,517	150	15,404	81,420	322,298	1.73
Cigar stores and cigar stands.....	9	10	8	5	10,786	1,210	11,987	9,860	140,444	.76
Coal and wood yards—ice dealers.....	4	1	61		102,907		68,213	41,950	604,938	3.26
Drug stores.....	22	18	55		66,818		68,154	129,050	566,099	3.05
Florists.....	7	5	14	7	21,360	1,700	23,435	13,550	103,165	.55
Gift shops, novelties, toys.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	5	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Music stores (without radio).....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Scientific and medical instruments and supplies (at retail).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and printers.....	3	5	4	8	5,644	988	11,941	20,100	69,688	.37
Miscellaneous classifications.....	16	18	9	10	20,688	5,410	45,995	12,470	193,282	1.04
Secondhand group.....	8	7	3	2	3,836	835	3,745	4,000	18,805	.10

¹ This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.² Further data will be shown in a special report on milk dealers.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1203

TABLE 128.—WALTHAM—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part-time)	Part time only			Amount	Per cent of total sales
Total	488	367	1,485	416	\$2,070,697	\$101,658	\$2,149,762	\$2,194,530	\$18,583,238	100.00
Single-store independents	354	355	895	260	1,353,777	65,202	1,367,390	1,438,930	11,507,026	61.92
2-store independents	20	9	87	23	146,547	4,470	155,553	145,250	1,453,476	7.82
3-store independents	12	1	27	10	34,837	2,867	37,316	16,190	263,208	1.42
Local chains	26	1	117	50	136,347	9,541	154,364	243,610	1,392,140	7.49
Sectional chains	48		163	32	222,361	5,858	191,841	138,860	2,380,877	12.75
National chains	24		177	38	145,093	12,858	153,119	191,340	1,466,365	7.89
Other types of operation	4	1	19	3	31,735	832	60,169	20,350	131,146	.71

TABLE 129.—WALTHAM—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operation, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores	3		2		1		
Annual net sales	\$1,583,890	(x)		(x)			
Per cent of total sales	100.00	(x)		(x)			
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores	6		1			5	
Annual net sales	\$599,689	(x)				(x)	
Per cent of total sales	100.00	(x)				(x)	
Men's and boys' clothing and furnishings stores:							
Number of stores	8		6	2			
Annual net sales	\$209,573	(x)	(x)				
Per cent of total sales	100.00	(x)	(x)				
Clothing stores—men's, women's, and children's:							
Number of stores	3		2		1		
Annual net sales	\$53,054	(x)			(x)		
Per cent of total sales	100.00	(x)			(x)		
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores	9		7	2			
Annual net sales	\$177,564	(x)	(x)				
Per cent of total sales	100.00	(x)	(x)				
Shoe stores:							
Number of stores	9		2	1		3	2
Annual net sales	\$329,077	(x)	(x)		\$131,163	(x)	\$17,771
Per cent of total sales	100.00	(x)	(x)		39.87	(x)	5.40
Furniture stores:							
Number of stores	9		7	1			
Annual net sales	\$462,632	(x)	(x)	(x)			
Per cent of total sales	100.00	(x)	(x)	(x)			
Radio and music stores:							
Number of stores	10		9		1		
Annual net sales	\$167,503	(x)		(x)			
Per cent of total sales	100.00	(x)		(x)			
Grocery stores (without meats):							
Number of stores	66		33	2		23	8
Annual net sales	\$1,320,673	(x)	(x)		\$776,612	\$286,138	
Per cent of total sales	100.00	(x)	(x)		58.80	21.67	
Combination stores (groceries and meats):							
Number of stores	45		22	2	13	4	4
Annual net sales	\$2,560,992		\$769,757	(x)	(x)	\$544,074	\$407,952
Per cent of total sales	100.00		30.06	(x)	(x)	21.28	15.63
Restaurants, cafeterias, and lunch rooms:							
Number of stores	19		18			1	
Annual net sales	\$478,861	(x)				(x)	
Per cent of total sales	100.00	(x)				(x)	
Cigar stores and cigar stands:							
Number of stores	9		9				
Annual net sales	\$140,444		\$140,444				
Per cent of total sales	100.00		100.00				
Filling stations:							
Number of stations	22		5	2		13	1
Annual net sales	\$561,033		\$83,227	(x)	(x)	\$290,525	(x)
Per cent of total sales	100.00		14.83	(x)	(x)	51.78	(x)
Coal and wood yards—ice dealers:							
Number of yards	4		2		1	1	
Annual net sales	\$604,938	(x)		(x)	(x)		
Per cent of total sales	100.00	(x)		(x)	(x)		
Drug stores:							
Number of stores	22		17	4			1
Annual net sales	\$566,099		\$468,308	(x)			(x)
Per cent of total sales	100.00		82.73	(x)			(x)
Hardware stores:							
Number of stores	7		7				
Annual net sales	\$365,615		\$365,615				
Per cent of total sales	100.00		100.00				
Jewelry stores:							
Number of stores	5		4				1
Annual net sales	\$90,880	(x)					(x)
Per cent of total sales	100.00	(x)					(x)

CENSUS OF DISTRIBUTION

TABLE 130.—WATERTOWN—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	295	245	734	181	\$1,080,659	\$46,467	\$1,019,680	\$777,160	\$10,408,838	100.00
Food group	120	87	199	57	268,845	14,744	254,133	133,380	3,477,487	33.41
Candy and confectionery stores.....	10	20	19	5	21,602	1,562	23,258	10,000	248,976	2.39
Dairy products stores (including milk dealers) ¹	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Delicatessen products.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Fruit stores and vegetable markets.....	10	10	5	3	7,482	988	11,745	3,940	112,940	1.09
Grocery stores (without meats).....	28	3	49	10	63,674	1,859	58,975	44,700	933,387	8.97
Combination stores (groceries and meats).....	43	32	101	30	139,500	8,063	133,166	67,930	1,863,913	17.91
Meat markets (including sea foods).....	14	15	12	8	24,932	2,012	17,530	3,490	201,693	1.94
Bakeries—caterers.....	6	6	11	—	11,646	—	6,153	1,460	62,732	.60
General merchandise group	8	5	33	8	25,500	1,490	53,235	69,560	247,886	2.38
Dry goods stores—piece goods stores.....	5	5	2	2	2,024	434	7,218	16,300	53,204	.51
General merchandise stores without food.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Variety stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Automotive group ²	62	47	167	20	245,393	7,972	271,868	153,940	2,575,753	24.75
Motor-vehicle dealers (new and trade-in).....	10	5	79	4	125,228	2,337	173,702	119,240	1,664,498	15.99
Accessories, tires, and batteries.....	11	14	15	3	20,802	1,575	23,725	14,940	211,840	2.03
Filling stations.....	27	13	44	9	74,748	3,102	47,319	15,610	564,306	5.42
Garages and repair shops.....	13	14	19	3	24,519	862	25,812	2,680	123,764	1.25
Apparel group ²	19	19	8	11	11,879	3,514	25,526	32,710	104,000	1.58
Men's and boys' clothing and furnishings stores.....	3	4	1	3	2,080	1,120	7,402	7,720	50,529	.49
Women's ready-to-wear specialty stores—apparel and accessories.....	4	5	2	4	3,299	1,470	5,465	11,730	40,567	.40
Other apparel stores.....	5	6	2	2	2,614	144	4,271	710	23,263	.22
Shoe stores.....	3	3	3	1	3,628	520	6,528	9,280	39,644	.38
Furniture and household group	8	4	32	3	51,188	878	60,930	29,860	292,513	2.81
Furniture stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Household appliances stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Radio and music stores.....	4	3	18	—	31,915	—	11,950	12,990	140,530	1.35
Restaurants, cafeterias, and eating places	27	34	71	19	75,785	6,049	53,769	3,920	397,896	3.82
Restaurants, cafeterias, and lunch rooms.....	18	23	52	19	55,113	6,049	42,231	3,160	303,626	2.92
Lunch counters, refreshment stands, etc.....	9	11	19	—	20,672	—	11,538	760	94,170	.90
Lumber and building group ²	5	2	78	1	152,238	352	123,387	195,350	1,371,363	13.17
Lumber and building material dealers.....	4	1	78	1	152,238	352	122,675	995,050	1,365,013	13.11
Other retail stores	49	47	156	42	249,851	11,468	187,042	158,440	1,882,150	18.08
Hardware stores.....	5	6	7	3	11,844	850	12,557	40,340	218,576	2.10
Feed stores—flour, feed, grain, fertilizer.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Book stores.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Cigar stores and cigar stands.....	4	6	2	2	1,770	200	4,032	2,990	58,478	.56
Coal and wood yards—ice dealers.....	6	4	111	21	177,810	5,628	90,614	42,220	1,012,914	9.73
Drug stores.....	14	12	18	9	24,649	2,245	27,008	49,040	292,816	2.80
Florists.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Gift shops, novelties, and toys.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Jewelry stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Musical stores.....	5	6	—	3	789	789	4,888	11,200	26,069	.25
Music stores (without radio).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Stationers and engravers.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Undertakers' supplies (including some service).....	1	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Undertakers' supplies (including some service).....	5	4	5	3	11,127	1,721	12,027	850	55,613	.53

¹ Further data will be shown in a special report on milk dealers.

² This total includes one classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

TABLE 131.—WATERTOWN—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total	295	245	734	181	\$1,080,659	\$46,467	\$1,019,680	\$777,160	\$10,408,838	100.00
Single-store independents	222	236	500	101	758,108	30,567	714,286	608,600	7,555,182	72.59
2-store independents.....	5	5	9	6	16,833	3,642	10,416	7,930	109,559	1.05
3-store independents.....	4	2	15	—	19,788	—	45,408	12,950	137,461	1.32
Local chains.....	19	—	82	27	129,556	7,714	91,656	32,700	846,695	8.13
Sectional chains.....	27	—	59	8	80,930	1,080	78,479	62,910	956,502	9.19
National chains.....	16	—	69	19	75,444	3,458	78,788	52,310	793,819	7.63
Other types of operation.....	2	2	—	—	—	—	647	60	9,620	.09

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1205

TABLE 132.—WATERTOWN—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operation, but it is included in the totals]

KIND OF BUSINESS	Total	Single-store Independents	2 and 3 store independents and local branch sys- tems	Local chains	Sectional chains	National chains
Department stores:						
Number of stores.....	2					2
Annual net sales.....	(x)					(x)
Per cent of total sales.....	(x)					(x)
Variety, 5-and-10, and 10-a-dollar stores:						
Number of stores.....	2					2
Annual net sales.....	(x)					(x)
Per cent of total sales.....	(x)					(x)
Men's and boys' clothing and furnishings stores:						
Number of stores.....	3	3				
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Clothing stores—men's, women's, and children's:						
Number of stores.....	1	1				
Annual net sales.....	(x)	(x)				
Per cent of total sales.....	(x)	(x)				
Women's ready-to-wear specialty stores—apparel and accessories:						
Number of stores.....	4	3	1			
Annual net sales.....	\$40,567	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)			
Shoe stores:						
Number of stores.....	3	3				
Annual net sales.....	\$39,644	\$39,644				
Per cent of total sales.....	100.00	100.00				
Furniture stores:						
Number of stores.....	2		2			
Annual net sales.....	(x)		(x)			
Per cent of total sales.....	(x)		(x)			
Radio and music stores:						
Number of stores.....	4	4				
Annual net sales.....	\$140,530	\$140,530				
Per cent of total sales.....	100.00	100.00				
Grocery stores (without meats):						
Number of stores.....	28	3		2	16	7
Annual net sales.....	\$933,387	(x)		(x)	\$558,765	\$287,076
Per cent of total sales.....	100.00	(x)		(x)	59.86	30.76
Combination stores (groceries and meats):						
Number of stores.....	43	29		9	2	3
Annual net sales.....	\$1,863,913	\$1,166,393		\$264,175	(x)	(x)
Per cent of total sales.....	100.00	62.58		14.17	(x)	(x)
Restaurants, cafeterias, and lunch rooms:						
Number of stores.....	18	18				
Annual net sales.....	\$303,526	\$303,526				
Per cent of total sales.....	100.00	100.00				
Cigar stores and cigar stands:						
Number of stores.....	4	4				
Annual net sales.....	\$58,478	\$58,478				
Per cent of total sales.....	100.00	100.00				
Filling stations:						
Number of stations.....	27	10	3	3	7	4
Annual net sales.....	\$564,306	\$140,705	\$81,135	\$66,819	\$170,283	\$75,364
Per cent of total sales.....	100.00	24.93	14.38	17.16	30.18	13.35
Coal and wood yards—ice dealers:						
Number of yards.....	6	5		1		
Annual net sales.....	\$1,012,914	(x)		(x)		
Per cent of total sales.....	100.00	(x)		(x)		
Drug stores:						
Number of stores.....	14	14				
Annual net sales.....	\$292,316	\$292,316				
Per cent of total sales.....	100.00	100.00				
Hardware stores:						
Number of stores.....	5	5				
Annual net sales.....	\$218,576	\$218,576				
Per cent of total sales.....	100.00	100.00				
Jewelry stores:						
Number of stores.....	5	5				
Annual net sales.....	\$26,099	\$26,099				
Per cent of total sales.....	100.00	100.00				

CENSUS OF DISTRIBUTION

TABLE 133.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

ALL CITIES OF 10,000 TO 30,000 POPULATION COMBINED

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups	8,907	7,951	20,225	4,601	\$26,486,398	\$1,025,512	\$25,801,189	\$35,135,410	\$255,186,620	100.00
Food group	3,481	3,084	6,120	1,482	6,666,224	\$66,884	6,573,083	4,746,870	90,390,657	34.99
Candy and confectionery stores.....	501	532	446	190	459,161	46,336	596,191	392,470	4,951,016	1.87
Dairy products stores (including milk dealers) ¹	134	107	390	45	563,552	11,938	490,651	66,990	4,093,602	1.88
Delicatessen stores.....	29	31	72	21	73,337	5,550	43,851	34,040	533,468	.20
Fruit stores and vegetable markets.....	170	220	148	88	171,657	16,777	284,245	212,420	3,225,962	1.22
Grocery stores (without meats).....	1,328	904	1,192	383	1,568,890	88,803	1,679,420	1,723,920	26,097,216	9.69
Combination stores (groceries and meats).....	1,076	1,032	2,424	633	3,243,714	166,888	2,946,049	2,173,700	45,495,010	17.16
Meat markets (including sea foods).....	124	113	220	53	335,059	15,837	312,510	91,370	3,837,862	1.45
Bakeries—caterers.....	117	181	197	64	210,892	16,298	202,848	64,510	1,525,213	.67
Other food stores.....	14	14	31	10	24,932	1,957	16,718	6,840	131,008	.05
General stores	19	19	18	4	21,070	401	12,861	45,240	332,384	.13
General stores—groceries with apparel.....	3	3	7	2	8,287	332	4,215	16,000	103,800	.04
General stores—groceries with dry goods.....	15	15	11	2	12,783	69	8,459	28,490	223,784	.09
General stores—groceries with other merchandise.....	1	1					187	750	4,800
General merchandise group	355	290	2,659	627	1,946,505	113,122	2,497,441	4,537,120	18,273,281	6.89
Department stores.....	24	9	442	215	526,410	37,430	612,605	1,154,700	4,453,553	1.68
Dry goods stores—piece-goods stores.....	131	177	374	200	427,577	36,346	622,155	1,681,840	4,593,584	1.74
General merchandise stores.....	72	74	170	58	171,481	11,079	210,736	553,330	1,872,170	.70
Variety, 5-and-10, and to-a-dollar stores.....	108	30	1,673	154	821,028	28,267	1,041,945	1,147,250	7,353,974	2.77
Automotive group²	1,371	1,202	3,360	348	5,250,559	102,618	4,521,365	5,057,790	64,831,312	25.71
Motor-vehicle dealers (new and trade-in).....	302	234	1,959	73	3,300,110	25,242	2,932,009	3,815,800	38,650,044	14.58
Accessories, tires, and batteries.....	107	112	184	30	236,808	7,453	222,851	320,820	2,047,457	.77
Filling stations.....	672	551	691	172	938,940	47,451	792,005	590,250	10,258,728	3.87
Motor cycles, bicycles, and supplies.....	9	9	5	2	5,130	135	6,426	22,530	56,094	.02
Garages and repair shops.....	280	295	521	71	771,371	22,337	566,693	307,750	3,015,839	1.47
Apparel group	918	832	1,172	658	1,624,793	137,889	2,370,865	5,779,440	17,923,902	6.76
Men's and boys' clothing and furnishings stores.....	178	160	272	167	445,740	32,107	646,850	2,092,650	5,110,253	1.93
Clothing stores—men's, women's, and children's.....	99	86	203	77	277,315	15,947	376,538	928,340	2,951,733	1.11
Women's ready-to-wear specialty stores—apparel and accessories.....	141	119	258	122	305,766	24,413	489,091	736,430	3,717,294	1.40
Women's accessories stores.....	120	126	76	72	83,280	15,286	154,661	201,750	915,745	.35
Other apparel stores.....	121	123	99	24	115,671	7,041	118,582	105,030	983,718	.26
Shoe stores.....	257	218	264	191	307,012	43,095	585,134	1,665,240	4,545,161	1.71
Furniture and household group	830	263	865	114	1,311,034	26,452	1,373,981	2,885,960	10,401,630	3.92
Furniture stores.....	135	113	482	50	771,789	12,323	912,302	1,953,630	6,276,044	2.37
Floor coverings, draperies, curtains, and upholstery stores.....	7	7	13	10	18,364	900	13,738	8,410	93,000	.03
Household appliances stores.....	60	16	181	12	261,358	5,799	161,040	324,260	1,658,510	.62
Other home furnishings and appliances stores.....	36	37	38	13	54,371	1,677	61,062	264,020	438,164	.17
Radio and music stores.....	92	90	181	29	205,152	5,753	225,339	335,040	1,940,000	.78
Restaurants, cafeterias, and eating places	507	577	1,518	247	1,505,265	66,607	1,088,429	138,980	7,804,638	2.94
Restaurants, cafeterias and lunch rooms.....	341	398	1,191	183	1,131,435	50,334	812,915	93,570	5,657,021	2.13
Lunch counters, refreshment stands, etc.....	166	179	325	64	373,830	16,273	275,514	45,410	2,147,617	.81
Lumber and building group	219	194	1,327	67	2,248,552	14,208	1,544,663	2,389,270	14,519,676	5.45
Lumber and building material dealers.....	70	46	736	14	1,230,000	3,032	1,107,523	2,304,950	10,729,373	4.05
Electrical shops (without radio).....	22	24	61	7	101,408	2,750	50,628	66,920	336,956	.12
Heating and plumbing shops.....	74	71	403	28	724,678	4,304	305,713	357,230	2,687,153	1.01
Paint and glass stores.....	53	53	127	18	178,706	4,122	80,799	167,170	1,940,000	.78
Other retail stores	1,509	1,425	4,139	1,051	5,894,715	195,548	5,784,112	9,003,160	50,896,732	19.00
Hardware stores.....	158	143	482	40	659,526	7,450	673,002	1,990,710	5,812,452	2.19
Hardware and farm implement stores.....	13	12	60	6	85,709	973	71,818	247,840	624,065	.23
Farmers' supplies stores.....	81	60	424	19	617,556	4,015	623,554	893,230	8,928,797	3.37
Bookstores.....	8	10	51	19	62,235	3,818	44,377	138,650	361,342	.14
Cigar stores and cigar stands.....	83	84	46	18	54,593	4,296	77,006	110,970	770,164	.29
Coal and wood yards—ice dealers.....	212	184	1,360	178	2,086,895	27,912	1,883,788	1,277,880	14,715,111	5.55
Drug stores.....	132	288	778	171	1,121,399	48,106	1,032,416	2,073,800	9,750,218	3.68
Florists.....	121	193	231	102	326,016	20,423	279,703	299,540	1,532,503	.58
Gift shops, novelties, and toys.....	62	64	174	24	113,794	2,770	177,379	148,970	1,110,111	.42
Jewelry stores.....	123	125	127	68	188,050	11,417	273,509	991,160	1,731,940	.65
Luggage and leather goods stores.....	6	7	6	1	5,993	395	13,585	24,440	65,000	.02
Music stores (without radio).....	11	9	12	4	17,901	389	20,336	59,210	143,408	.05
News dealers.....	98	53	166	263	188,313	35,767	149,033	209,590	1,081,170	.75
Office, school, and store supplies and equipment dealers.....	8	6	14	4	24,900	1,023	18,203	49,370	130,741	.05
Opticians and optometrists.....	28	27	18	11	32,909	1,743	41,749	43,040	246,566	.09
Sporting goods stores, including athletic and playground equipment.....	8	8	9	3	9,657	846	14,847	57,730	161,290	.06
Stationers and printers.....	16	17	25	17	28,132	3,004	30,619	89,650	229,872	.09
Miscellaneous classifications.....	181	195	156	97	231,158	21,195	353,137	375,360	2,058,352	.79
Secondhand stores	60	60	20	8	22,521	1,783	44,389	48,580	212,108	.08

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1207

TABLE 134.—RETAIL DISTRIBUTION BY TYPES OF OPERATION
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES
ALL CITIES OF 10,000 TO 30,000 POPULATION COMBINED

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	8,807	7,951	20,226	4,601	\$26,466,338	\$1,025,512	\$25,801,189	\$35,135,410	\$265,186,620	100.00
Single-store independents.....	7,187	7,053	13,214	3,340	18,121,308	738,303	17,665,336	25,890,590	180,601,645	68.10
2-store independents.....	341	203	1,321	171	1,980,220	43,822	1,806,870	2,811,000	17,245,940	6.51
3-store independents.....	110	47	604	123	914,290	30,554	987,837	1,285,500	8,022,084	3.03
Local chains.....	236	0	936	184	1,283,480	46,295	1,129,860	1,469,350	12,977,059	4.89
Sectional chains.....	404		1,206	196	1,637,293	35,699	1,383,827	1,157,450	19,886,795	7.31
National chains.....	384		2,615	550	2,168,904	126,234	2,505,702	2,157,480	24,590,778	9.27
Other types of operation.....	75	39	330	37	360,744	4,605	261,757	358,040	2,362,419	.89

TABLE 135.—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION
[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]
ALL CITIES OF 10,000 TO 30,000 POPULATION COMBINED

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	24	10	4		1	9	
Annual net sales.....	\$4,453,553	\$2,123,666	\$1,064,580		(x)	(x)	
Per cent of total sales.....	100.00	47.68	23.90		(x)	(x)	
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	108	27	2		3	76	
Annual net sales.....	\$7,353,974	\$222,561	(x)		(x)	\$6,868,693	
Per cent of total sales.....	100.00	3.03	(x)		(x)	93.39	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	178	148	20	6	2	1	1
Annual net sales.....	\$5,110,253	\$4,208,755	\$608,861	\$190,652	(x)	(x)	(x)
Per cent of total sales.....	100.00	82.36	11.88	3.73	(x)	(x)	(x)
Clothing stores—men's, women's, and children's:							
Number of stores.....	99	73	11	2	5	5	3
Annual net sales.....	\$2,951,733	\$2,152,346	\$456,258	(x)	\$127,266	\$108,710	(x)
Per cent of total sales.....	100.00	72.92	15.46	(x)	4.31	3.68	(x)
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	141	109	24	2	4	1	1
Annual net sales.....	\$3,717,294	\$2,521,688	\$905,308	(x)	\$89,604	(x)	(x)
Per cent of total sales.....	100.00	67.84	24.35	(x)	2.41	(x)	(x)
Shoe stores:							
Number of stores.....	257	198	30	2	8	12	7
Annual net sales.....	\$4,545,181	\$2,915,953	\$802,612	(x)	\$230,207	\$415,787	(x)
Per cent of total sales.....	100.00	64.16	17.65	(x)	5.06	9.15	(x)
Furniture stores:							
Number of stores.....	135	112	17	6			
Annual net sales.....	\$6,276,044	\$4,625,848	\$1,121,499	\$528,697			
Per cent of total sales.....	100.00	73.71	17.87	8.42			
Radio and music stores:							
Number of stores.....	92	83	7		2		
Annual net sales.....	\$1,940,000	\$1,675,313	(x)		(x)		
Per cent of total sales.....	100.00	86.36	(x)		(x)		
Grocery stores (without meats):							
Number of stores.....	1,326	827	24	31	286	157	1
Annual net sales.....	\$25,697,216	\$8,859,044	\$471,894	\$722,449	\$9,015,208	\$6,627,262	1,270
Per cent of total sales.....	100.00	34.47	1.84	2.81	35.08	25.79	.01
Combination stores (groceries and meats):							
Number of stores.....	1,076	881	30	65	44	55	1
Annual net sales.....	\$45,495,610	\$29,423,345	\$1,173,950	\$2,310,391	\$5,153,041	\$7,416,083	18,200
Per cent of total sales.....	100.00	64.67	2.58	5.08	11.33	16.30	.04
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	341	326	15				
Annual net sales.....	\$5,657,021	\$5,293,415	\$363,606				
Per cent of total sales.....	100.00	93.67	6.43				
Cigar stores and cigar stands:							
Number of stores.....	83	79	2			2	
Annual net sales.....	\$770,164	\$693,528	(x)			(x)	
Per cent of total sales.....	100.00	90.05	(x)			(x)	
Filling stations:							
Number of stations.....	672	488	32	15	100	30	7
Annual net sales.....	\$10,253,728	\$6,800,919	\$699,515	\$366,366	\$1,964,593	\$347,825	\$74,510
Per cent of total sales.....	100.00	66.33	6.82	3.57	19.16	3.39	.73
Coal and wood yards—ice dealers:							
Number of yards.....	212	191	13	6	1		1
Annual net sales.....	\$14,715,111	\$12,263,264	\$1,567,039	(x)	(x)		(x)
Per cent of total sales.....	100.00	83.34	10.65	(x)	(x)		(x)
Drug stores:							
Number of stores.....	322	282	19	9		12	
Annual net sales.....	\$9,756,218	\$7,923,094	\$656,432	\$547,226		\$629,466	
Per cent of total sales.....	100.00	81.21	6.73	5.61		6.45	
Hardware stores:							
Number of stores.....	158	138	8	12			
Annual net sales.....	\$5,812,452	\$4,886,405	\$651,730	\$274,317			
Per cent of total sales.....	100.00	84.07	11.21	4.72			
Jewelry stores:							
Number of stores.....	123	119	3			1	
Annual net sales.....	\$1,731,940	\$1,564,344	(x)			(x)	
Per cent of total sales.....	100.00	90.32	(x)			(x)	

CENSUS OF DISTRIBUTION

TABLE 136.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]

ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED

KIND OF BUSINESS	Number of stores	Proprietors and firm members (not on payroll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
All groups.....	9,661	9,431	14,418	4,144	\$18,269,766	\$686,294	\$17,064,933	\$26,224,590	\$210,956,351	100.00
Food group.....	3,144	2,798	3,824	1,112	4,941,100	250,333	4,964,514	4,215,490	73,682,568	34.87
Candy and confectionery stores.....	425	439	280	161	240,457	29,463	831,791	306,020	3,355,245	1.59
Dairy products stores (including milk dealers) ¹	116	121	256	45	367,894	9,720	356,683	39,080	3,112,759	1.48
Delicatessen stores.....	10	8	9	16	14,068	2,936	15,934	8,880	180,655	.09
Fruit stores and vegetable markets.....	137	166	68	52	70,366	8,746	122,940	103,090	1,841,049	.84
Grocery stores (without meats).....	1,270	994	1,166	359	1,459,513	74,201	1,567,150	1,798,910	24,700,722	11.71
Combination stores (groceries and meats).....	934	876	1,754	408	2,418,943	108,551	2,106,328	1,853,420	30,891,815	17.25
Meat markets (including sea foods).....	175	174	206	48	274,834	11,543	291,076	81,940	3,803,309	1.80
Bakeries—caterers.....	62	69	75	20	78,400	4,452	78,510	27,300	677,300	.27
Other food stores.....	15	16	11	3	10,695	650	9,102	1,850	93,744	.04
General stores.....	351	386	608	102	767,456	27,773	578,640	1,790,940	11,126,629	5.27
General merchandise group ²	317	300	710	194	597,764	41,866	759,273	2,218,720	6,693,427	3.17
Dry goods stores—piece goods stores.....	167	175	203	100	197,206	22,851	266,704	1,097,310	2,553,682	1.21
General merchandise stores.....	62	69	100	35	113,145	7,324	142,292	491,620	1,524,561	.72
Variety, 5-and-10, and to-a-dollar stores.....	86	55	373	48	234,376	10,846	317,481	477,560	2,315,135	1.10
Automotive group.....	2,439	2,442	2,727	576	3,734,445	148,784	3,200,246	3,789,720	48,310,937	22.83
Motor-vehicle dealers (new and trade-in).....	334	311	1,447	114	2,175,575	46,086	1,834,081	2,591,410	26,694,070	12.65
Accessories, tires, and batteries.....	40	43	67	11	79,887	2,748	70,074	115,220	1,184,042	.56
Filling stations.....	1,588	1,580	645	310	702,587	62,527	728,535	604,430	10,368,288	4.91
Garages and repair shops.....	474	505	571	128	764,914	35,729	560,107	472,960	5,348,234	2.54
Other automotive establishments.....	3	3	7	4	11,482	1,694	7,449	5,700	72,824	.03
Apparel group.....	506	517	426	206	547,397	44,768	783,788	2,838,080	7,240,144	3.43
Men's and boys' clothing and furnishings stores....	130	129	161	60	228,128	14,195	294,543	1,251,030	2,822,558	1.34
Clothing stores—men's, women's, and children's.....	50	48	57	19	75,389	5,215	94,535	372,110	953,791	.46
Women's ready-to-wear specialty stores—apparel and accessories.....	75	74	94	41	103,784	8,130	120,055	355,160	1,184,042	.56
Women's accessories stores.....	59	67	19	16	12,953	2,523	52,470	74,400	300,477	.14
Other apparel stores.....	45	49	25	9	31,565	2,529	37,705	40,900	209,330	.10
Shoe stores.....	147	150	72	54	95,681	12,176	184,420	744,480	1,769,046	.84
Furniture and household group.....	297	289	453	89	683,382	23,263	680,047	1,724,830	5,770,385	2.74
Furniture stores.....	93	90	223	44	350,809	12,620	395,419	992,840	2,987,164	1.42
Floor coverings, draperies, curtains, and upholstery stores.....	4	4	1	1	125	125	3,300	10,100	14,740	.01
Household appliances stores.....	35	10	71	4	131,417	1,646	66,948	127,450	679,950	.32
Other home furnishings and appliances stores.....	93	103	56	17	63,844	2,619	82,802	411,140	887,607	.42
Radio and music stores.....	72	73	103	23	137,137	6,263	131,578	183,300	1,201,026	.57
Restaurants, cafeterias, and eating places.....	898	1,120	1,819	727	1,504,286	120,406	1,355,726	267,830	9,343,131	4.43
Restaurants, cafeterias, and lunch rooms.....	534	601	1,378	407	1,110,034	87,793	960,799	163,970	6,304,068	2.99
Lunch counters, refreshment stands, etc.....	464	519	441	230	394,252	32,613	404,926	103,960	3,039,063	1.44
Lumber and building group.....	238	242	1,259	105	1,946,631	33,864	1,308,762	3,115,880	14,115,828	6.69
Lumber and building material dealers.....	117	110	845	57	1,320,398	21,477	1,089,543	2,750,050	11,699,798	5.54
Electrical shops (without radio).....	24	19	113	14	171,702	3,818	72,851	83,480	836,106	.39
Heating and plumbing shops.....	73	82	268	25	399,044	6,538	127,937	227,020	1,618,629	.77
Paint and glass stores.....	24	31	33	9	46,487	2,031	18,421	56,380	110,293	.05
Other retail stores.....	1,345	1,324	2,583	1,030	3,540,756	195,237	3,425,413	6,254,700	39,706,131	18.82
Hardware stores.....	132	142	309	39	430,235	10,023	352,682	1,193,020	3,442,517	1.63
Hardware and farm implement stores.....	22	24	45	8	58,088	2,000	65,898	189,586	796,475	.38
Farmers' supplies.....	182	141	674	76	809,934	21,086	881,395	1,374,930	15,249,703	7.23
Book stores.....	11	9	24	7	25,330	1,337	34,997	66,070	310,465	.15
Cigar stores and cigar stands.....	61	69	35	12	32,931	3,933	42,786	39,410	351,693	.17
Coal and wood yards—ice dealers.....	218	232	693	337	983,365	38,966	905,638	731,046	7,408,863	3.51
Drug stores.....	254	234	506	181	717,884	48,372	593,603	1,536,480	6,894,419	3.26
Florists.....	39	45	40	21	60,347	7,030	46,022	37,136	617,246	.29
Gift shops, novelties, and toys.....	107	109	74	44	80,757	11,943	88,728	210,780	762,802	.36
Jewelry stores.....	85	90	50	27	62,328	5,173	104,442	402,070	1,118,597	.53
Music stores.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
News dealers.....	101	96	130	211	151,316	27,741	122,248	232,730	2,078,645	.96
Office and school supplies.....	2	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Opticians and optometrists.....	9	6	2	2	580	404	6,308	4,660	42,347	.02
Sporting goods stores, including athletic and playground equipment.....	7	8	8	4	11,351	756	9,788	28,020	141,892	.07
Stationers and printers.....	8	5	3	3	10,182	1,051	11,427	31,140	81,228	.04
Miscellaneous classifications.....	105	110	82	55	133,002	15,023	149,877	159,590	1,110,993	.53
Secondhand stores.....	16	18	7	1	6,598	500	7,535	10,300	96,283	.04

¹ Further data will be shown in a special report on milk dealers.

² This total includes 1 classification in which the number of stores is less than 3, and concerning which no information can be disclosed.

RETAIL DISTRIBUTION IN MASSACHUSETTS: 1929

1209

TABLE 137.—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED
NUMBER OF STORES, PERSONNEL, EXPENSES, STOCKS, AND SALES

TYPE OF OPERATION	Number of stores	Proprietors and firm members (not on pay roll)	NUMBER OF EMPLOYEES		PAY ROLL		ALL OTHER REPORTED EXPENSES (includes rent)	STOCKS ON HAND END OF YEAR (at cost)	NET SALES (1929)	
			Full time	Part time	Total (full time and part time)	Part time only			Amount	Per cent of total sales
Total.....	9,651	9,431	14,418	4,144	\$18,269,766	\$586,294	\$17,064,933	\$26,224,590	\$210,955,351	100.00
Single-store independents.....	8,321	9,056	10,692	3,538	13,399,990	753,961	12,850,456	21,373,020	153,039,401	72.54
2-store independents.....	208	123	635	129	796,633	26,648	781,959	1,274,080	8,974,821	4.26
3-store independents.....	66	22	239	23	325,605	5,844	253,392	522,890	2,763,481	1.31
Local chains.....	191	11	461	73	667,527	17,929	489,511	875,240	9,609,032	4.51
Sectional chains.....	385	76	848	76	1,068,659	11,688	837,969	688,060	12,993,681	6.16
National chains.....	263	237	980	237	1,191,698	56,641	1,231,608	841,200	16,281,445	7.72
Other types of operation.....	217	219	563	68	819,654	13,583	622,978	650,100	7,388,660	3.50

TABLE 138.—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION
[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations, but it is included in the totals]
ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED

KIND OF BUSINESS	Total	Single-store independents	2 and 3 store independents and local branch systems	Local chains	Sectional chains	National chains	All other types
Department stores:							
Number of stores.....	2	1	1				
Annual net sales.....	(x)	(x)	(x)				
Per cent of total sales.....	(x)	(x)	(x)				
Variety, 5-and-10, and to-a-dollar stores:							
Number of stores.....	86	52	3			31	
Annual net sales.....	\$2,315,135	\$477,002	\$23,102			\$1,815,031	
Per cent of total sales.....	100.00	20.60	1.00			78.40	
Men's and boys' clothing and furnishings stores:							
Number of stores.....	130	120	8	2			
Annual net sales.....	\$2,822,558	\$2,654,324	(x)	(x)			
Per cent of total sales.....	100.00	94.04	(x)	(x)			
Clothing stores—men's, women's, and children's:							
Number of stores.....	50	43	6			1	
Annual net sales.....	\$953,791	\$751,029	(x)			(x)	
Per cent of total sales.....	100.00	78.74	(x)			(x)	
Women's ready-to-wear specialty stores—apparel and accessories:							
Number of stores.....	75	57	14	4			
Annual net sales.....	\$1,184,942	\$805,132	\$284,713	\$95,097			
Per cent of total sales.....	100.00	67.95	24.02	8.03			
Shoe stores:							
Number of stores.....	147	138	3	1	2	2	1
Annual net sales.....	\$1,769,046	\$1,540,840	\$84,839	(x)	(x)	(x)	(x)
Per cent of total sales.....	100.00	87.10	4.80	(x)	(x)	(x)	(x)
Furniture stores:							
Number of stores.....	63	57	5				1
Annual net sales.....	\$2,987,154	\$2,787,213	\$150,419				\$40,522
Per cent of total sales.....	100.00	93.30	5.04				1.60
Radio and music stores:							
Number of stores.....	72	71			1		
Annual net sales.....	\$1,201,025	(x)			(x)		
Per cent of total sales.....	100.00	(x)			(x)		
Grocery stores (without meats):							
Number of stores.....	1,270	634	12	45	207	153	10
Annual net sales.....	\$24,700,722	\$8,853,098	\$171,712	\$1,095,840	\$6,917,319	\$7,019,769	\$642,384
Per cent of total sales.....	100.00	35.84	.70	4.44	28.00	28.42	2.60
Combination stores (groceries and meats):							
Number of stores.....	934	747	26	44	38	50	23
Annual net sales.....	\$30,391,815	\$22,209,891	\$1,103,909	\$1,337,709	\$3,925,377	\$6,809,042	\$914,927
Per cent of total sales.....	100.00	61.03	3.03	3.68	10.79	18.96	2.51
Restaurants, cafeterias, and lunch rooms:							
Number of stores.....	534	522	12				
Annual net sales.....	\$6,304,098	\$6,060,322	\$243,776				
Per cent of total sales.....	100.00	96.13	3.87				
Cigar stores and cigar stands:							
Number of stores.....	61	60	1				
Annual net sales.....	\$351,593	(x)	(x)				
Per cent of total sales.....	100.00	(x)	(x)				
Filling stations:							
Number of stations.....	1,588	1,414	27	6	125	6	10
Annual net sales.....	\$10,358,288	\$7,827,645	\$443,644	\$127,783	\$1,629,187	\$134,618	\$195,461
Per cent of total sales.....	100.00	75.57	4.28	1.23	15.73	1.30	1.89
Coal and wood yards—ice dealers:							
Number of yards.....	218	199	5	1			13
Annual net sales.....	\$7,408,863	\$6,943,164	(x)	(x)			\$322,237
Per cent of total sales.....	100.00	93.71	(x)	(x)			4.35
Drug stores:							
Number of stores.....	254	231	13	8		2	
Annual net sales.....	\$6,884,419	\$5,922,963	\$410,104	(x)		(x)	
Per cent of total sales.....	100.00	86.04	5.96	(x)		(x)	
Hardware stores:							
Number of stores.....	132	117	13	1			1
Annual net sales.....	\$3,442,617	\$3,042,414	(x)	(x)			\$47,921
Per cent of total sales.....	100.00	88.38	(x)	(x)			1.39
Jewelry stores:							
Number of stores.....	85	83	1	1			
Annual net sales.....	\$762,862	(x)	(x)	(x)			
Per cent of total sales.....	100.00	(x)	(x)	(x)			