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Vol. 3~~

U. S. DEPARTMENT OF COMMERCE
ROY D. CHAPIN, SECRETARY
U. S. BUREAU OF THE CENSUS
W. M. STEUART, DIRECTOR

FIFTEENTH CENSUS OF THE UNITED STATES : 1930

DISTRIBUTION
VOLUME I

RETAIL DISTRIBUTION
PART III—REPORTS BY STATES
NEW JERSEY—WYOMING

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

AND

JOHN GUERNSEY, in Charge of Retail Distribution



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WASHINGTON : 1934

CENSUS OF DISTRIBUTION REPORTS

FIFTEENTH DECENNIAL CENSUS, 1930

Volume I.—RETAIL DISTRIBUTION.

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

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

Volume III.—SPECIAL TRADE REPORTS.

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

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

Miscellaneous Reports:

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



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LETTER OF TRANSMITTAL

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

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

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

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

The collection and compilation of these statistics, and the preparation of this volume were under the supervision of Robert J. McFall, Chief Statistician for Distribution, and W. A. Ruff, Assistant Chief Statistician, and under the direction of John Guernsey, in charge of Retail Distribution, assisted by Charles F. Beach.

W. M. STEUART,
Director of the Census.

HON. ROY D. CHAPIN,
Secretary of Commerce.

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TABLES FOR INDIVIDUAL STATES

The statistics for each State are presented in a series of 15 standard tables. The subjects covered by the State tables are indicated by the list of titles immediately following, and the page on which the table of contents is to be found for any given State is shown in the tabular statement below. Tables for the principal cities follow the State tables of each State. (See separate "table of contents" for each State.)

<p>Table</p> <p>1—Retail distribution, by kinds of business.</p> <p>2—Operating expenses, by kinds of business.</p> <p>3—Seasonal employment characteristic.</p> <p>4—Sales by size of business.</p> <p>5—Retail distribution, by types of operation.</p> <p>6—Seventeen kinds of business, by types of operation.</p> <p>7—Credit business.</p> <p>8—Credit business, by types of operation.</p> <p>9—Receipts other than from sale of merchandise.</p> <p>10—Merchandise manufactured by retailers, sales to other retailers, and returned goods, by kinds of business.</p>	<p>Table</p> <p>11—Retail sales by manufactures and wholesalers—country buying (assembling) of farm products.</p> <p>12—Forms of organization and Negro proprietorship.</p> <p>13—Retail distribution, by counties (including cities and towns of 1,000 population and over).</p> <p>14—County distribution, by kinds of business.</p> <p>(NOTE.—Tables 13 and 14 listed above have been withdrawn from this report and may be found in Vol. I, pt. 1, Retail Distribution.)</p> <p>15—Sales by commodities.</p>
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RETAIL DISTRIBUTION

STANDARD SUMMARY OF RETAIL

	UNITED STATES	NEW ENGLAND DIVISION						MIDDLE ATLANTIC DIVISION		
		Maine	New Hampshire	Vermont	Massachusetts	Connecticut	Rhode Island	New York	New Jersey	Pennsylvania
1 Population.....	122,775,046	797,423	465,293	359,611	4,249,614	1,606,903	687,497	12,688,060	4,041,334	9,031,350
2 Ratio of retail workers to total population (per cent).....	4.90	4.80	5.0	4.04	6.07	5.6	6.01	6.04	5.07	5.25
3 Counties.....	3,074	16	10	14	14	8	5	62	21	67
4 Cities of 10,000 to 30,000.....	644	7	8	3	44	12	10	47	33	72
5 Cities of more than 30,000.....	310	2	2		20	8	4	22	22	20
6 Number of retail stores.....	1,543,158	11,091	6,557	5,189	54,193	22,202	9,542	190,017	60,010	135,275
7 Total annual sales (in thousands of dollars).....	\$49,114,653	\$307,627	\$184,285	\$152,175	\$2,054,976	\$768,510	\$318,295	\$7,070,414	\$1,843,545	\$3,803,941
8 Per cent of credit sales to total sales.....	34.29	30.65	28.14	34.98	32.66	34.26	34.22	31.00	32.17	32.57
9 Full-time employees.....	3,833,581	22,925	13,643	10,278	177,214	58,034	27,281	513,434	120,751	317,009
10 Part-time employees.....	676,559	5,000	3,288	2,171	32,625	10,611	5,311	71,253	22,227	56,045
11 Proprietor owners (not included above).....	1,510,607	10,379	6,354	5,312	48,294	19,794	8,749	176,597	55,959	132,931
12 Proportion of part-timers to total employees.....	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
13 Extreme variation in seasonal employment.....	13 to 14	12 to 15	15 to 18	11 to 14	14 to 15	13 to 15	15 to 16	11 to 12	13 to 14	13 to 15
14 Proportion of men and women employees.....	7	11	9	7	7	6	4	7	5	8
15 Men.....	68	69	72	73	65	71	70	67	73	65
16 Women.....	32	31	28	27	35	29	30	33	27	35
17 Total annual pay roll (in thousands of dollars).....	\$5,189,670	\$28,012	\$16,786	\$12,763	\$241,100	\$87,190	\$36,183	\$792,285	\$193,503	\$411,039
18 Average annual salary per full-time employee.....	\$1,312	\$1,177	\$1,177	\$1,197	\$1,315	\$1,429	\$1,281	\$1,506	\$1,483	\$1,257
19 Average wage cost (per cent of sales).....	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
20 Average rental cost (per cent of sales).....	14.28	12.88	13.05	12.13	14.65	14.91	14.83	14.84	14.72	14.96
21 Average operating expenses (per cent of sales).....	24.83	22.02	21.70	20.14	26.23	25.65	25.50	26.77	25.53	25.94
22 Proportion of sales in leased premises to total sales.....	72.19	65.67	67.32	62.47	79.94	64.22	75.52	78.26	71.02	62.33
23 Proportion of total sales—										
24 By single-store independents.....	64.11	72.60	70.44	73.38	60.55	68.23	64.99	63.82	68.03	63.79
25 By local multiunit independents.....	8.84	7.48	10.52	7.78	13.70	7.89	9.68	9.72	7.43	9.50
26 By local chains.....	6.71	2.73	2.99	1.51	6.46	5.79	8.19	9.22	7.68	5.20
27 By sectional and national chains.....	12.52	10.43	12.67	8.91	16.36	15.27	15.00	13.43	13.74	15.01
28 By all other types of operation.....	7.82									
29 Proportion of total sales—										
30 By stores selling entirely for cash.....	34.93	33.67	37.70	25.30	39.16	39.82	37.56	46.82	42.91	38.82
31 1 to 50 per cent credit.....	30.73	35.81	33.56	40.82	27.93	24.90	29.67	21.63	25.11	27.25
32 More than 50 per cent credit.....	34.34	30.52	28.74	33.88	32.91	35.28	32.87	31.55	31.98	33.93
33 Proportion of stores with sales of less than \$10,000.....	43.66	41.11	40.06	41.13	39.69	40.55	47.02	37.79	41.87	51.51
34 Proportion of total sales in such stores.....	5.99	6.05	5.87	5.41	4.45	5.23	5.92	4.54	5.65	7.02
35 Proportion of stores with sales between \$10,000 and \$30,000.....	31.51									
36 Proportion of total sales.....	17.59									
37 Proportion of stores with sales between \$30,000 and \$200,000.....	23.01	24.41	26.07	20.77	25.00	25.33	20.09	24.37	22.42	19.03
38 Proportion of total sales.....	45.25	53.63	56.57	56.74	41.78	46.37	37.46	40.29	45.08	42.41
39 Proportion of stores with sales between \$200,000 and \$1,000,000.....	1.68									
40 Proportion of total sales.....	19.13									
41 Proportion of stores with sales of more than \$1,000,000.....	1.14	.05	.03		.22	.15	.25	.21	.18	.10
42 Proportion of total sales.....	12.34	2.79	1.23		17.61	8.89	17.31	18.89	9.08	15.16
43 Proportion of stores which are proprietorships.....	84.07	83.00	85.40	86.91	78.99	78.7	82.71	81.06	81.88	88.41
44 Proportion of business by such stores.....	61.40	54.07	65.19	66.96	40.70	44.8	42.63	44.08	48.34	54.89
45 Proportion of stores which are corporations.....	15.77	16.79	14.37	12.07	20.94	21.2	17.24	17.98	18.07	11.60
46 Proportion of business by such stores.....	48.23	44.29	33.80	32.22	59.13	55.1	57.29	64.87	51.62	44.95
47 Proportion of stores which are cooperatives.....	.16									
48 Proportion of business by such stores.....	.37									
49 Sales by kind of business groups ¹	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
50 Food group ¹	22.07	23.65	27.47	20.90	27.05	26.56	26.41	25.06	30.69	24.78
51 General stores (country general stores).....	5.23	6.85	5.44	10.25	5.88	5.96	6.03	1.02	7.1	3.90
52 General merchandise group.....	13.12	8.00	8.70	7.24	14.78	10.88	13.30	11.95	10.18	10.01
53 Apparel group.....	8.63	8.72	7.27	5.89	9.46	9.86	9.46	13.30	3.27	9.02
54 Automotive group.....	18.58	21.25	21.79	24.08	16.75	18.98	17.54	13.40	17.64	16.56
55 Furniture and household group.....	5.61	4.54	4.61	4.03	4.92	4.76	5.73	6.63	5.80	6.08
56 Lumber and building group.....	4.33	2.54	3.21	2.15	4.76	3.76	3.95	6.34	3.79	3.53
57 Hardware and farm implement stores.....	5.34	4.73	4.45	4.70	4.09	6.38	6.25	4.27	6.87	4.60
58 Farmers' supply stores.....	2.50	3.17	2.49	3.71	1.51	1.67	1.70	1.64	1.97	1.88
59 Bookstores.....	2.29	5.03	3.96	7.36	1.85	2.06	1.34	1.62	1.80	1.81
60 Cigar stores and cigar stands.....	.24	.13	.23	.14	.24	.24	.12	.51	.07	.18
61 Coal and wood yards—ice dealers.....	.83	.48	.28	.43	.69	.74	.67	1.32	.88	1.06
62 Drug stores.....	2.06	3.34	3.13	3.12	4.53	3.71	4.22	2.82	3.71	2.01
63 Jewelry stores.....	3.44	3.23	3.70	2.77	3.13	2.97	3.58	2.88	2.74	2.98
64 All other stores.....	1.09	.79	.73	.74	1.18	1.15	1.24	1.71	.75	1.20
65	3.64	2.85	2.54	2.49	4.48	3.65	3.86	5.67	3.98	3.84

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

FACTS—NATIONAL AND BY STATES

EAST NORTH CENTRAL DIVISION					WEST NORTH CENTRAL DIVISION							SOUTH ATLANTIC DIVISION		
Ohio	Indiana	Illinois	Michigan	Wisconsin	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Delaware	Maryland	
6,646,697 5.26	3,238,503 5.01	7,630,654 5.79	4,842,325 4.98	2,939,006 5.03	2,563,953 4.90	2,470,939 4.95	3,629,367 5.26	680,845 3.79	692,849 4.41	1,377,963 4.95	1,850,999 5.03	238,380 5.40	1,631,526 4.97	1
88	92	102	88	71	87	99	115	53	69	93	105	3	24	3
36	21	35	25	17	11	14	11	4	5	6	17	1	3	4
23	13	20	15	10	3	7	5		1	2	3		3	5
83,717	41,618	96,900	55,958	39,474	30,725	32,716	47,039	8,077	8,845	17,637	25,605	3,088	21,082	6
\$2,864,831	\$1,222,384	\$3,711,903	\$2,226,398	\$1,237,442	\$1,051,930	\$972,136	\$1,448,220	\$234,540	\$255,197	\$562,944	\$744,586	\$103,513	\$619,573	7
38.16	32.80	29.90	36.09	33.83	34.89	32.01	32.23	34.01	27.34	30.76	35.09	38.47	37.86	8
229,870	100,677	296,785	161,245	83,535	81,729	70,538	123,694	14,267	16,469	39,780	54,605	7,774	53,480	9
41,163	20,531	52,471	26,413	20,806	14,527	18,409	20,288	3,485	5,106	10,012	13,529	1,650	7,492	10
78,846	41,038	92,936	53,540	38,671	30,903	33,470	46,958	8,017	9,013	18,474	26,412	3,417	20,102	11
Per cent 13 to 15	Per cent 15 to 17	Per cent 12 to 14	Per cent 12 to 13	Per cent 15 to 17	Per cent 12 to 14	Per cent 17 to 19	Per cent 12 to 14	Per cent 14 to 16	Per cent 19 to 22	Per cent 17 to 19	Per cent 16 to 17	Per cent 15 to 13	Per cent 11 to 13	12
64	66	64	67	67	64	67	67	71	69	69	71	73	69	14
36	34	36	33	33	30	33	33	29	31	31	29	27	31	15
\$318,273	\$125,966	\$440,280	\$241,870	\$121,077	\$103,810	\$86,094	\$153,142	\$17,931	\$20,556	\$49,678	\$66,612	\$9,842	\$64,292	16
\$1,341	\$1,206	\$1,438	\$1,459	\$1,311	\$1,223	\$1,164	\$1,200	\$1,203	\$1,181	\$1,193	\$1,165	\$1,218	\$1,170	17
Per cent 14.64	Per cent 14.11	Per cent 15.16	Per cent 14.10	Per cent 13.54	Per cent 13.32	Per cent 12.72	Per cent 14.14	Per cent 11.59	Per cent 12.16	Per cent 12.60	Per cent 12.96	Per cent 13.07	Per cent 13.89	18
4.10	3.65	4.60	4.03	3.68	3.54	2.94	3.59	2.73	2.49	2.98	2.68	3.75	3.64	10
25.60	23.73	26.77	24.64	23.52	23.38	21.82	24.69	20.71	20.41	21.48	21.63	21.87	24.37	20
75.70	71.37	75.60	72.18	67.93	66.58	69.35	75.33	54.04	62.25	69.24	68.28	56.54	62.58	21
66.08	68.20	59.57	64.18	67.43	63.66	62.89	59.17	63.11	62.54	65.69	62.90	70.60	67.10	22
8.01	7.02	9.21	8.33	7.43	7.78	6.70	7.69	4.73	5.12	7.28	7.34	6.67	6.64	23
6.61	5.24	9.00	7.97	5.73	3.16	4.77	4.80	2.56	3.48	4.61	6.13	1.33	5.51	24
14.51	13.25	13.42	14.40	10.30	9.90	9.79	12.38	10.20	10.31	7.91	9.39	14.39	12.60	25
30.96	34.59	39.20	32.35	27.56	20.72	28.81	32.47	20.81	25.81	29.79	27.23	33.36	33.20	27
32.72	31.98	30.36	30.40	41.25	42.71	44.76	35.74	45.50	51.79	42.31	39.25	27.17	29.27	28
36.32	33.43	30.44	37.25	31.19	36.67	26.43	31.79	33.69	22.40	27.90	33.52	39.47	37.53	29
39.84	42.47	38.95	34.02	40.43	39.13	35.19	46.22	35.01	34.29	35.42	39.09	49.10	49.47	30
5.01	6.02	4.45	3.88	5.68	4.88	5.47	6.57	5.54	5.40	4.95	6.05	7.22	6.87	31
25.26	24.12	25.69	23.86	25.01	25.94	26.62	20.63	27.16	27.97	28.24	25.95	19.23	18.47	34
45.85	50.97	42.01	45.35	49.87	45.65	53.69	40.95	57.24	57.14	54.13	55.21	44.11	40.24	35
.15	.07	.19	.20	.09	.14	.07	.17	.01	.08	.04	.11	.18	.18	36
12.34	5.22	19.51	13.56	7.74	15.11	4.99	18.46	.61	5.25	1.89	6.08	17.52	17.52	37
80.52	83.42	83.05	81.16	83.56	82.79	84.91	84.37	81.56	82.72	86.54	85.92	85.33	87.75	40
46.70	56.16	46.02	49.92	53.08	52.64	65.44	46.75	60.47	63.55	65.25	70.25	50.25	50.37	41
19.33	16.30	16.83	18.61	16.03	16.49	14.65	15.37	17.82	16.62	12.50	13.56	14.61	12.20	42
53.06	43.35	53.81	49.67	46.08	46.15	33.49	52.50	38.50	35.06	32.77	28.47	49.72	48.94	43
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	44
24.00	22.20	22.81	22.09	21.33	18.55	16.94	19.01	13.22	12.93	15.54	17.32	25.32	27.09	45
2.17	3.87	1.95	2.57	6.29	7.72	7.85	5.77	16.28	14.75	9.21	7.68	3.04	4.27	46
13.97	12.06	17.24	12.81	11.28	15.73	9.94	16.87	7.39	7.29	9.35	8.77	8.44	16.24	47
8.78	7.54	9.42	8.59	7.52	7.63	6.85	7.77	9.90	4.45	6.11	5.24	8.42	7.35	48
21.25	22.44	16.72	22.76	20.19	20.55	23.13	19.05	26.47	26.84	24.64	26.86	20.00	18.25	49
5.98	5.59	5.68	5.39	5.23	4.36	4.35	5.34	3.32	3.21	4.69	4.69	6.28	5.55	50
3.92	3.51	4.92	4.25	3.99	8.60	3.64	4.07	3.38	3.55	3.41	3.38	2.62	2.70	51
5.32	6.58	5.24	6.96	7.90	5.93	8.45	4.87	3.67	3.06	9.46	8.06	7.42	4.63	52
2.39	2.70	2.05	2.60	4.01	4.49	5.26	2.19	3.67	3.96	5.42	6.02	1.82	2.07	53
1.69	2.64	1.25	2.67	2.67	2.01	3.57	3.72	1.42	2.27	3.26	3.60	3.85	2.14	54
.20	.16	.35	.17	.11	.11	.11	.36	.45	.84	.19	.21	.19	.10	55
1.80	2.87	.98	.71	.59	.92	.94	.45	1.25	.84	.75	.43	1.99	.52	56
1.78	2.16	2.72	2.95	2.15	2.46	2.07	2.12	.74	.55	1.11	.80	3.26	2.64	57
3.17	3.81	3.55	3.54	2.91	2.67	3.40	4.13	2.63	3.16	3.62	4.12	2.43	3.08	58
1.10	.92	1.02	1.10	.80	.81	.80	.99	.61	.52	.77	.79	1.15	1.18	59
3.53	2.95	4.10	2.99	2.83	2.68	2.70	3.49	1.54	1.62	2.45	2.15	3.86	4.09	60

STANDARD SUMMARY OF RETAIL

	SOUTH ATLANTIC DIVISION—Continued							EAST SOUTH CENTRAL DIVISION				
	District of Columbia	Virginia	West Virginia	North Carolina	South Carolina	Georgia	Florida	Kentucky	Tennessee	Alabama	Mississippi	
1	Population.....	486,860	2,421,851	1,729,205	3,170,276	1,738,765	2,908,506	1,468,211	2,614,589	2,646,248	2,000,821	
2	Ratio of retail workers to total population (per cent).....	8.25	3.62	3.20	2.94	2.64	3.36	5.06	3.2	3.43	2.77	2.65
3	Counties.....		100	55	100	46	161	67	120	95	67	82
4	Cities of 10,000 to 30,000.....		8	7	13	7	10	9	9	4	11	11
5	Cities of more than 30,000.....	1	6	3	8	2	5	5	4	3	2	2
6	Number of retail stores.....	5,931	26,120	17,244	28,831	15,036	28,087	22,449	27,117	23,384	21,442	17,256
7	Total annual sales (in thousands of dollars).....	\$336,262	\$690,929	\$447,877	\$553,419	\$300,220	\$635,440	\$504,523	\$687,340	\$643,817	\$627,101	\$413,737
8	Per cent of credit sales to total sales.....	41.32	36.73	33.64	37.10	30.02	37.77	29.23	37.74	38.20	37.44	35.02
9	Full-time employees.....	31,453	52,237	32,532	49,000	24,580	57,554	45,618	46,749	55,147	43,632	29,244
10	Part-time employees.....	3,600	9,411	5,484	13,035	6,595	11,068	7,832	8,289	9,324	7,686	5,618
11	Proprietor owners (not included above).....	5,136	26,076	17,377	30,172	14,744	29,022	20,765	28,553	25,291	22,001	18,881
12	Proportion of part-timers to total employees.....	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
13	Extreme variation in seasonal employment.....	8 to 10	13 to 15	12 to 15	18 to 21	19 to 21	14 to 16	12 to 14	13 to 15	12 to 15	12 to 16	12 to 16
14	Proportion of men and women employees:											
15	Men.....	67	74	69	74	78	75	73	71	72	73	75
16	Women.....	33	26	31	26	22	25	27	29	28	27	25
17	Total annual pay roll (in thousands of dollars).....	\$44,385	\$61,386	\$42,106	\$58,066	\$26,128	\$60,599	\$52,749	\$53,266	\$61,176	\$48,123	\$30,747
18	Average annual salary per full-time employee.....	\$1,373	\$1,136	\$1,259	\$1,116	\$1,019	\$1,020	\$1,121	\$1,103	\$1,078	\$1,071	\$1,017
19	Average wage cost (per cent of sales).....	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
20	Average rental cost (per cent of sales).....	15.21	14.60	13.99	13.58	13.14	13.52	14.63	14.00	13.03	13.08	11.41
21	Average operating expenses (per cent of sales).....	4.58	3.58	3.65	3.55	2.98	3.40	4.28	2.11	3.32	3.36	2.60
22	Proportion of sales in leased premises to total sales.....	27.12	24.22	22.94	22.27	20.98	22.98	25.30	22.66	22.51	21.64	18.06
23	Proportion of total sales—											
24	By single-store independents.....	78.25	69.20	66.55	70.04	70.65	69.69	77.71	64.40	74.99	69.88	60.44
25	By local multimult independents.....	62.36	65.53	64.27	67.65	68.40	64.74	69.21	63.21	64.80	59.49	62.50
26	By local chains.....	10.21	5.64	7.00	5.72	7.13	5.53	9.16	6.35	6.92	7.83	6.07
27	By sectional and national chains.....	4.41	5.13	4.66	4.77	3.30	2.98	4.19	2.87	2.40	3.89	3.74
28	By all other types of operation.....	20.62	10.92	12.43	10.91	9.42	13.31	12.93	11.94	11.65	10.06	8.62
29	Proportion of total sales—											
30	By stores selling entirely for cash.....	30.55	31.22	34.62	31.02	40.19	29.23	43.46	31.37	29.33	30.00	26.96
31	1 to 50 per cent credit.....	25.07	31.93	31.99	31.24	31.01	31.97	29.15	36.30	31.21	31.73	40.57
32	More than 50 per cent credit.....	44.38	37.15	33.99	37.74	28.80	38.80	27.39	32.33	39.46	37.28	32.47
33	Proportion of stores with sales of less than \$10,000.....	28.05	54.27	49.13	54.30	58.35	56.12	54.79	54.23	49.06	53.06	53.06
34	Proportion of total sales in such stores.....	2.40	8.70	8.17	8.51	9.68	8.79	9.18	9.16	7.28	7.83	7.06
35	Proportion of stores with sales between \$10,000 and \$30,000.....											
36	Proportion of total sales.....	33.10	17.56	21.35	18.56	16.23	10.22	17.25	17.72	19.60	18.88	10.02
37	Proportion of stores with sales between \$30,000 and \$200,000.....	37.69	48.17	53.25	52.27	52.07	45.30	48.62	49.70	44.20	48.51	50.25
38	Proportion of total sales.....											
39	Proportion of stores with sales of more than \$200,000.....											
40	Proportion of total sales.....	.47	.03	.04	.03	.07	.06	.05	.05	.13	.06	.03
41	Proportion of stores which are proprietorships.....	24.38	3.08	2.04	2.12	8.80	4.28	3.62	10.64	5.05	1.43	
42	Proportion of stores which are corporations.....	73.31	85.89	84.05	86.94	86.03	87.23	80.62	88.17	87.82	86.03	89.98
43	Proportion of business by such stores.....	35.23	53.33	51.83	59.61	57.17	55.21	45.80	59.76	56.03	59.59	69.64
44	Proportion of stores which are cooperatives.....	26.64	14.00	15.82	12.99	13.30	12.72	19.32	11.78	12.10	12.03	9.90
45	Proportion of business by such stores.....	64.74	46.28	48.08	40.28	42.76	44.69	54.05	40.12	43.83	40.15	30.09
46	Sales by kind of business groups.....											
47	Food group.....	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
48	General stores (country general stores).....	24.29	19.50	17.88	17.87	19.43	18.94	22.37	20.57	17.73	16.26	13.93
49	General merchandise group.....	.08	12.61	21.57	15.45	16.87	11.42	5.33	15.29	10.97	20.28	28.40
50	Apparel group.....	15.77	11.29	10.70	12.95	12.50	15.57	10.52	10.28	15.46	12.89	10.98
51	Automotive group.....	12.75	7.86	7.96	5.90	5.37	6.61	7.31	7.20	6.86	5.66	3.62
52	Furniture and household group.....	16.02	19.75	18.99	21.78	21.15	20.25	23.27	18.34	20.02	19.70	21.72
53	Restaurant group.....	6.29	5.49	5.58	5.01	5.33	6.12	6.05	4.67	5.52	5.53	3.88
54	Lumber and building group.....	5.52	2.50	3.14	2.66	1.93	3.09	4.54	3.42	3.34	2.69	2.33
55	Hardware and farm implement stores.....	2.39	4.52	3.55	2.74	3.08	2.52	4.82	5.27	4.21	3.18	3.57
56	Farmers' supply stores.....	1.99	2.88	1.76	3.52	2.37	2.41	2.64	2.72	2.42	2.16	1.97
57	Book stores.....	.51	3.08	1.97	3.94	3.86	3.44	3.44	2.77	2.90	2.52	3.24
58	Cigar stores and cigar stands.....	.47	1.10	.24	.24	.17	.31	.07	.16	.00	.10	.01
59	Coal and wood yards—ice dealers.....	.56	.52	.42	.27	.22	.30	.50	.28	.44	.24	.14
60	Drug stores.....	2.82	2.04	.28	1.06	.67	1.41	4.44	3.88	3.91	4.44	3.95
61	Jewelry stores.....	4.88	3.77	2.98	3.82	3.96	4.39	4.44	1.45	1.60	1.40	.65
62	All other stores.....	1.39	1.13	.91	.71	.61	.87	1.60	.85	1.11	.79	.45
		5.32	3.08	2.21	2.08	2.18	3.35	3.22	2.76	3.33	2.16	1.10

UNITED STATES SUMMARY: 1929

IX

FACTS—NATIONAL AND BY STATES—Continued.

WEST SOUTH CENTRAL DIVISION				MOUNTAIN DIVISION									PACIFIC DIVISION			
Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California		
1,854,482	2,101,593	2,396,040	5,824,715	537,006	445,032	225,505	1,035,791	423,317	435,573	507,847	91,058	1,563,396	953,786	5,077,251	1	
2.99	3.58	4.11	4.45	4.83	4.12	4.75	5.73	3.41	4.99	4.79	5.48	5.80	5.94	6.6	2	
75	64	77	254	56	44	23	63	31	14	29	17	39	36	58	3	
7	5	13	23	5	2	2	5	3		1	1	10	5	30	4	
2	3	8	13	1			3		2	2		5	1	17	5	
17,937	23,298	27,339	60,913	6,951	4,916	2,983	13,993	4,191	5,068	5,249	1,310	22,110	14,570	85,691	6	
\$412,680	\$476,643	\$795,028	\$2,043,020	\$243,823	\$169,087	\$103,437	\$466,959	\$119,758	\$198,620	\$196,559	\$50,401	\$761,808	\$455,931	\$3,210,893	7	
34.94	33.18	40.93	36.61	40.93	34.20	41.36	38.98	38.64	41.02	36.96	43.55	40.00	35.84	39.87	8	
29,710	47,058	59,259	160,308	16,125	11,313	6,718	39,339	8,596	14,445	16,374	3,108	58,768	35,579	251,148	9	
6,250	4,227	11,327	29,231	3,120	2,256	1,038	6,700	1,501	2,091	2,942	494	10,752	0,158	36,107	10	
19,444	23,900	27,846	69,470	6,713	4,779	2,963	13,361	4,320	5,206	5,027	1,389	21,228	14,933	87,364	11	
Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	12	
13 to 17	7 to 8	12 to 16	11 to 15	12 to 13	11 to 16	11 to 13	11 to 14	12 to 14	10 to 12	11 to 15	11 to 13	14 to 15	12 to 14	10 to 12	13	
75	72	72	73	70	71	73	67	75	73	68	73	65	65	67	14	
25	28	28	27	30	29	27	33	25	27	32	27	35	35	33	15	
\$33,034	\$48,082	\$74,266	\$191,961	\$23,317	\$15,386	\$9,669	\$50,731	\$10,344	\$19,900	\$21,509	\$5,096	\$83,444	\$48,154	\$375,948	16	
\$1,073	\$1,022	\$1,212	\$1,161	\$1,398	\$1,309	\$1,400	\$1,249	\$1,160	\$1,341	\$1,272	\$1,593	\$1,369	\$1,308	\$1,455	17	
Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	18	
12.48	14.47	13.21	12.96	13.33	12.64	13.08	14.32	12.56	13.24	13.96	14.16	14.64	14.73	15.51	19	
2.72	4.26	3.21	3.23	2.92	2.75	3.02	3.70	2.79	2.84	3.52	2.95	4.21	4.13	4.56	20	
20.06	24.37	22.24	21.91	22.40	21.66	22.60	25.00	20.81	23.00	23.96	22.94	25.61	25.96	27.26	21	
66.68	67.58	71.95	74.24	62.84	71.81	67.18	68.61	59.18	72.21	62.43	67.85	69.90	67.58	82.54	22	
04.54	70.57	62.32	63.08	70.18	62.76	73.61	67.60	67.33	62.76	66.59	77.84	68.48	69.06	60.75	23	
6.24	7.50	8.90	8.43	6.89	8.70	7.42	9.02	6.93	10.55	11.93	6.46	8.56	8.14	13.44	24	
4.05	4.09	6.84	7.55	6.84	5.11	3.59	3.13	4.87	7.78	4.75	1.60	6.48	4.08	11.23	25	
7.05	8.59	9.35	8.28	7.97	15.43	8.03	12.27	8.50	13.45	12.15	8.72	11.27	11.83	11.31	26	
30.20	36.42	29.63	30.06	25.53	33.88	27.12	27.89	26.82	29.34	31.26	23.95	25.99	30.40	27.58	27	
37.05	32.16	31.08	32.86	31.66	29.59	27.55	30.62	32.79	28.89	31.76	29.63	30.86	32.48	32.15	28	
32.66	31.42	39.29	37.08	42.81	36.53	45.33	41.49	40.39	41.77	36.98	46.42	43.15	37.12	40.27	29	
52.62	65.19	45.32	47.42	35.97	31.96	35.13	42.77	40.40	41.37	40.20	37.94	40.53	43.95	40.13	30	
8.09	11.40	6.50	6.21	4.47	4.17	4.54	5.33	6.13	4.22	4.52	4.20	5.27	6.11	4.91	31	
															32	
															33	
19.52	13.45	23.91	22.52	30.44	31.73	32.85	24.25	22.98	26.62	26.48	30.68	24.44	23.07	24.41	34	
51.77	42.54	51.76	48.28	57.25	59.08	62.86	47.37	54.62	46.67	48.25	54.07	45.85	46.34	41.25	35	
															36	
															37	
.02	.07	.09	.13	.04	.04		.11		.20	.15		.17	.12	.23	38	
1.69	7.37	5.00	7.87	1.86	1.44		10.52		6.97	7.47		11.63	11.51	15.87	39	
89.15	88.05	84.44	86.42	78.87	78.21	79.92	80.99	86.47	84.27	75.82	81.37	81.69	83.72	86.20	40	
69.87	50.68	62.47	59.32	53.16	54.56	52.83	47.20	58.73	52.00	39.93	54.16	46.37	50.62	53.60	41	
10.71	11.91	15.36	13.48	20.79	21.60	19.85	18.90	13.39	15.67	23.76	18.47	18.03	16.15	13.72	42	
20.85	49.26	37.04	40.64	46.31	45.21	46.50	52.66	40.99	47.42	57.82	45.58	52.32	48.98	46.00	43	
															44	
															45	
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	46	
13.17	16.93	16.69	17.06	18.13	17.08	17.56	20.09	15.67	19.41	17.16	18.74	21.47	21.66	20.46	47	
24.25	16.39	7.45	9.05	10.77	9.27	15.65	6.07	18.87	8.11	7.94	14.41	4.71	4.78	1.96	48	
10.52	12.76	10.76	13.06	10.56	12.81	7.03	14.29	10.27	14.31	13.75	8.39	14.35	14.80	12.28	49	
4.01	7.75	5.87	5.50	5.42	3.95	5.18	6.38	3.56	3.90	7.25	5.45	6.55	5.09	8.84	50	
21.63	19.81	27.50	24.76	25.08	25.63	26.01	23.99	24.18	24.92	23.66	25.56	22.33	23.20	23.60	51	
4.66	4.94	5.30	5.32	3.92	5.01	4.17	4.75	3.71	4.55	7.31	4.02	5.01	4.78	6.55	52	
2.80	3.94	3.76	3.57	4.04	3.28	4.79	3.69	4.02	4.68	3.18	5.16	4.52	4.70	6.03	53	
3.99	4.55	7.29	6.99	6.29	6.21	7.52	5.37	6.14	6.78	5.78	4.67	3.33	4.08	5.10	54	
2.23	1.63	3.00	2.61	4.85	4.93	2.72	2.63	2.94	2.48	1.60	3.08	2.42	3.04	2.12	55	
5.16	1.62	3.33	3.16	1.59	2.87	.96	2.20	2.74	2.12	1.49	3.74	3.74	2.92	2.65	56	
.15	.12	.10	.13	.10	.13	.03	.28	.22	.05	.21	.08	.21	.24	.28	57	
.20	.42	.34	.24	1.80	1.55	1.20	.72	.35	.76	.98	1.02	1.55	1.27	1.08	58	
4.19	.67	.50	.51	1.34	1.31	.85	1.61	.96	.71	2.12	1.40	1.63	1.27	.24	59	
.52	4.42	4.69	4.75	2.94	3.28	3.05	3.92	3.59	3.66	3.11	3.33	3.30	3.25	3.61	60	
2.05	1.10	.75	.88	.74	.74	.72	.93	.64	.64	.97	1.01	1.07	.94	1.10	61	
	2.67	2.67	2.41	2.38	1.95	1.96	4.08	2.11	2.92	3.50	2.75	3.20	3.05	4.25	62	

MAP OF UNITED STATES SHOWING GEOGRAPHIC DIVISIONS

