

WISCONSIN



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CENSUS OF DISTRIBUTION

TABLE 1.—THE STATE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS—Continued
 NUMBER OF STORES, PERSONNEL, PAY ROLL, STOCKS, 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 15) | Number of stores | NUMBER OF EMPLOYEES | | PAY ROLL | | STOCKS ON HAND, END OF YEAR (at cost) | NET SALES (1020) | | |
|---|------------------|--|---------------|--------------|---------------------------------|---------------------------------------|-------------------|--------------------|-------------------------|
| | | Proprietors and firm members (not on pay roll) | Full time | Part time | Total (full time and part time) | | Part time only | Amount | Per cent of total sales |
| Apparel group—Continued. | | | | | | | | | |
| Women's accessories stores—Continued. | | | | | | | | | |
| Costume accessories stores, including jewelry, bags, and gloves..... | 4 | 4 | 4 | (x) | \$3,505 | (x) | \$2,370 | \$28,808 | (x) |
| Umbrella shops, including parasols, canes..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Other apparel stores: | | | | | | | | | |
| Children's specialty shops..... | 9 | 6 | 9 | 7 | 14,110 | \$2,403 | 51,090 | 203,686 | 0.02 |
| Custom tailors..... | 235 | 215 | 638 | 53 | 955,793 | 18,637 | 633,820 | 3,590,443 | .29 |
| Dressmakers..... | 3 | 3 | 3 | 1 | 2,380 | 350 | 670 | 11,233 | (x) |
| Infants' wear shops..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Apparel mail-order houses..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Shoe stores: | | | | | | | | | |
| Shoe stores—men's..... | 30 | 20 | 31 | 23 | 61,250 | 3,694 | 216,420 | 660,698 | .05 |
| Shoe stores—women's..... | 37 | 6 | 101 | 51 | 199,939 | 10,557 | 300,330 | 1,533,313 | .13 |
| Family shoe stores—men's, women's, and children's..... | 734 | 666 | 1,028 | 478 | 1,716,201 | 116,214 | 5,916,750 | 17,515,992 | 1.42 |
| Furniture and household group..... | 1,632 | 1,469 | 5,577 | 743 | 8,794,209 | 185,725 | 14,934,540 | 64,775,348 | 5.23 |
| Furniture stores: | | | | | | | | | |
| Furniture stores..... | 374 | 319 | 1,805 | 202 | 3,036,152 | 47,550 | 5,649,140 | 23,249,220 | 1.88 |
| Furniture and undertaker..... | 311 | 343 | 402 | 155 | 671,273 | 35,644 | 2,801,530 | 9,064,772 | .73 |
| Furniture and hardware stores..... | 63 | 64 | 142 | 16 | 194,625 | 3,440 | 740,390 | 2,100,797 | .17 |
| Floor coverings, draperies, curtains, and upholstery stores: | | | | | | | | | |
| Draperies, curtains, and upholstery stores..... | 21 | 25 | 46 | 12 | 49,112 | 3,030 | 39,450 | 281,843 | .02 |
| Floor coverings stores..... | 34 | 26 | 140 | 10 | 256,744 | 2,612 | 445,550 | 1,625,392 | .13 |
| Household appliances stores: | | | | | | | | | |
| Household appliances stores (electrical)..... | 129 | 52 | 697 | 33 | 1,064,386 | 8,330 | 952,390 | 5,914,113 | .48 |
| Household appliances stores..... | 63 | 15 | 422 | 44 | 464,895 | 16,911 | 702,020 | 3,220,445 | .26 |
| Refrigerator dealers—electric and gas..... | 12 | 8 | 62 | 5 | 96,613 | 1,508 | 40,090 | 664,736 | .06 |
| Other home furnishings and appliances stores: | | | | | | | | | |
| Antique and used furniture dealers..... | 9 | 11 | 7 | 7 | 6,066 | 2,478 | 19,490 | 55,499 | .01 |
| Brushes and brooms..... | 7 | 4 | 81 | 2 | 127,514 | 215 | 840 | 266,530 | .02 |
| China, glassware, crockery, tinware, enamelware, and aluminum ware..... | 16 | 14 | 65 | 12 | 97,873 | 1,689 | 224,470 | 695,878 | .06 |
| Picture and framing stores..... | 17 | 19 | 24 | 5 | 41,269 | 1,165 | 73,630 | 197,389 | .02 |
| Stove and range dealers..... | 4 | 5 | 5 | 1 | 4,770 | 228 | 5,800 | 26,639 | .02 |
| Antique shops..... | 10 | 8 | 26 | 5 | 69,734 | 1,593 | 293,500 | 330,203 | .03 |
| Awnings, flags, banners, window shades, and tents..... | 11 | 14 | 30 | 3 | 38,303 | 577 | 40,100 | 223,402 | .02 |
| Interior decorators..... | 13 | 8 | 142 | 2 | 291,259 | 825 | 261,390 | 1,314,457 | .10 |
| Lamp and shade shops..... | 4 | 4 | 5 | 1 | 7,465 | 592 | 23,250 | 46,815 | .04 |
| Radio and music stores: | | | | | | | | | |
| Radio and electrical shops..... | 405 | 419 | 1,054 | 191 | 1,540,523 | 47,322 | 1,522,370 | 10,211,100 | .82 |
| Radio and musical instruments stores..... | 129 | 106 | 422 | 37 | 735,557 | 9,954 | 1,090,090 | 5,256,958 | .42 |
| Restaurants, cafeterias, and eating places..... | 5,981 | 6,398 | 7,604 | 1,979 | 6,345,023 | 444,362 | 1,312,720 | 49,331,353 | 3.99 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | |
| Cafeterias..... | 36 | 21 | 735 | 115 | 762,304 | 23,690 | 53,830 | 3,280,493 | .27 |
| Lunch rooms..... | 1,119 | 1,215 | 1,413 | 408 | 1,156,807 | 86,017 | 303,940 | 9,465,789 | .77 |
| Restaurants with table service..... | 967 | 1,133 | 3,632 | 803 | 3,197,575 | 137,944 | 360,830 | 17,225,759 | 1.39 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | |
| Box lunches..... | 4 | 2 | 33 | 32 | 24,733 | 4,703 | 2,490 | 134,965 | .01 |
| Refreshment stands..... | 450 | 470 | 336 | 126 | 272,670 | 21,559 | 102,830 | 2,380,309 | .23 |
| Fountain—lunches..... | 44 | 47 | 109 | 32 | 101,978 | 10,094 | 27,330 | 696,373 | .06 |
| Lunch counters..... | 226 | 218 | 279 | 95 | 264,720 | 20,476 | 37,530 | 1,859,331 | .15 |
| Soft-drink stands..... | 3,135 | 3,285 | 957 | 363 | 1,064,236 | 84,589 | 428,840 | 13,787,834 | 1.11 |
| Lumber and building group..... | 1,823 | 1,367 | 7,815 | 1,181 | 12,387,492 | 339,241 | 19,575,060 | 98,849,589 | 7.99 |
| Lumber and building material dealers: | | | | | | | | | |
| Lumber and building material dealers..... | 832 | 363 | 4,548 | 593 | 7,143,143 | 163,963 | 15,995,830 | 74,217,094 | 6.00 |
| Lumber and hardware..... | 52 | 42 | 177 | 41 | 253,336 | 12,518 | 765,710 | 2,799,666 | .22 |
| Roofing..... | 74 | 89 | 221 | 34 | 347,167 | 6,746 | 117,760 | 1,479,683 | .12 |
| Dealers in any other single building material..... | 12 | 11 | 14 | 17 | 28,274 | 12,779 | 16,940 | 86,020 | .01 |
| Electrical shops (without radio)..... | 143 | 157 | 376 | 53 | 661,671 | 25,404 | 440,370 | 3,058,753 | .25 |
| Heating and plumbing shops: | | | | | | | | | |
| Heating appliances and oil burners..... | 110 | 61 | 495 | 33 | 860,148 | 9,118 | 327,570 | 2,063,706 | .24 |
| Plumbing shops—heating and ventilating..... | 327 | 383 | 1,218 | 255 | 1,991,434 | 70,600 | 932,100 | 9,452,745 | .76 |
| Paint and glass stores..... | 273 | 250 | 706 | 105 | 1,102,315 | 32,213 | 928,790 | 4,801,922 | .39 |
| Other retail stores¹..... | 7,270 | 7,324 | 14,571 | 4,441 | 20,073,110 | 921,798 | 41,342,620 | 198,195,663 | 16.02 |
| Hardware stores: | | | | | | | | | |
| Hardware and farm implement stores: | | | | | | | | | |
| Farm implements, machinery, and equipment dealers..... | 330 | 408 | 357 | 179 | 438,751 | 37,592 | 1,504,060 | 8,574,070 | .69 |
| Farm implement dealers with hay, grain, and feed.... | 48 | 53 | 81 | 23 | 108,696 | 7,180 | 441,870 | 2,652,592 | .21 |
| Hardware and farm implement stores..... | 279 | 315 | 621 | 127 | 822,927 | 31,234 | 3,363,510 | 10,338,757 | .83 |
| Farmers' supplies: | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 405 | 372 | 542 | 167 | 674,013 | 36,130 | 1,761,870 | 15,832,851 | 1.23 |
| Fertilizer stores..... | 4 | 2 | 2 | 2 | 1,374 | 134 | 2,130 | 36,770 | .03 |
| Harness shops..... | 174 | 180 | 90 | 20 | 143,591 | 4,595 | 421,290 | 1,116,574 | .09 |
| Irrigation and drainage equipment and supplies (retail)..... | 5 | 6 | 18 | 5 | 21,578 | 730 | 7,300 | 92,991 | .01 |
| Farmers' supply stores..... | 13 | 13 | 12 | 5 | 10,022 | 858 | 61,610 | 273,310 | .02 |
| Seeds, bulbs, and nursery stock..... | 31 | 30 | 179 | 70 | 219,213 | 19,603 | 284,930 | 1,371,101 | .11 |
| Cooperage—barrels, boxes, crates, casks..... | 4 | 2 | 4 | 1 | 2,600 | | 1,130 | 22,101 | .00 |
| Coal and feed stores..... | 137 | 123 | 322 | 105 | 446,831 | 27,652 | 1,015,160 | 9,605,687 | .73 |
| Grain elevators (sales at retail)..... | 20 | 20 | 34 | 11 | 42,732 | 3,667 | 216,530 | 1,243,149 | .10 |
| Feed stores with groceries..... | 110 | 122 | 137 | 26 | 139,145 | 4,762 | 351,410 | 3,464,114 | .28 |

¹This 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 WISCONSIN: 1929

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TABLE 1.—THE STATE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS—Continued

NUMBER OF STORES, PERSONNEL, PAY ROLL, STOCKS, 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 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 |
| Other retail stores—Continued. | | | | | | | | | |
| Book stores..... | 52 | 49 | 169 | 55 | \$230,101 | \$7,293 | \$445,510 | \$1,671,090 | 0.13 |
| Cigar stores and cigar stands: | | | | | | | | | |
| Cigar stores with fountains..... | 26 | 26 | 31 | 10 | 38,510 | 1,615 | 45,600 | 420,751 | .03 |
| Cigar stands..... | 519 | 573 | 394 | 278 | 450,261 | 83,561 | 246,820 | 4,426,292 | .36 |
| Cigar stores without fountains..... | 193 | 182 | 151 | 50 | 189,103 | 14,432 | 238,740 | 2,506,152 | .20 |
| Coal and wood yards—ice dealers: | | | | | | | | | |
| Coal and wood yards..... | 359 | 331 | 1,762 | 434 | 2,841,313 | 57,630 | 2,045,410 | 25,694,361 | 2.08 |
| Ice dealers ¹ | 73 | 82 | 259 | 448 | 312,251 | 33,629 | 63,230 | 873,467 | .07 |
| Drug stores: | | | | | | | | | |
| Drug stores..... | 504 | 524 | 753 | 251 | 1,030,256 | 60,541 | 3,118,050 | 10,570,234 | .88 |
| Drug stores with fountains..... | 788 | 721 | 1,929 | 609 | 2,668,181 | 169,106 | 4,537,100 | 25,104,968 | 2.03 |
| Florists..... | 221 | 241 | 574 | 213 | 724,610 | 32,199 | 410,310 | 3,970,792 | .32 |
| Gifts—novelties and toys—cameras: | | | | | | | | | |
| Toy shops..... | 9 | 6 | 27 | 10 | 39,697 | 3,820 | 66,460 | 229,565 | .02 |
| Art and gift shops..... | 68 | 53 | 48 | 44 | 55,057 | 9,410 | 226,840 | 588,106 | .05 |
| Novelty and souvenir shops..... | 45 | 42 | 45 | 22 | 42,386 | 2,368 | 157,150 | 421,262 | .03 |
| Camera dealers—photographic supplies stores..... | 30 | 26 | 129 | 15 | 157,393 | 2,714 | 113,930 | 786,062 | .06 |
| Jewelry stores: | | | | | | | | | |
| Jewelry stores (installment credit)..... | 17 | 4 | 110 | 0 | 230,572 | 1,723 | 580,430 | 1,202,587 | .10 |
| Jewelry stores..... | 602 | 605 | 764 | 183 | 1,274,423 | 32,772 | 5,032,710 | 9,721,443 | .79 |
| Luggage and leather goods stores..... | 41 | 33 | 51 | 15 | 64,157 | 1,783 | 291,490 | 839,996 | .07 |
| Music stores (without radio)..... | 59 | 54 | 70 | 10 | 101,232 | 2,191 | 256,539 | 718,170 | .06 |
| News dealers..... | 92 | 68 | 335 | 174 | 238,941 | 13,237 | 111,220 | 1,686,297 | .14 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | |
| Office and school supplies..... | 26 | 18 | 126 | 8 | 173,032 | 1,310 | 290,630 | 987,088 | .08 |
| Office and store mechanical appliance dealers (retail)..... | 31 | 7 | 299 | 6 | 517,347 | 1,307 | 212,600 | 1,905,797 | .15 |
| Office and store furniture and equipment dealers..... | 28 | 17 | 203 | 4 | 431,897 | 1,325 | 359,650 | 2,243,619 | .18 |
| Store fixture dealers..... | 5 | 4 | 14 | 1 | 21,675 | 390 | 38,910 | 127,187 | .01 |
| Typewriter dealers..... | 22 | 12 | 103 | 1 | 176,728 | 50 | 81,370 | 671,322 | .05 |
| Opticians and optometrists..... | 46 | 40 | 57 | 0 | 108,554 | 576 | 110,330 | 680,611 | .06 |
| Sporting goods stores, including athletic and playground equipment: | | | | | | | | | |
| Sporting goods specialty stores..... | 47 | 46 | 89 | 23 | 132,404 | 3,618 | 347,450 | 1,337,462 | .11 |
| Sporting goods stores with toys and stationery..... | 20 | 20 | 17 | 20 | 20,119 | 2,356 | 93,630 | 260,569 | .02 |
| Scientific and medical instruments and supplies, at retail..... | 7 | 1 | 47 | | 72,664 | | 173,400 | 540,469 | .04 |
| Stationers and printers: | | | | | | | | | |
| Printers and lithographers..... | 9 | 10 | 10 | 4 | 20,333 | 997 | 4,140 | 77,640 | .01 |
| Stationers and engravers..... | 10 | 12 | 87 | 12 | 152,638 | 1,069 | 227,270 | 805,493 | .07 |
| Monuments and tombstones..... | 86 | 91 | 245 | 49 | 435,823 | 14,235 | 721,380 | 2,126,203 | .17 |
| Miscellaneous classifications (combined)..... | 724 | 704 | 1,269 | 227 | 1,582,709 | 49,715 | 2,050,140 | 11,941,665 | .97 |
| Secondhand stores¹..... | 180 | 208 | 228 | 60 | 303,583 | 16,185 | 445,140 | 1,943,052 | .16 |
| Tires, accessories, and parts (secondhand)..... | 44 | 42 | 99 | 20 | 131,515 | 5,406 | 132,259 | 687,679 | .06 |
| Furniture stores (secondhand)..... | 82 | 97 | 39 | 24 | 39,953 | 5,838 | 126,410 | 529,318 | .04 |
| Pawn shops (sales)..... | 9 | 11 | 6 | 3 | 12,133 | 1,320 | 59,870 | 148,240 | .01 |
| Clothing and shoe stores (secondhand)..... | 19 | 22 | 7 | 3 | 7,274 | 636 | 21,110 | 92,027 | .01 |
| Building materials and hardware stores (secondhand)..... | 7 | 6 | 45 | 1 | 58,223 | 315 | 44,520 | 156,914 | .01 |
| Other secondhand stores..... | 26 | 28 | 31 | 9 | 52,530 | 2,670 | 60,010 | 315,864 | .03 |

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 Includes some employees engaged in the cutting and storing of ice, the number and pay roll of which are not known.

CENSUS OF DISTRIBUTION

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

| KIND OF BUSINESS | Number of stores | Total pay roll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (includes rent) | Total operating expense per cent to total sales | 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 | Per cent of rent to sales in leased premises |
| All groups ¹ | 39,474 | \$121,077,470 | \$48,458,574 | \$167,534,044 | \$123,547,346 | 23.52 | 20,833 | \$26,403,957 | \$716,832,292 | 3.68 |
| Food group..... | 9,534 | 18,829,165 | 11,012,115 | 27,841,263 | 19,575,991 | 17.96 | 4,041 | 4,295,126 | 151,847,650 | 2.83 |
| Candy and confectionery stores: | | | | | | | | | | |
| Candy stores—nut stores ² | 64 | 84,470 | 45,288 | 129,758 | 131,579 | 34.29 | 51 | 71,733 | 739,951 | 0.69 |
| Confectionery stores (candy and fountain) ² | 1,252 | 772,541 | 1,109,384 | 1,881,925 | 1,302,929 | 30.80 | 631 | 514,991 | 6,322,439 | 8.15 |
| Dairy products stores: | | | | | | | | | | |
| Dairy products stores (including ice cream)..... | 59 | 512,681 | 51,171 | 563,852 | 484,477 | 19.88 | 25 | 19,669 | 3,275,200 | .60 |
| Egg and poultry dealers..... | 10 | 9,891 | 10,659 | 20,541 | 15,040 | 12.45 | 6 | 1,890 | 140,800 | 1.34 |
| Milk dealers..... | 139 | 2,559,063 | 210,084 | 3,169,147 | 3,028,192 | 31.39 | 33 | 15,114 | 1,354,440 | 1.12 |
| Delicatessen stores..... | 141 | 199,870 | 154,239 | 264,100 | 198,019 | 24.09 | 108 | 96,599 | 1,574,724 | 6.13 |
| Fruit stores and vegetable markets..... | 194 | 391,523 | 210,733 | 602,261 | 500,036 | 17.32 | 147 | 186,783 | 5,106,435 | 3.66 |
| Grocery stores (without meats)..... | 3,991 | 4,116,571 | 4,051,124 | 8,167,695 | 5,834,824 | 15.23 | 2,052 | 1,583,245 | 50,260,040 | 2.67 |
| Combination stores (groceries and meats): | | | | | | | | | | |
| Grocery stores with meats..... | 1,265 | 2,569,233 | 1,679,856 | 4,240,089 | 2,788,321 | 14.59 | 605 | 640,689 | 29,200,089 | 2.19 |
| Meat markets with groceries..... | 674 | 1,358,478 | 978,736 | 2,337,299 | 1,469,072 | 15.03 | 307 | 308,702 | 13,272,436 | 2.33 |
| Meat markets (including sea foods): | | | | | | | | | | |
| Fish markets—sea foods..... | 59 | 134,472 | 96,450 | 230,922 | 150,117 | 33.44 | 30 | 20,820 | 597,052 | 3.49 |
| Meat markets..... | 1,363 | 2,742,986 | 2,062,272 | 4,895,258 | 2,850,209 | 16.39 | 747 | 672,622 | 27,102,424 | 2.48 |
| Bakeries—bakery goods stores (except manufacturing bakeries) ² | 291 | 484,151 | 307,520 | 791,671 | 453,035 | 35.77 | 172 | 124,326 | 2,137,863 | 5.82 |
| Other food stores: | | | | | | | | | | |
| Coffee, tea, spices..... | 26 | 473,547 | 25,908 | 499,455 | 293,386 | 40.93 | 15 | 26,407 | 1,397,828 | 1.89 |
| General food stores..... | 10 | 7,869 | 7,020 | 14,889 | 4,723 | 46.37 | 5 | 1,336 | 30,766 | 4.34 |
| Bottled waters and beverages..... | 12 | 91,477 | 10,302 | 101,779 | 70,708 | 39.81 | 7 | 10,200 | 335,143 | 3.04 |
| General stores..... | 2,289 | 3,579,021 | 2,462,172 | 6,041,193 | 4,391,405 | 13.35 | 676 | 393,794 | 26,359,800 | 1.49 |
| General stores—groceries with apparel..... | 244 | 494,219 | 286,058 | 690,277 | 482,449 | 14.04 | 90 | 61,172 | 3,512,269 | 1.74 |
| General stores—groceries with dry goods..... | 927 | 1,131,674 | 968,626 | 2,109,300 | 1,578,509 | 13.80 | 320 | 180,877 | 10,864,021 | 1.66 |
| General stores—groceries with other merchandise..... | 1,117 | 2,013,128 | 1,207,488 | 3,250,616 | 2,329,447 | 13.00 | 266 | 151,746 | 11,683,613 | 1.27 |
| General merchandise group..... | 1,065 | 18,070,824 | 982,038 | 18,932,860 | 17,418,730 | 26.05 | 723 | 2,792,454 | 85,932,886 | 3.25 |
| Department stores: | | | | | | | | | | |
| With food departments..... | 37 | 6,136,256 | 14,063 | 6,150,259 | 5,328,483 | 27.53 | 17 | 217,485 | 18,379,252 | 1.18 |
| Without food departments..... | 106 | 7,604,492 | 29,762 | 7,634,254 | 6,804,891 | 27.60 | 80 | 815,907 | 31,868,663 | 2.56 |
| Dry goods stores..... | 377 | 1,132,545 | 427,896 | 1,560,441 | 1,315,634 | 26.67 | 233 | 307,269 | 8,544,991 | 4.30 |
| General merchandise stores: | | | | | | | | | | |
| With food departments..... | 122 | 848,736 | 138,567 | 987,303 | 802,139 | 16.39 | 51 | 65,802 | 5,435,208 | 1.21 |
| Without food departments..... | 119 | 352,534 | 93,258 | 445,792 | 456,253 | 22.98 | 70 | 103,375 | 2,444,667 | 4.23 |
| Army and Navy goods stores..... | 12 | 18,421 | 20,280 | 38,701 | 46,731 | 25.89 | 12 | 25,046 | 359,471 | 7.62 |
| Variety, 5-and-10, and to-a-dollar stores..... | 239 | 1,922,640 | 137,189 | 2,059,829 | -2,596,283 | 24.28 | 241 | 1,185,218 | 18,673,005 | 6.35 |
| Automotive group..... | 6,729 | 22,555,484 | 8,434,045 | 31,019,529 | 21,010,843 | 20.82 | 2,693 | 3,192,374 | 121,001,279 | 2.83 |
| Motor vehicle dealers: | | | | | | | | | | |
| Automobile sales rooms, new and trade-in..... | 1,694 | 13,657,993 | 2,767,065 | 16,425,058 | 12,585,045 | 18.05 | 778 | 1,445,222 | 83,341,350 | 1.73 |
| Used-car establishments..... | 87 | 279,518 | 143,075 | 422,593 | 399,075 | 24.49 | 65 | 96,007 | 2,593,795 | 3.70 |
| Automobile dealers with farm implements and machinery..... | 96 | 662,965 | 149,600 | 812,565 | 585,464 | 18.10 | 36 | 30,607 | 8,163,045 | .97 |
| Accessories, tires, and batteries: | | | | | | | | | | |
| Accessory stores with tires and batteries..... | 216 | 670,133 | 272,160 | 942,293 | 782,100 | 27.08 | 154 | 183,165 | 4,913,334 | 3.73 |
| Battery and ignition shops—brake repair shops..... | 138 | 409,361 | 219,159 | 628,511 | 358,071 | 41.62 | 105 | 89,614 | 1,875,599 | 4.78 |
| Tire shops (including tire repairs)..... | 233 | 551,302 | 323,356 | 870,658 | 592,650 | 30.57 | 151 | 140,674 | 3,448,229 | 4.03 |
| Filling stations: | | | | | | | | | | |
| Filling stations—gasoline and oil..... | 1,691 | 3,070,158 | 1,141,340 | 4,211,498 | 2,630,618 | 20.22 | 390 | 307,717 | 8,689,101 | 3.54 |
| Filling stations with tires and accessories..... | 527 | 550,724 | 600,600 | 1,151,324 | 712,577 | 18.88 | 229 | 203,110 | 4,712,191 | 4.31 |
| Filling stations with other merchandise..... | 557 | 239,493 | 536,400 | 775,893 | 399,375 | 22.40 | 113 | 85,769 | 1,545,486 | 5.55 |
| Motor cycles, bicycles, and supplies: | | | | | | | | | | |
| Motor-cycle dealers..... | 10 | 25,869 | 13,050 | 39,819 | 27,023 | 30.51 | 6 | 4,220 | 92,403 | 4.57 |
| Bicycles, motor cycles, and supplies stores..... | 7 | 9,247 | 9,736 | 18,983 | 9,554 | 33.78 | | | | |
| Bicycle shops (including repairs)..... | 32 | 12,847 | 41,545 | 54,392 | 27,733 | 43.98 | 18 | 9,296 | 119,483 | 7.78 |
| Garages and repair shops: | | | | | | | | | | |
| Body, fender, and paint shops..... | 73 | 361,477 | 125,818 | 487,295 | 149,099 | 65.47 | 44 | 35,557 | 595,003 | 5.97 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 1,311 | 1,980,712 | 2,002,325 | 3,983,037 | 1,652,278 | 41.90 | 570 | 511,714 | 5,991,533 | 8.54 |
| Parking stations, parking garages, and lots..... | 23 | 54,799 | 33,147 | 87,946 | 78,925 | 35.45 | 13 | 39,564 | 259,367 | 15.25 |
| Radiator shops (including repairs)..... | 22 | 30,617 | 38,360 | 68,977 | 25,029 | 66.92 | 18 | 7,428 | 112,293 | 6.61 |
| Boats (motor boats, yachts, canoes)..... | 11 | 15,151 | 11,388 | 27,007 | 15,151 | 24.30 | | | | |

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

² Undoubtedly this expense includes some production costs, especially pay roll of some employees engaged both in selling and in making candies and fancy baked goods.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| KIND OF BUSINESS | Number of stores | Total pay roll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (includes rent) | Total operating expense per cent to total sales | 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 | Per cent of rent to sales in leased premises |
| Apparel group | 2, 983 | \$11, 008, 566 | \$3, 794, 681 | \$14, 804, 237 | \$13, 789, 664 | 30. 73 | 2, 256 | \$5, 226, 119 | \$73, 707, 700 | 6. 50 |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | | |
| Men's and boys' clothing stores | 51 | 215, 477 | 50, 103 | 274, 580 | 396, 089 | 28. 84 | 37 | 153, 542 | 2, 087, 861 | 8. 79 |
| Men's and boys' hat stores | 5 | 22, 550 | 4, 448 | 26, 998 | 42, 530 | 37. 04 | 5 | 16, 630 | 187, 733 | 8. 86 |
| Men's furnishings stores | 140 | 321, 532 | 228, 883 | 550, 420 | 464, 477 | 32. 93 | 124 | 216, 715 | 2, 715, 369 | 7. 93 |
| Men's clothing and furnishings stores | 512 | 2, 260, 468 | 805, 396 | 3, 065, 864 | 2, 885, 609 | 27. 56 | 410 | 981, 603 | 18, 140, 693 | 5. 41 |
| Family clothing stores—men's, women's, and children's | 197 | 635, 547 | 261, 922 | 1, 097, 469 | 1, 200, 083 | 30. 64 | 143 | 334, 463 | 6, 045, 231 | 5. 53 |
| Women's ready-to-wear specialty stores—apparel and accessories | 389 | 3, 120, 442 | 409, 734 | 3, 530, 176 | 3, 750, 332 | 29. 06 | 329 | 1, 286, 803 | 22, 493, 746 | 5. 73 |
| Women's accessories stores: | | | | | | | | | | |
| Corset and lingerie shops | 28 | 25, 125 | 25, 532 | 53, 657 | 58, 279 | 36. 42 | 26 | 29, 914 | 301, 451 | 9. 92 |
| Furriers—fur shops | 79 | 433, 321 | 93, 800 | 533, 121 | 389, 568 | 28. 14 | 57 | 125, 542 | 2, 231, 078 | 5. 63 |
| Hosiery shops | 50 | 183, 595 | 27, 510 | 216, 105 | 92, 915 | 29. 45 | 42 | 48, 233 | 719, 976 | 6. 78 |
| Knit goods shops | 21 | 31, 460 | 10, 455 | 41, 915 | 67, 792 | 25. 22 | 13 | 22, 638 | 265, 704 | 8. 52 |
| Millinery stores | 426 | 587, 629 | 403, 546 | 991, 175 | 1, 064, 172 | 45. 34 | 318 | 656, 701 | 4, 171, 558 | 15. 74 |
| Costume accessories stores, including jewelry, bags, and gloves | 4 | 3, 505 | 3, 504 | 7, 009 | 7, 810 | (x) | | | | |
| Other apparel stores: | | | | | | | | | | |
| Children's specialty shops | 9 | 14, 110 | 7, 800 | 21, 916 | 33, 242 | 27. 08 | 9 | 17, 284 | 203, 680 | 8. 49 |
| Custom tailors | 235 | 955, 793 | 359, 605 | 1, 315, 398 | 493, 184 | 59. 55 | 171 | 195, 822 | 3, 033, 780 | 6. 45 |
| Dressmakers | 3 | 2, 380 | 2, 031 | 4, 411 | 2, 940 | (x) | | | | |
| Shoe stores: | | | | | | | | | | |
| Shoe stores—men's | 30 | 61, 250 | 37, 140 | 98, 390 | 112, 464 | 31. 99 | 22 | 64, 248 | 637, 244 | 10. 08 |
| Shoe stores—women's | 37 | 199, 989 | 11, 256 | 211, 245 | 253, 513 | 29. 35 | 37 | 131, 184 | 1, 583, 313 | 8. 29 |
| Family shoe stores—men's, women's, and children's | 734 | 1, 716, 201 | 1, 036, 296 | 2, 752, 497 | 2, 449, 452 | 29. 70 | 594 | 899, 096 | 14, 732, 919 | 6. 10 |
| Furniture and household group | 1, 632 | 8, 794, 209 | 2, 251, 141 | 11, 045, 350 | 9, 223, 746 | 31. 29 | 1, 022 | 1, 759, 831 | 42, 264, 055 | 4. 18 |
| Furniture stores: | | | | | | | | | | |
| Furniture stores | 374 | 3, 036, 152 | 528, 204 | 3, 564, 416 | 3, 730, 141 | 31. 33 | 250 | 733, 198 | 15, 701, 891 | 5. 05 |
| Furniture and undertaker | 311 | 671, 278 | 550, 188 | 1, 221, 466 | 1, 169, 766 | 26. 35 | 124 | 140, 033 | 3, 833, 239 | 3. 68 |
| Furniture and hardware stores | 63 | 194, 625 | 86, 144 | 280, 769 | 263, 808 | 23. 07 | 25 | 21, 370 | 1, 077, 443 | 1. 98 |
| Floor coverings, draperies, curtains, and upholstery stores: | | | | | | | | | | |
| Draperies, curtains, and upholstery stores | 21 | 49, 112 | 25, 050 | 74, 162 | 48, 077 | 43. 37 | 15 | 16, 078 | 208, 038 | 7. 73 |
| Floor coverings stores | 34 | 259, 744 | 47, 190 | 303, 934 | 201, 664 | 31. 11 | 25 | 62, 897 | 1, 476, 050 | 4. 26 |
| Household appliances stores: | | | | | | | | | | |
| Household appliances stores (electrical) | 129 | 1, 064, 358 | 78, 780 | 1, 143, 166 | 725, 987 | 31. 60 | 79 | 113, 299 | 2, 617, 213 | 4. 33 |
| Household appliances stores | 63 | 464, 835 | 15, 930 | 480, 825 | 355, 657 | 26. 91 | 30 | 20, 111 | 1, 127, 228 | 1. 78 |
| Refrigerator dealers—electric and gas | 12 | 90, 613 | 11, 768 | 103, 381 | 31, 546 | 20. 05 | 9 | 8, 853 | 569, 424 | 1. 55 |
| Other home furnishings and appliances stores: | | | | | | | | | | |
| Antique and used furniture dealers | 9 | 6, 066 | 5, 643 | 11, 709 | 15, 453 | 43. 94 | 5 | 6, 096 | 47, 381 | 12. 87 |
| Brushes and brooms | 7 | 127, 514 | 6, 288 | 133, 802 | 4, 683 | 51. 95 | 5 | 3, 180 | 263, 214 | 1. 21 |
| China, glassware, crockery, tinware, enamelware, and aluminum ware | 10 | 97, 873 | 23, 184 | 121, 057 | 98, 247 | 32. 03 | 10 | 31, 105 | 378, 790 | 8. 21 |
| Picture and framing stores | 17 | 41, 269 | 31, 743 | 73, 013 | 34, 479 | 54. 46 | 7 | 8, 919 | 61, 235 | 14. 57 |
| Stove and range dealers | 4 | 4, 776 | 4, 550 | 9, 326 | 3, 432 | (x) | | | | |
| Antique shops | 10 | 69, 734 | 20, 968 | 90, 702 | 50, 074 | 36. 17 | 7 | 15, 763 | 373, 569 | 4. 22 |
| Awnings, flags, banners, window shades, and tents | 11 | 38, 353 | 17, 640 | 56, 003 | 33, 799 | 40. 20 | 10 | 7, 262 | 216, 402 | 3. 56 |
| Interior decorators | 13 | 291, 259 | 16, 360 | 307, 619 | 180, 566 | 37. 14 | 9 | 40, 633 | 1, 237, 079 | 3. 28 |
| Lamp and shade shops | 4 | 7, 465 | 5, 598 | 12, 973 | 5, 124 | (x) | | | | |
| Radio and music stores: | | | | | | | | | | |
| Radio and electrical shops | 405 | 1, 540, 523 | 593, 723 | 2, 134, 251 | 1, 303, 860 | 33. 67 | 313 | 274, 985 | 8, 601, 856 | 3. 29 |
| Radio and musical instruments stores | 129 | 735, 557 | 182, 214 | 917, 771 | 978, 561 | 36. 09 | 92 | 191, 459 | 4, 327, 548 | 4. 42 |
| Restaurants, cafeterias, and eating places | 5, 981 | 6, 845, 023 | 5, 811, 305 | 12, 656, 328 | 7, 740, 848 | 41. 35 | 3, 358 | 3, 185, 639 | 34, 561, 955 | 9. 27 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | | |
| Cafeterias | 36 | 762, 304 | 19, 635 | 781, 939 | 682, 280 | 41. 59 | 32 | 194, 678 | 2, 988, 533 | 6. 51 |
| Lunch rooms | 1, 119 | 1, 150, 807 | 920, 970 | 2, 077, 777 | 1, 386, 467 | 39. 60 | 690 | 549, 990 | 6, 570, 146 | 8. 37 |
| Restaurants with table service | 967 | 3, 197, 575 | 927, 470 | 4, 125, 045 | 2, 461, 869 | 35. 24 | 684 | 873, 559 | 13, 303, 336 | 6. 57 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | | |
| Box lunches | 4 | 24, 733 | 1, 214 | 25, 947 | 17, 004 | (x) | | | | |
| Refreshment stands | 450 | 272, 670 | 351, 690 | 623, 760 | 451, 690 | 37. 31 | 221 | 197, 630 | 1, 558, 639 | 12. 70 |
| Fountain—lunches | 44 | 101, 978 | 39, 621 | 141, 599 | 127, 147 | 38. 59 | 31 | 47, 806 | 516, 780 | 9. 25 |
| Lunch counters | 226 | 264, 720 | 190, 750 | 455, 470 | 267, 919 | 38. 91 | 142 | 115, 724 | 1, 484, 581 | 7. 80 |
| Soft-drink stands | 3, 135 | 1, 064, 236 | 3, 360, 555 | 4, 424, 791 | 2, 447, 070 | 49. 84 | 1, 532 | 1, 265, 472 | 7, 804, 954 | 15. 42 |
| Lumber and building group | 1, 823 | 12, 387, 492 | 2, 101, 273 | 14, 488, 765 | 8, 917, 609 | 23. 88 | 974 | 553, 748 | 62, 535, 127 | 1. 05 |
| Lumber and building material dealers: | | | | | | | | | | |
| Lumber and building material dealers | 832 | 7, 143, 145 | 563, 040 | 7, 706, 188 | 6, 370, 657 | 18. 98 | 394 | 125, 799 | 36, 885, 599 | . 34 |
| Lumber and hardware | 82 | 263, 335 | 57, 162 | 310, 497 | 212, 045 | 18. 66 | 22 | 4, 056 | 1, 220, 853 | . 33 |
| Roofing | 74 | 347, 167 | 137, 060 | 484, 227 | 163, 851 | 43. 09 | 41 | 15, 637 | 709, 198 | 2. 20 |
| Dealers in any other single building material | 12 | 28, 274 | 12, 177 | 40, 451 | 14, 277 | 63. 62 | 5 | 2, 976 | 66, 965 | 4. 44 |
| Electrical shops (without radio) | 143 | 661, 671 | 265, 644 | 927, 315 | 321, 007 | 40. 81 | 82 | 50, 118 | 1, 900, 226 | 2. 56 |
| Heating and plumbing shops: | | | | | | | | | | |
| Heating appliances and oil burners | 110 | 860, 148 | 104, 859 | 965, 007 | 332, 755 | 43. 94 | 88 | 67, 772 | 2, 569, 037 | 2. 64 |
| Plumbing shops—heating and ventilating | 327 | 1, 691, 434 | 603, 991 | 2, 595, 425 | 899, 162 | 36. 97 | 173 | 104, 381 | 5, 693, 522 | 1. 33 |
| Paint and glass stores | 278 | 1, 102, 315 | 357, 840 | 1, 460, 155 | 605, 425 | 43. 01 | 169 | 183, 009 | 3, 429, 722 | 5. 34 |

CENSUS OF DISTRIBUTION

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

| KIND OF BUSINESS | Number of stores | Total pay roll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (includes rent) | Total operating expense per cent to total sales | 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 | Per cent of rent to sales in leased premises |
| Other retail stores..... | 7,270 | \$20,673,110 | \$9,496,732 | \$30,169,842 | \$21,171,767 | 25.90 | 4,081 | \$4,907,725 | \$121,260,557 | 4.05 |
| Hardware stores..... | 951 | 3,058,510 | 1,514,240 | 4,572,750 | 2,771,312 | 26.59 | 469 | 524,655 | 14,696,065 | 3.57 |
| Hardware and farm implement stores: | | | | | | | | | | |
| Farm implements, machinery, and equipment dealers..... | 330 | 438,751 | 458,502 | 897,343 | 581,022 | 17.24 | 140 | 57,594 | 4,353,484 | 1.32 |
| Farm implement dealers with hay, grain, and feed..... | 48 | 103,696 | 66,409 | 175,105 | 129,224 | 11.47 | 24 | 7,600 | 1,430,480 | 0.52 |
| Hardware and farm implement stores..... | 279 | 822,927 | 401,625 | 1,224,552 | 830,490 | 18.96 | 93 | 61,173 | 4,271,455 | 1.43 |
| Farmers' supplies: | | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 405 | 674,613 | 438,216 | 1,112,829 | 703,091 | 12.04 | 143 | 53,435 | 5,804,351 | 0.92 |
| Fertilizer stores..... | 4 | 1,374 | 1,240 | 2,614 | 6,624 | (x) | | | | |
| Harness shops..... | 174 | 143,591 | 278,100 | 421,691 | 203,228 | 56.02 | 67 | 32,206 | 694,615 | 4.64 |
| Irrigation and drainage equipment and supplies (retail)..... | 5 | 21,578 | 7,194 | 28,772 | 9,084 | 40.71 | | | | |
| Farmers' supply stores..... | 13 | 16,022 | 16,432 | 32,454 | 21,344 | 19.63 | 4 | 1,551 | 133,884 | 1.16 |
| Seed, bulbs, and nursery stock..... | 31 | 219,213 | 33,450 | 252,663 | 164,144 | 30.40 | 11 | 7,903 | 714,623 | 1.11 |
| Cooperage—barrels, boxes, crates, casks..... | 4 | 2,600 | 1,300 | 3,900 | 2,074 | (x) | | | | |
| Coal and feed stores..... | 137 | 446,831 | 160,146 | 606,977 | 498,029 | 11.50 | 60 | 14,965 | 4,694,008 | 0.32 |
| Grain elevators (sales at retail)..... | 20 | 42,732 | 22,980 | 65,712 | 85,051 | 12.13 | 10 | 1,708 | 571,828 | 0.31 |
| Feed stores with groceries..... | 110 | 139,145 | 119,682 | 258,827 | 167,986 | 12.32 | 24 | 13,000 | 885,823 | 1.54 |
| Book stores..... | 52 | 230,161 | 64,631 | 294,792 | 204,020 | 29.85 | 39 | 77,342 | 1,384,452 | 5.59 |
| Cigar stores and cigar stands: | | | | | | | | | | |
| Cigar stores with fountains..... | 26 | 38,510 | 33,348 | 71,858 | 49,074 | 28.74 | 17 | 22,340 | 319,275 | 7.00 |
| Cigar stands..... | 519 | 480,261 | 533,463 | 983,724 | 729,169 | 38.70 | 314 | 328,403 | 2,994,387 | 10.97 |
| Cigar stores without fountains..... | 193 | 189,103 | 210,574 | 399,677 | 320,102 | 28.72 | 147 | 191,513 | 2,063,820 | 9.28 |
| Coal and wood yards—ice dealers: | | | | | | | | | | |
| Coal and wood yards..... | 359 | 2,841,313 | 517,353 | 3,358,666 | 2,671,893 | 23.47 | 157 | 122,187 | 15,791,202 | 0.77 |
| Ice dealers ¹ | 73 | 312,261 | 88,232 | 400,493 | 202,069 | 68.98 | 20 | 14,992 | 360,295 | 4.09 |
| Drug stores: | | | | | | | | | | |
| Drug stores..... | 504 | 1,030,250 | 674,912 | 1,705,168 | 1,185,042 | 26.50 | 325 | 360,100 | 7,546,042 | 4.77 |
| Drug stores with fountains..... | 788 | 2,638,181 | 934,416 | 3,602,597 | 2,936,717 | 26.05 | 568 | 1,151,174 | 20,518,403 | 5.61 |
| Florists..... | 221 | 724,610 | 200,645 | 1,015,256 | 777,330 | 45.14 | 128 | 204,049 | 2,770,140 | 7.37 |
| Gifts—novelties and toys—cameras: | | | | | | | | | | |
| Toy shops..... | 9 | 39,897 | 8,016 | 47,913 | 43,036 | 39.62 | 3 | 4,225 | 43,631 | 0.68 |
| Art and gift shops..... | 68 | 55,057 | 78,933 | 133,990 | 112,759 | 41.96 | 56 | 51,491 | 488,235 | 10.55 |
| Novelty and souvenir shops..... | 45 | 42,386 | 37,338 | 79,724 | 66,979 | 34.82 | 31 | 28,069 | 325,359 | 8.81 |
| Camera dealers—photographic supplies..... | 30 | 157,393 | 31,174 | 188,567 | 123,688 | 39.72 | 23 | 27,110 | 645,471 | 4.20 |
| Jewelry stores: | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 17 | 230,872 | 7,704 | 238,576 | 302,921 | 45.03 | 15 | 98,653 | 1,084,351 | 9.09 |
| Jewelry stores..... | 602 | 1,274,423 | 983,125 | 2,257,548 | 1,524,659 | 38.91 | 417 | 522,062 | 7,748,912 | 6.74 |
| Luggage and leather goods stores..... | 41 | 64,157 | 46,474 | 110,631 | 129,402 | 28.58 | 30 | 66,208 | 686,569 | 9.64 |
| Music stores (without radio)..... | 59 | 101,232 | 76,419 | 177,642 | 117,097 | 41.04 | 37 | 42,091 | 567,949 | 7.41 |
| News dealers..... | 92 | 238,941 | 44,484 | 283,425 | 204,111 | 28.91 | 76 | 94,165 | 1,247,701 | 7.55 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | | |
| Office and school supplies..... | 25 | 173,032 | 24,534 | 197,566 | 138,982 | 34.10 | 22 | 47,544 | 901,941 | 4.94 |
| Office and store mechanical appliance dealers (retail)..... | 31 | 517,347 | 13,426 | 530,773 | 168,071 | 36.67 | 24 | 42,002 | 1,895,841 | 2.22 |
| Office and store furniture and equipment dealers..... | 28 | 431,897 | 36,057 | 467,954 | 281,709 | 33.34 | 22 | 78,888 | 2,076,870 | 3.80 |
| Store fixture dealers..... | 5 | 21,675 | 6,198 | 27,873 | 16,195 | 34.58 | 4 | 5,203 | 100,776 | 5.10 |
| Typewriter dealers..... | 22 | 176,728 | 29,580 | 206,308 | 93,236 | 43.28 | 22 | 19,096 | 671,322 | 2.84 |
| Opticians and optometrists..... | 46 | 108,554 | 75,760 | 184,314 | 146,405 | 47.89 | 45 | 76,193 | 675,611 | 11.28 |
| Sporting goods stores, including athletic and playground equipment: | | | | | | | | | | |
| Sporting goods specialty stores..... | 47 | 132,404 | 66,424 | 198,828 | 140,588 | 25.38 | 31 | 53,839 | 1,102,731 | 4.88 |
| Sporting goods with toys and stationery..... | 20 | 20,119 | 20,860 | 40,979 | 34,696 | 29.04 | 13 | 12,120 | 158,838 | 7.63 |
| Scientific and medical instruments and supplies, at retail..... | 7 | 73,664 | 1,546 | 75,210 | 99,239 | 32.09 | 4 | 17,032 | 231,110 | X |
| Stationers and printers: | | | | | | | | | | |
| Printers and lithographers..... | 9 | 20,333 | 19,340 | 39,673 | 11,038 | 65.32 | 3 | 960 | 24,458 | 3.93 |
| Stationers and engravers..... | 10 | 152,638 | 20,904 | 173,542 | 117,968 | 36.17 | 7 | 27,057 | 761,190 | 3.55 |
| Monuments and tomb stones..... | 86 | 435,823 | 158,522 | 594,345 | 321,233 | 43.06 | 25 | 17,027 | 657,473 | 2.59 |
| Miscellaneous classifications (combined)..... | 724 | 1,582,709 | 850,432 | 2,433,141 | 1,639,087 | (x) | 356 | 326,078 | 7,036,505 | (x) |
| Secondhand stores..... | 189 | 368,583 | 231,074 | 599,657 | 316,745 | 43.82 | 121 | 97,147 | 961,284 | 10.16 |

¹ Includes some employees engaged in the cutting and storing of ice, the number and pay roll of which are not known.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 3.—THE STATE—SEASONAL EMPLOYMENT CHARACTERISTICS

| KIND OF BUSINESS | Number of stores reporting seasonal variation data | Total employees (full-time and part-time) | | Part-time employees (included in total column) | | Proprietors and firm members (not on pay roll) | | SEASONAL VARIATION IN EMPLOYMENT | | | | | | | |
|---|--|---|----------|--|----------|--|----------|--|---------|---------|---------|---|---------|---------|---------|
| | | Men | Women | Men | Women | Men | Women | Ratios at specified dates (total full-time and part-time employees) 100 per cent represents year's average | | | | Proportion of part-time employees to total employees (ratio of part-time employees at specified dates to total full-time and part-time employees at same dates) | | | |
| | | Per cent | Per cent | Per cent | Per cent | Per cent | Per cent | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 |
| All groups ¹ | 26,373 | 67 | 33 | 60 | 40 | 92 | 8 | 97 | 100 | 100 | 103 | 15 | 15 | 16 | 17 |
| Food group..... | 5,645 | 68 | 32 | 49 | 51 | 91 | 9 | 98 | 102 | 100 | 100 | 22 | 23 | 23 | 23 |
| Candy and confectionery stores: | | | | | | | | | | | | | | | |
| Candy stores—nut stores..... | 36 | 34 | 66 | 56 | 44 | 94 | 6 | 98 | 100 | 100 | 102 | 10 | 10 | 10 | 13 |
| Confectionery stores (candy and fountain)..... | 598 | 36 | 64 | 42 | 58 | 85 | 15 | 95 | 109 | 101 | 95 | 34 | 37 | 36 | 34 |
| Dairy products stores: | | | | | | | | | | | | | | | |
| Dairy products stores (including ice cream)..... | 36 | 90 | 10 | 62 | 38 | 100 | ----- | 95 | 103 | 104 | 98 | 2 | 4 | 7 | 4 |
| Egg and poultry dealers..... | 6 | 90 | 10 | 100 | ----- | 100 | ----- | 93 | 103 | 102 | 102 | 10 | 18 | 18 | 18 |
| Milk dealers..... | 91 | 93 | 7 | 95 | 5 | 96 | 4 | 99 | 101 | 101 | 99 | 1 | 1 | 1 | 1 |
| Delicatessen stores..... | 74 | 24 | 76 | 20 | 80 | 63 | 32 | 99 | 98 | 101 | 102 | 32 | 31 | 32 | 33 |
| Fruit stores and vegetable markets..... | 138 | 49 | 51 | 37 | 63 | 94 | 6 | 97 | 106 | 101 | 96 | 35 | 35 | 34 | 35 |
| Grocery stores (without meats)..... | 2,082 | 55 | 45 | 30 | 64 | 88 | 12 | 98 | 101 | 99 | 102 | 31 | 31 | 31 | 32 |
| Combination stores (groceries and meats): | | | | | | | | | | | | | | | |
| Grocery stores with meats..... | 844 | 72 | 28 | 55 | 45 | 94 | 6 | 98 | 101 | 101 | 100 | 24 | 25 | 25 | 25 |
| Meat markets with groceries..... | 482 | 86 | 14 | 86 | 14 | 96 | 4 | 98 | 103 | 100 | 99 | 21 | 22 | 22 | 21 |
| Meat markets (including sea foods): | | | | | | | | | | | | | | | |
| Fish markets—sea foods..... | 36 | 79 | 21 | 50 | 50 | 95 | 5 | 102 | 98 | 99 | 101 | 12 | 13 | 12 | 11 |
| Meat markets..... | 978 | 90 | 10 | 88 | 12 | 98 | 2 | 99 | 101 | 100 | 100 | 18 | 19 | 18 | 18 |
| Bakeries—bakery goods stores (except manufacturing bakeries)..... | 211 | 50 | 50 | 29 | 71 | 89 | 11 | 97 | 102 | 102 | 99 | 16 | 17 | 18 | 17 |
| Other food stores: | | | | | | | | | | | | | | | |
| Coffee, tea, spices..... | 19 | 78 | 22 | 62 | 38 | 78 | 22 | 90 | 103 | 100 | 101 | 3 | 3 | 3 | 4 |
| General food stores..... | 4 | 19 | 81 | ----- | ----- | 76 | 25 | 48 | 152 | 162 | 38 | ----- | ----- | ----- | ----- |
| Bottled waters and beverages..... | 9 | 75 | 25 | 50 | 50 | 100 | ----- | 101 | 103 | 97 | 99 | 2 | 4 | 2 | 2 |
| General stores..... | 1,543 | 55 | 45 | 51 | 49 | 92 | 8 | 97 | 101 | 101 | 101 | 16 | 18 | 18 | 19 |
| General stores—groceries with apparel..... | 159 | 51 | 49 | 44 | 56 | 91 | 9 | 97 | 101 | 101 | 101 | 18 | 19 | 18 | 19 |
| General stores—groceries with dry goods..... | 612 | 50 | 50 | 48 | 52 | 92 | 8 | 97 | 101 | 100 | 102 | 17 | 19 | 19 | 20 |
| General stores—groceries with other merchandise..... | 775 | 58 | 42 | 55 | 45 | 92 | 8 | 97 | 101 | 101 | 101 | 16 | 17 | 17 | 18 |
| General merchandise group..... | 819 | 31 | 69 | 19 | 81 | 84 | 16 | 93 | 91 | 97 | 119 | 13 | 14 | 15 | 20 |
| Department stores: | | | | | | | | | | | | | | | |
| With food departments..... | 36 | 36 | 64 | 18 | 82 | 82 | 18 | 95 | 87 | 98 | 120 | 5 | 6 | 6 | 8 |
| Without food departments..... | 97 | 32 | 68 | 23 | 77 | 95 | 5 | 91 | 90 | 95 | 124 | 16 | 17 | 19 | 24 |
| Dry-goods stores..... | 249 | 18 | 82 | 12 | 88 | 77 | 23 | 96 | 97 | 98 | 109 | 17 | 18 | 19 | 24 |
| General merchandise stores: | | | | | | | | | | | | | | | |
| With food departments..... | 107 | 57 | 43 | 49 | 51 | 93 | 7 | 99 | 100 | 101 | 100 | 13 | 14 | 14 | 15 |
| Without food departments..... | 81 | 37 | 63 | 33 | 67 | 92 | 8 | 90 | 94 | 101 | 115 | 25 | 24 | 27 | 35 |
| Army and Navy goods stores..... | 10 | 68 | 32 | 50 | 50 | 100 | ----- | 105 | 110 | 90 | 95 | 50 | 67 | 47 | 50 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 236 | 16 | 84 | 4 | 96 | 86 | 15 | 92 | 93 | 96 | 119 | 20 | 19 | 21 | 32 |
| Automotive group..... | 5,012 | 93 | 7 | 93 | 7 | 98 | 2 | 98 | 106 | 101 | 95 | 10 | 12 | 11 | 9 |
| Motor vehicle dealers: | | | | | | | | | | | | | | | |
| Automobile sales rooms—new and trade-in..... | 1,552 | 93 | 7 | 91 | 9 | 98 | 2 | 99 | 105 | 100 | 90 | 6 | 6 | 6 | 5 |
| Used-car establishments..... | 70 | 95 | 5 | 87 | 13 | 98 | 2 | 93 | 108 | 106 | 93 | 11 | 22 | 21 | 10 |
| Automobile dealers with farm implements and machinery..... | 92 | 94 | 6 | 98 | 2 | 98 | 2 | 100 | 103 | 101 | 96 | 9 | 10 | 10 | 8 |
| Accessories, tires, and batteries: | | | | | | | | | | | | | | | |
| Accessory stores with tires and batteries..... | 158 | 90 | 10 | 82 | 18 | 98 | 2 | 98 | 101 | 102 | 99 | 9 | 9 | 11 | 10 |
| Battery and ignition shops—brake repair shops..... | 101 | 89 | 11 | 92 | 8 | 99 | 1 | 97 | 97 | 102 | 104 | 12 | 12 | 14 | 14 |
| Tire shops (including tire repairs)..... | 166 | 92 | 8 | 93 | 7 | 99 | 1 | 94 | 107 | 103 | 96 | 9 | 15 | 13 | 11 |
| Filling stations: | | | | | | | | | | | | | | | |
| Filling stations—gasoline and oil..... | 1,330 | 97 | 3 | 95 | 5 | 98 | 2 | 96 | 105 | 102 | 97 | 11 | 14 | 17 | 11 |
| Filling stations with tires and accessories..... | 371 | 97 | 3 | 98 | 2 | 99 | 1 | 95 | 107 | 102 | 96 | 31 | 36 | 33 | 31 |
| Filling stations with other merchandise..... | 215 | 80 | 20 | 79 | 21 | 92 | 8 | 92 | 135 | 93 | 80 | 36 | 41 | 42 | 39 |
| Motor cycles, bicycles, and supplies: | | | | | | | | | | | | | | | |
| Motor cycle dealers..... | 6 | 95 | 5 | 67 | 33 | 100 | ----- | 98 | 98 | 102 | 102 | 10 | 10 | 14 | 14 |
| Bicycles, motorcycles, and supplies stores..... | 5 | 100 | ----- | 100 | ----- | 100 | ----- | 103 | 103 | 103 | 91 | 22 | 22 | 22 | 25 |
| Bicycle shops..... | 14 | 100 | ----- | 100 | ----- | 92 | 8 | 91 | 97 | 103 | 109 | 47 | 44 | 47 | 50 |
| Garages and repair shops: | | | | | | | | | | | | | | | |
| Body, fender, and paint shops..... | 55 | 96 | 4 | 94 | 6 | 98 | 2 | 99 | 109 | 98 | 94 | 6 | 7 | 7 | 3 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 838 | 95 | 5 | 97 | 3 | 99 | 1 | 97 | 107 | 102 | 94 | 17 | 21 | 18 | 17 |
| Parking stations, parking garages, and lots..... | 19 | 100 | ----- | 100 | ----- | 95 | 5 | 97 | 99 | 103 | 101 | 13 | 13 | 12 | 12 |
| Radiator shops (including repairs)..... | 12 | 100 | ----- | 100 | ----- | 100 | ----- | 92 | 92 | 92 | 124 | 5 | 5 | 5 | 19 |
| Boats (motor boats, yachts, canoes)..... | 7 | 95 | 5 | 86 | 14 | 89 | 11 | 121 | 101 | 96 | 82 | 56 | 29 | 30 | 18 |

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

CENSUS OF DISTRIBUTION

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

| KIND OF BUSINESS | Number of stores reporting seasonal variation data | Total employees (full-time and part-time) | | Part-time employees (included in total column) | | Proprietors and firm members (not on pay roll) | | SEASONAL VARIATION IN EMPLOYMENT | | | | | | | | |
|---|--|---|-------------|--|-------------|--|-------------|--|-------------|--------------|--------------|---|-------------|-------------|-------------|--|
| | | Men | Women | Men | Women | Men | Women | Ratios at specified dates (total full-time and part-time employees) 100 per cent represents year's average | | | | Proportion of part-time employees to total employees (ratio of part-time employees at specified dates to total full-time and part-time employees at same dates) | | | | |
| | | Per cent 50 | Per cent 50 | Per cent 53 | Per cent 47 | Per cent 77 | Per cent 23 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | |
| Apparel group | 2,064 | | | | | | | Per cent 100 | Per cent 85 | Per cent 103 | Per cent 102 | Per cent 20 | Per cent 18 | Per cent 20 | Per cent 21 | |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | | | | | | | | |
| Men's and boys' clothing stores..... | 39 | 91 | 9 | 82 | 18 | 100 | 100 | 103 | 91 | 103 | 103 | 21 | 17 | 23 | 25 | |
| Men's and boys' hat stores..... | 4 | 85 | 15 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 17 | 8 | 17 | 17 | |
| Men's furnishings stores..... | 102 | 89 | 11 | 89 | 11 | 95 | 5 | 96 | 93 | 98 | 113 | 20 | 25 | 27 | 35 | |
| Men's clothing and furnishings stores..... | 411 | 86 | 14 | 89 | 11 | 97 | 3 | 99 | 97 | 98 | 106 | 21 | 19 | 20 | 25 | |
| Family clothing stores—men's, women's, and children's..... | 149 | 51 | 49 | 29 | 71 | 91 | 9 | 99 | 95 | 101 | 105 | 15 | 14 | 16 | 17 | |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 325 | 10 | 90 | 9 | 91 | 48 | 52 | 101 | 94 | 104 | 101 | 17 | 15 | 17 | 17 | |
| Women's accessories stores: | | | | | | | | | | | | | | | | |
| Corset and lingerie shops..... | 17 | 100 | | 100 | 25 | 75 | 95 | 91 | 105 | 100 | 22 | 19 | 27 | 26 | | |
| Furriers—fur shops..... | 65 | 47 | 53 | 33 | 67 | 94 | 6 | 83 | 95 | 113 | 109 | 5 | 8 | 11 | 10 | |
| Hosiery shops..... | 24 | 46 | 54 | 23 | 77 | 69 | 31 | 97 | 97 | 98 | 108 | 20 | 19 | 20 | 23 | |
| Knit goods shops..... | 15 | 43 | 57 | 12 | 88 | 88 | 12 | 96 | 98 | 106 | 100 | 27 | 26 | 22 | 25 | |
| Millinery stores..... | 252 | 4 | 96 | 2 | 98 | 20 | 80 | 113 | 87 | 113 | 87 | 23 | 21 | 21 | 21 | |
| Other apparel stores: | | | | | | | | | | | | | | | | |
| Children's specialty stores..... | 8 | 6 | 94 | 12 | 88 | 67 | 33 | 103 | 91 | 103 | 103 | 41 | 40 | 41 | 41 | |
| Custom tailors..... | 155 | 82 | 18 | 87 | 13 | 95 | 5 | 99 | 99 | 102 | 100 | 7 | 8 | 8 | 8 | |
| Shoe stores: | | | | | | | | | | | | | | | | |
| Shoe stores—men's..... | 17 | 98 | 2 | 100 | 100 | 100 | 100 | 107 | 94 | 98 | 101 | 40 | 43 | 39 | 38 | |
| Shoe stores—women's..... | 27 | 82 | 18 | 81 | 19 | 100 | 100 | 105 | 92 | 105 | 98 | 36 | 28 | 36 | 31 | |
| Family shoe stores—men's, women's, and children's..... | 471 | 82 | 18 | 83 | 17 | 97 | 3 | 99 | 99 | 99 | 103 | 29 | 29 | 28 | 31 | |
| Furniture and household group | 1,236 | 80 | 20 | 80 | 20 | 95 | 5 | 98 | 99 | 101 | 102 | 9 | 9 | 10 | 11 | |
| Furniture stores: | | | | | | | | | | | | | | | | |
| Furniture stores..... | 275 | 79 | 21 | 75 | 25 | 95 | 5 | 99 | 96 | 102 | 103 | 7 | 6 | 9 | 10 | |
| Furniture and undertaker..... | 244 | 86 | 14 | 87 | 13 | 94 | 6 | 99 | 99 | 100 | 102 | 22 | 24 | 24 | 26 | |
| Furniture and hardware stores..... | 55 | 80 | 14 | 82 | 18 | 96 | 4 | 99 | 99 | 104 | 98 | 5 | 5 | 8 | 8 | |
| Floor coverings, draperies, curtains, and upholstery stores: | | | | | | | | | | | | | | | | |
| Draperies, curtains, and upholstery stores..... | 19 | 64 | 36 | 62 | 8 | 89 | 11 | 95 | 99 | 100 | 106 | 17 | 20 | 22 | 21 | |
| Floor coverings stores..... | 25 | 84 | 16 | 78 | 22 | 93 | 7 | 91 | 108 | 110 | 91 | 6 | 4 | 5 | 5 | |
| Household appliances stores: | | | | | | | | | | | | | | | | |
| Household appliances stores (electrical)..... | 109 | 73 | 27 | 48 | 52 | 100 | 100 | 98 | 100 | 100 | 102 | 4 | 5 | 5 | 4 | |
| Household appliances stores..... | 56 | 86 | 14 | 71 | 29 | 100 | 100 | 101 | 100 | 99 | 100 | 9 | 10 | 10 | 9 | |
| Refrigerator dealers—electric only..... | 9 | 86 | 14 | 100 | 100 | 100 | 100 | 98 | 104 | 99 | 99 | 2 | 7 | 3 | 2 | |
| Other home furnishings and appliances stores: | | | | | | | | | | | | | | | | |
| Antique and used furniture..... | 4 | 75 | 25 | 67 | 33 | 80 | 20 | 106 | 82 | 130 | 82 | 58 | 30 | 56 | 30 | |
| Brushes and brooms..... | 4 | 100 | | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 2 | 2 | 2 | 2 | |
| China, glassware, crockery, tinware, enamelware..... | 11 | 40 | 60 | 20 | 80 | 83 | 17 | 92 | 93 | 93 | 122 | 12 | 14 | 8 | 28 | |
| Picture and framing stores..... | 9 | 59 | 41 | 40 | 60 | 71 | 29 | 99 | 92 | 106 | 106 | 7 | 8 | 20 | 20 | |
| Antique shops..... | 5 | 72 | 28 | 60 | 40 | 33 | 67 | 100 | 100 | 100 | 100 | 10 | 16 | 10 | 16 | |
| Awnings, flags, banners, window shades, and tents..... | 9 | 70 | 30 | 100 | 100 | 100 | 100 | 101 | 126 | 94 | 79 | 3 | 8 | 10 | 8 | |
| Interior decorators..... | 13 | 48 | 52 | 50 | 50 | 38 | 62 | 101 | 98 | 104 | 97 | 1 | 1 | 1 | 1 | |
| Radio and music stores: | | | | | | | | | | | | | | | | |
| Radio and electrical shops..... | 252 | 88 | 12 | 92 | 8 | 98 | 2 | 94 | 99 | 104 | 103 | 11 | 12 | 12 | 12 | |
| Radio and musical instruments stores..... | 100 | 69 | 31 | 81 | 19 | 94 | 6 | 99 | 98 | 101 | 102 | 8 | 8 | 7 | 7 | |
| Restaurants, cafeterias, and eating places | 2,931 | 49 | 51 | 60 | 40 | 87 | 13 | 95 | 109 | 101 | 95 | 18 | 17 | 18 | 17 | |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | | | | | | | | |
| Cafeterias..... | 36 | 49 | 51 | 67 | 33 | 72 | 28 | 98 | 101 | 102 | 99 | 11 | 10 | 13 | 13 | |
| Lunch rooms..... | 690 | 44 | 56 | 53 | 47 | 80 | 14 | 95 | 109 | 102 | 94 | 18 | 20 | 19 | 18 | |
| Restaurants with table service..... | 882 | 36 | 64 | 50 | 50 | 80 | 20 | 95 | 108 | 102 | 95 | 15 | 15 | 16 | 15 | |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | | | | | | | | |
| Refreshment stands..... | 209 | 74 | 26 | 81 | 19 | 94 | 6 | 75 | 160 | 84 | 75 | 22 | 19 | 21 | 22 | |
| Fountain—lunches..... | 38 | 34 | 66 | 50 | 50 | 80 | 20 | 96 | 98 | 103 | 103 | 20 | 21 | 25 | 21 | |
| Lunch counters..... | 131 | 65 | 32 | 52 | 48 | 90 | 10 | 95 | 116 | 97 | 92 | 19 | 23 | 20 | 19 | |
| Soft-drink stands..... | 943 | 88 | 12 | 85 | 15 | 93 | 7 | 95 | 104 | 101 | 100 | 22 | 25 | 24 | 23 | |
| Lumber and building group | 1,640 | 93 | 7 | 96 | 4 | 87 | 3 | 95 | 103 | 105 | 97 | 9 | 11 | 11 | 9 | |
| Lumber and building material dealers: | | | | | | | | | | | | | | | | |
| Lumber and building material dealers..... | 794 | 94 | 6 | 96 | 4 | 95 | 5 | 96 | 101 | 102 | 101 | 9 | 10 | 10 | 8 | |
| Lumber and hardware..... | 59 | 92 | 8 | 100 | 100 | 98 | 2 | 96 | 100 | 104 | 91 | 13 | 17 | 11 | 10 | |
| Roofing..... | 61 | 95 | 5 | 100 | 100 | 100 | 100 | 90 | 105 | 114 | 91 | 8 | 12 | 12 | 7 | |
| Dealers in any other single building material..... | 6 | 100 | | 100 | 100 | 86 | 14 | 82 | 142 | 94 | 82 | 57 | 50 | 50 | 57 | |
| Electrical shops (without radio)..... | 113 | 89 | 11 | 94 | 6 | 98 | 2 | 93 | 103 | 105 | 99 | 10 | 11 | 12 | 10 | |
| Heating and plumbing shops: | | | | | | | | | | | | | | | | |
| Heating appliances and oil burners..... | 98 | 91 | 9 | 95 | 5 | 98 | 2 | 82 | 104 | 122 | 92 | 5 | 4 | 4 | 6 | |
| Plumbing shops—heating and ventilating..... | 303 | 91 | 9 | 98 | 2 | 98 | 2 | 91 | 104 | 109 | 96 | 12 | 14 | 14 | 12 | |
| Paint and glass stores..... | 210 | 90 | 10 | 86 | 14 | 96 | 4 | 108 | 113 | 101 | 78 | 9 | 9 | 8 | 8 | |

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| KIND OF BUSINESS | Number of stores reporting seasonal variation data | Total employees (full-time and part-time) | | Part-time employees (included in total column) | | Proprietors and firm members (not on pay roll) | | SEASONAL VARIATION IN EMPLOYMENT | | | | | | | |
|--|--|---|----------|--|----------|--|----------|--|---------|---------|---------|---|---------|---------|---------|
| | | Men | Women | Men | Women | Men | Women | Ratios at specified dates (total full-time and part-time employees) 100 per cent represents year's average | | | | Proportion of part-time employees to total employees (ratio of part-time employees at specified dates to total full-time and part-time employees at same dates) | | | |
| | | Per cent | Per cent | Per cent | Per cent | Per cent | Per cent | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 |
| Other retail stores..... | 5,346 | 79 | 21 | 80 | 20 | 94 | 6 | 98 | 98 | 100 | 104 | 18 | 17 | 17 | 20 |
| Hardware stores..... | 731 | 88 | 12 | 88 | 12 | 96 | 4 | 96 | 103 | 102 | 99 | 12 | 14 | 14 | 12 |
| Hardware and farm implement stores: | | | | | | | | | | | | | | | |
| Farm implements, machinery, and equipment dealers..... | 251 | 95 | 5 | 93 | 7 | 98 | 2 | 102 | 111 | 99 | 88 | 29 | 29 | 24 | 22 |
| Farm implement dealers with hay, grain, and feed..... | 42 | 88 | 12 | 88 | 12 | 100 | ----- | 103 | 102 | 100 | 95 | 20 | 23 | 20 | 21 |
| Hardware and farm implement stores..... | 238 | 93 | 7 | 94 | 6 | 93 | 2 | 98 | 105 | 100 | 97 | 13 | 15 | 11 | 11 |
| Farmers' supplies: | | | | | | | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 330 | 95 | 5 | 97 | 3 | 97 | 3 | 97 | 96 | 104 | 103 | 17 | 17 | 20 | 20 |
| Fertilizer stores..... | 4 | 50 | 50 | 100 | ----- | 100 | ----- | 124 | 93 | 92 | 92 | 50 | 33 | 33 | 33 |
| Harness shops..... | 52 | 81 | 19 | 100 | ----- | 100 | 4 | 132 | 97 | 87 | 84 | 17 | 16 | 17 | 16 |
| Irrigation and drainage equipment and supplies..... | 4 | 89 | 11 | ----- | ----- | 100 | ----- | 100 | 100 | 100 | 100 | ----- | ----- | ----- | ----- |
| Farmers' supplies..... | 9 | 79 | 21 | 67 | 33 | 100 | ----- | 100 | 106 | 109 | 94 | 25 | 29 | 31 | 33 |
| Seeds, bulbs, and nursery stock..... | 21 | 75 | 25 | 45 | 55 | 95 | 5 | 148 | 91 | 86 | 75 | 19 | 28 | 18 | 25 |
| Coal and feed stores..... | 130 | 93 | 7 | 97 | 3 | 97 | 3 | 96 | 96 | 103 | 105 | 19 | 19 | 22 | 23 |
| Grain elevators (sales at retail)..... | 18 | 90 | 10 | 88 | 12 | 94 | 6 | 101 | 89 | 104 | 106 | 19 | 14 | 21 | 23 |
| Feed stores with groceries..... | 68 | 66 | 34 | 74 | 26 | 91 | 9 | 96 | 102 | 102 | 100 | 14 | 15 | 15 | 15 |
| Bookstores..... | 46 | 45 | 55 | 31 | 69 | 74 | 26 | 85 | 91 | 97 | 124 | 10 | 11 | 14 | 21 |
| Cigar stores and cigar stands: | | | | | | | | | | | | | | | |
| Cigar stores with fountains..... | 18 | 84 | 16 | 83 | 17 | 100 | ----- | 95 | 100 | 101 | 101 | 16 | 18 | 16 | 18 |
| Cigar stands..... | 340 | 91 | 9 | 94 | 6 | 96 | 4 | 102 | 85 | 105 | 107 | 48 | 42 | 47 | 47 |
| Cigar stores without fountains..... | 100 | 78 | 22 | 77 | 23 | 100 | ----- | 101 | 99 | 100 | 100 | 25 | 25 | 25 | 25 |
| Coal and wood yards—ice dealers: | | | | | | | | | | | | | | | |
| Coal and wood yards..... | 324 | 93 | 7 | 98 | 2 | 96 | 4 | 93 | 91 | 106 | 110 | 11 | 9 | 12 | 14 |
| Ice dealers..... | 70 | 99 | 1 | 99 | 1 | 99 | 1 | 83 | 86 | 67 | 164 | 40 | 21 | 17 | 52 |
| Drug stores: | | | | | | | | | | | | | | | |
| Drug stores..... | 423 | 72 | 28 | 64 | 36 | 95 | 5 | 96 | 103 | 99 | 102 | 22 | 23 | 21 | 23 |
| Drug stores with fountains..... | 701 | 69 | 31 | 73 | 27 | 96 | 4 | 98 | 103 | 100 | 99 | 22 | 23 | 22 | 22 |
| Florists..... | 173 | 68 | 32 | 58 | 42 | 78 | 22 | 105 | 95 | 94 | 106 | 24 | 18 | 18 | 28 |
| Gifts—novelties and toys—cameras: | | | | | | | | | | | | | | | |
| Toy shops..... | 5 | 61 | 39 | 17 | 83 | ----- | ----- | 93 | 86 | 93 | 125 | 7 | 14 | 14 | 77 |
| Art and gift shops..... | 39 | 29 | 71 | 32 | 68 | 24 | 76 | 62 | 92 | 95 | 121 | 35 | 33 | 32 | 46 |
| Novelty and souvenir shops..... | 24 | 36 | 64 | 57 | 43 | 78 | 22 | 65 | 133 | 105 | 97 | 24 | 18 | 20 | 32 |
| Camera dealers—photographic supplies..... | 24 | 43 | 57 | 50 | 50 | 89 | 11 | 50 | 117 | 100 | 93 | 9 | 9 | 9 | 8 |
| Jewelry stores: | | | | | | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 15 | 69 | 31 | 60 | 40 | 100 | ----- | 58 | 96 | 97 | 109 | 3 | 3 | 3 | 10 |
| Jewelry stores..... | 343 | 69 | 31 | 61 | 39 | 99 | 10 | 95 | 97 | 97 | 111 | 10 | 12 | 12 | 18 |
| Luggage and leather goods stores..... | 31 | 57 | 43 | 50 | 50 | 95 | 5 | 96 | 97 | 95 | 112 | 8 | 9 | 9 | 23 |
| Music stores (without radio)..... | 32 | 56 | 44 | 56 | 44 | 88 | 12 | 97 | 102 | 100 | 101 | 10 | 10 | 11 | 13 |
| News dealers..... | 68 | 74 | 26 | 97 | 3 | 92 | 8 | 99 | 99 | 101 | 101 | 34 | 34 | 33 | 34 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | | | | | | | |
| Office and school supplies..... | 20 | 75 | 25 | 62 | 38 | 88 | 12 | 99 | 99 | 100 | 102 | 2 | 3 | 3 | 5 |
| Office and store mechanical appliance dealers (retail)..... | 25 | 87 | 13 | 33 | 67 | 100 | ----- | 102 | 97 | 100 | 101 | 1 | 1 | 1 | 1 |
| Office and store furniture and equipment dealers..... | 26 | 81 | 19 | 100 | ----- | 100 | ----- | 100 | 99 | 101 | 100 | 2 | 2 | 2 | 2 |
| Store fixture dealers..... | 4 | 87 | 13 | 100 | ----- | 100 | ----- | 100 | 100 | 100 | 100 | 7 | 7 | 7 | 7 |
| Typewriter dealers..... | 21 | 75 | 25 | ----- | ----- | 100 | ----- | 100 | 99 | 101 | 100 | ----- | ----- | ----- | ----- |
| Opticians and optometrists..... | 26 | 67 | 33 | 43 | 57 | 100 | ----- | 99 | 102 | 100 | 99 | 8 | 10 | 8 | 8 |
| Sporting goods stores including athletic and playground equipment: | | | | | | | | | | | | | | | |
| Sporting goods specialty stores..... | 32 | 82 | 18 | 82 | 18 | 95 | 5 | 99 | 102 | 102 | 97 | 21 | 21 | 21 | 23 |
| Sporting goods, with toys and stationery..... | 15 | 77 | 23 | 70 | 30 | 100 | ----- | 99 | 99 | 101 | 101 | 53 | 53 | 54 | 57 |
| Scientific and medical instruments and supplies, at retail..... | 6 | 74 | 26 | ----- | ----- | ----- | ----- | 101 | 101 | 100 | 98 | ----- | ----- | ----- | ----- |
| Stationers and printers: | | | | | | | | | | | | | | | |
| Printers and lithographers..... | 6 | 100 | ----- | 100 | ----- | 100 | ----- | 102 | 94 | 110 | 110 | 31 | 25 | 25 | 20 |
| Stationers and engravers..... | 8 | 52 | 48 | 40 | 60 | 90 | 10 | 90 | 91 | 96 | 123 | 4 | 6 | 3 | 23 |
| Monuments and tombstones..... | 73 | 89 | 11 | 84 | 16 | 92 | 8 | 104 | 102 | 100 | 94 | 14 | 12 | 11 | 9 |
| Miscellaneous classifications (combined)..... | 409 | 68 | 32 | 65 | 35 | 88 | 12 | 98 | 100 | 101 | 101 | 12 | 14 | 12 | 13 |
| Secondhand stores..... | 107 | 92 | 8 | 88 | 12 | 97 | 3 | 96 | 106 | 100 | 95 | 18 | 21 | 19 | 20 |

CENSUS OF DISTRIBUTION

TABLE 1A.—THE STATE—SALES, BY SIZE OF BUSINESS—Continued

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

[Sales expressed in thousands of dollars]

| KIND OF BUSINESS | STATE TOTALS (including totals shown in Table 4B) | | STORES WITH ANNUAL SALES OF \$100,000 TO \$199,999 | | STORES WITH ANNUAL SALES OF \$50,000 TO \$99,999 | | STORES WITH ANNUAL SALES OF \$20,000 TO \$49,999 | | STORES WITH ANNUAL SALES OF \$20,000 TO \$29,999 | | STORES WITH ANNUAL SALES OF \$10,000 TO \$19,999 | | STORES WITH ANNUAL SALES OF \$5,000 TO \$9,999 | | STORES WITH AN- NUAL SALES OF LESS THAN \$5,000 | |
|--|--|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|--|--------------|---|--------------|
| | 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 | Number of stores | Net sales | Number of stores | Net sales | Number of stores | Net sales |
| Other retail stores..... | 7,270 | 193,195 | 211 | 28,457 | 637 | 45,162 | 1,098 | 93,097 | 1,063 | 25,091 | 1,634 | 23,762 | 1,104 | 9,110 | 1,521 | 3,625 |
| Hardware stores..... | 951 | 27,615 | 20 | 2,662 | 78 | 5,402 | 176 | 6,523 | 195 | 4,730 | 277 | 4,073 | 108 | 801 | 88 | 263 |
| Hardware and farm implement stores: | | | | | | | | | | | | | | | | |
| Farm implements, machinery, and equip- ment dealers..... | 330 | 8,574 | 5 | 780 | 35 | 2,408 | 68 | 2,595 | 55 | 1,334 | 67 | 990 | 50 | 352 | 50 | 115 |
| Farm implement dealers with hay, grain, and feed..... | 48 | 2,653 | 4 | 548 | 19 | 1,954 | 7 | 278 | 6 | 134 | 3 | 43 | 5 | 38 | 3 | 9 |
| Hardware and farm implement stores..... | 279 | 10,839 | 13 | 1,623 | 51 | 3,585 | 85 | 3,254 | 47 | 1,162 | 51 | 794 | 16 | 125 | 15 | 47 |
| Farmers' supplies: | | | | | | | | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 405 | 15,833 | 18 | 2,561 | 109 | 7,660 | 65 | 2,572 | 53 | 1,289 | 73 | 1,040 | 42 | 302 | 44 | 138 |
| Fertilizer stores..... | 4 | 37 | | | | | 1 | 30 | | | 7 | 94 | 46 | 310 | 120 | 295 |
| Harness shops..... | 174 | 1,116 | | | | | | | | | | | | | | |
| Irrigation and drainage equipment and supplies (retail)..... | 5 | 93 | | | | | 1 | 47 | 1 | 25 | 1 | 15 | | | 2 | 6 |
| Farmers' supply stores..... | 13 | 273 | 1 | 118 | 1 | 51 | 1 | 35 | | | 2 | 33 | 3 | 24 | 5 | 12 |
| Seeds, bulbs, and nursery stock..... | 31 | 1,371 | 3 | 422 | 1 | 50 | 5 | 212 | 1 | 30 | 5 | 76 | 3 | 21 | 11 | 25 |
| Cooperage—barrels, boxes, crates, casks..... | 4 | 22 | | | | | | | | | 1 | 11 | | | 3 | 5 |
| Coal and feed stores..... | 137 | 9,606 | 25 | 3,355 | 45 | 3,191 | 34 | 1,358 | 13 | 321 | 10 | 141 | 3 | 24 | 2 | 4 |
| Grain elevators (sales at retail)..... | 20 | 1,243 | 3 | 345 | 7 | 457 | 4 | 152 | 3 | 76 | 1 | 11 | | | 1 | 2 |
| Feed stores with groceries..... | 110 | 3,464 | 6 | 738 | 18 | 1,184 | 21 | 808 | 14 | 346 | 16 | 231 | 15 | 113 | 20 | 44 |
| Book stores..... | 52 | 1,671 | 6 | 670 | 5 | 289 | 9 | 310 | 7 | 169 | 11 | 162 | 7 | 52 | 7 | 17 |
| Cigar stores and cigar stands: | | | | | | | | | | | | | | | | |
| Cigar stores with fountains..... | 26 | 421 | | | 1 | 96 | 1 | 34 | 3 | 77 | 12 | 165 | 4 | 32 | 5 | 16 |
| Cigar stands..... | 519 | 4,426 | | | 2 | 116 | 10 | 330 | 38 | 904 | 105 | 1,433 | 146 | 1,051 | 218 | 541 |
| Cigar stores without fountains..... | 193 | 2,506 | 2 | 279 | 4 | 256 | 16 | 588 | 18 | 442 | 33 | 489 | 36 | 207 | 84 | 186 |
| Coal and wood yards—ice dealers: | | | | | | | | | | | | | | | | |
| Coal and wood yards..... | 359 | 25,694 | 39 | 5,482 | 71 | 5,086 | 54 | 2,075 | 51 | 1,220 | 49 | 725 | 37 | 282 | 35 | 93 |
| Ice dealers..... | 73 | 873 | | | 3 | 191 | 3 | 112 | 7 | 164 | 13 | 173 | 22 | 178 | 25 | 61 |
| Drug stores: | | | | | | | | | | | | | | | | |
| Drug stores..... | 504 | 10,870 | 2 | 248 | 22 | 1,484 | 77 | 2,820 | 129 | 3,123 | 176 | 2,612 | 62 | 477 | 36 | 93 |
| Drug stores with fountains..... | 788 | 25,105 | 25 | 3,369 | 70 | 4,614 | 189 | 6,999 | 199 | 4,895 | 224 | 3,396 | 53 | 433 | 26 | 66 |
| Florists..... | 221 | 3,971 | 1 | 107 | 15 | 943 | 24 | 909 | 24 | 596 | 55 | 778 | 44 | 310 | 57 | 127 |
| Gifts—novelties and toys—cameras: | | | | | | | | | | | | | | | | |
| Toy shops..... | 9 | 230 | | | 2 | 156 | 1 | 35 | | | 2 | 24 | 1 | 8 | 3 | 7 |
| Art and gift shops..... | 68 | 588 | | | | | 2 | 66 | 6 | 130 | 13 | 200 | 12 | 93 | 35 | 90 |
| Novelty and souvenir shops..... | 45 | 421 | | | | | 2 | 77 | 4 | 97 | 11 | 147 | 8 | 54 | 20 | 46 |
| Camera dealers—photographic supplies..... | 30 | 785 | | | 3 | 224 | 3 | 125 | 3 | 66 | 6 | 76 | 6 | 42 | 8 | 21 |
| Jewelry stores: | | | | | | | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 17 | 1,293 | 2 | 215 | 10 | 670 | 2 | 79 | | | 1 | 11 | | 9 | | |
| Jewelry stores..... | 692 | 9,721 | 3 | 352 | 22 | 1,436 | 44 | 1,669 | 69 | 1,637 | 133 | 1,895 | 145 | 1,081 | 188 | 456 |
| Luggage and leather goods stores..... | 41 | 849 | 1 | 124 | 3 | 107 | 3 | 108 | 6 | 151 | 14 | 199 | 5 | 37 | 9 | 25 |
| Music stores (without radio)..... | 59 | 718 | 1 | 103 | 2 | 142 | 2 | 73 | 4 | 87 | 13 | 193 | 7 | 46 | 30 | 74 |
| News dealers..... | 92 | 1,686 | 1 | 161 | 4 | 322 | 9 | 332 | 12 | 307 | 25 | 364 | 20 | 132 | 21 | 67 |
| Office, school, and store supplies and equip- ment dealers: | | | | | | | | | | | | | | | | |
| Office and school supplies..... | 25 | 987 | 2 | 259 | 2 | 143 | 3 | 118 | 4 | 89 | 5 | 71 | 4 | 24 | 4 | 8 |
| Office and store mechanical appliance dealers (retail)..... | 31 | 1,906 | 5 | 594 | 5 | 339 | 5 | 178 | 1 | 28 | 2 | 26 | 3 | 22 | 8 | 12 |
| Office and store furniture and equipment dealers..... | 28 | 2,249 | 3 | 451 | 7 | 508 | 6 | 228 | 4 | 100 | 3 | 39 | 1 | 7 | 2 | 7 |
| Store fixture dealers..... | 5 | 127 | | | | | 1 | 44 | 3 | 81 | | | | | 1 | 2 |
| Typewriter dealers..... | 22 | 671 | 2 | 287 | 1 | 82 | 2 | 74 | 2 | 48 | 10 | 150 | 4 | 28 | 1 | 3 |
| Opticians and optometrists..... | 46 | 691 | | | 2 | 142 | 2 | 79 | 8 | 187 | 10 | 153 | 14 | 95 | 10 | 35 |
| Sporting goods stores, including athletic and playground equipment: | | | | | | | | | | | | | | | | |
| Sporting goods specialty stores..... | 47 | 1,337 | 3 | 464 | 3 | 172 | 8 | 329 | 4 | 98 | 17 | 231 | 3 | 25 | 9 | 17 |
| Sporting goods stores with toys and sta- tionery..... | 20 | 290 | | | | | 1 | 39 | 4 | 99 | 5 | 75 | 5 | 32 | 5 | 17 |
| Scientific and medical instruments and sup- plies, at retail..... | 7 | 540 | | | 3 | 210 | 2 | 80 | | | | | | | 1 | 1 |
| Stationers and printers: | | | | | | | | | | | | | | | | |
| Printers and lithographers..... | 9 | 77 | | | | | 1 | 36 | | | 1 | 11 | 1 | 9 | 6 | 22 |
| Stationers and engravers..... | 10 | 806 | 1 | 199 | | | 2 | 75 | 1 | 20 | 2 | 24 | 2 | 13 | 1 | 2 |
| Monuments and tombstones..... | 86 | 2,126 | 1 | 119 | 6 | 390 | 8 | 308 | 19 | 459 | 29 | 408 | 14 | 111 | 8 | 23 |
| Miscellaneous classifications (combined)..... | 724 | 11,942 | 13 | 1,882 | 25 | 1,652 | 49 | 1,845 | 59 | 1,241 | 140 | 1,961 | 146 | 1,038 | 207 | 789 |
| Secondhand stores..... | 139 | 1,943 | 2 | 301 | 4 | 278 | 7 | 281 | 11 | 293 | 24 | 319 | 48 | 313 | 95 | 212 |

CENSUS OF DISTRIBUTION

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

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

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

[Sales expressed in thousands of dollars]

| KIND OF BUSINESS | TOTAL (included in State totals 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 |
| Lumber and building group..... | 88 | \$32,283 | 4 | \$4,763 | 8 | \$5,024 | 20 | \$7,569 | 56 | \$12,937 |
| Lumber and building material dealers: | | | | | | | | | | |
| Lumber and building material dealers..... | 76 | 20,513 | 4 | 6,763 | 8 | 5,024 | 20 | 7,569 | 44 | 10,157 |
| Lumber and hardware..... | 1 | (X) | | | | | | | | |
| Roofing..... | 1 | (X) | | | | | | | | |
| Electrical shops (without radio)..... | 2 | (X) | | | | | | | | |
| Heating and plumbing shops: | | | | | | | | | | |
| Heating appliances and oil burners..... | 1 | (X) | | | | | | | | |
| Plumbing shops—heating and ventilating..... | 5 | 1,132 | | | | | | | 5 | 1,132 |
| Paint and glass stores..... | 2 | (X) | | | | | | | | |
| Other retail stores..... | 67 | 24,708 | 1 | 3,150 | 7 | 5,048 | 19 | 8,972 | 40 | 9,538 |
| Hardware stores..... | 9 | 3,162 | | | 2 | 1,410 | 1 | 311 | 6 | 1,441 |
| Hardware and farm implement stores: | | | | | | | | | | |
| Farm implement dealers with hay, grain, and feed..... | 1 | (X) | | | | | | | | |
| Hardware and farm implement stores..... | 1 | (X) | | | | | | | | |
| Farmers' supplies: | | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 1 | (X) | | | | | | | | |
| Harness shops..... | 1 | (X) | | | | | | | | |
| Seeds, bulbs, and nursery stock..... | 2 | (X) | | | | | | | | |
| Coal and feed stores..... | 5 | 1,273 | | | | | 1 | 311 | 4 | 662 |
| Grain elevators (sales at retail)..... | 1 | (X) | | | | | | | | |
| Coal and wood yards..... | 23 | 10,723 | 1 | 3,150 | 3 | 2,504 | 4 | 1,478 | 15 | 3,501 |
| Drug stores with fountains..... | 5 | 1,429 | | | | | 3 | 1,016 | 2 | 413 |
| Florists..... | 1 | (X) | | | | | | | | |
| Camera dealers—photographic supplies..... | 1 | (X) | | | | | | | | |
| Jewelry stores: | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 1 | (X) | | | | | | | | |
| Jewelry stores..... | 3 | 1,106 | | | 1 | 608 | | | 2 | 498 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | | |
| Office and school supplies..... | 1 | (X) | | | | | | | | |
| Office and store mechanical appliance dealers (retail)..... | 2 | (X) | | | | | | | | |
| Office and store furniture and equipment dealers..... | 2 | (X) | | | | | | | | |
| Scientific and medical instruments and supplies, at retail..... | 1 | (X) | | | | | | | | |
| Stationers and engravers..... | 1 | (X) | | | | | | | | |
| Monuments and tombstones..... | 1 | (X) | | | | | | | | |
| Miscellaneous classifications (combined)..... | 4 | 1,530 | | | 1 | 526 | 3 | 1,004 | | |

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 (1920) | |
|---|------------------|--|---------------------|-----------|---------------------------------|----------------|---|---------------------------------------|------------------|-------------------------|
| | | | Full time | Part time | Total (full time and part time) | Part time only | | | Amount | Per cent of total sales |
| Total..... | 39,474 | 38,371 | 88,535 | 20,806 | \$121,077,470 | \$4,990,456 | \$123,547,346 | \$188,368,430 | \$1,237,442,318 | 100.00 |
| Single-store independents..... | 32,361 | 35,261 | 58,487 | 14,480 | 70,619,878 | 3,446,590 | 82,428,768 | 126,907,320 | 834,470,584 | 67.43 |
| 2-store independents..... | 888 | 510 | 4,654 | 795 | 6,713,701 | 180,786 | 5,604,006 | 9,130,080 | 54,538,758 | 4.41 |
| 3-store independents..... | 366 | 122 | 3,273 | 734 | 5,270,829 | 307,496 | 4,236,280 | 5,395,900 | 37,106,279 | 3.00 |
| Local branch systems..... | 3 | | 11 | | 17,765 | | 18,938 | 37,040 | 198,079 | .02 |
| Local chains..... | 1,193 | 67 | 5,703 | 816 | 7,697,761 | 189,122 | 8,165,577 | 8,235,490 | 70,867,413 | 5.73 |
| Sectional chains..... | 959 | | 2,952 | 571 | 4,494,277 | 111,855 | 5,041,387 | 5,068,820 | 45,370,756 | 3.67 |
| National chains..... | 991 | | 6,499 | 2,060 | 8,345,900 | 459,489 | 9,006,685 | 8,752,360 | 82,070,135 | 6.63 |
| Other types of operation: | | | | | | | | | | |
| Mail-order houses (catalogue only)..... | 3 | 1 | 46 | 24 | 52,212 | 4,404 | 76,998 | 107,840 | 356,313 | .03 |
| Direct selling (house-to-house)..... | 49 | 22 | 1,024 | 15 | 1,194,629 | 8,310 | 484,895 | 265,920 | 3,986,942 | .32 |
| Roadside markets or stands..... | 6 | 6 | 1 | | 480 | | 1,223 | 610 | 11,300 | |
| Curbside markets or stands..... | 6 | 5 | 2 | 1 | 1,354 | | 1,501 | 240 | 22,192 | |
| Itinerant vendors..... | 6 | 6 | 2 | 2 | 73 | | 73 | 530 | 12,370 | |
| Industrial stores (including commissaries)..... | 7 | 3 | 28 | 1 | 42,160 | 250 | 22,630 | 148,370 | 792,463 | .06 |
| Leased departments—Independently operated..... | 12 | 7 | 33 | 12 | 56,084 | 1,121 | 73,187 | 109,440 | 516,944 | .04 |
| Leased-department chains..... | 103 | 8 | 619 | 54 | 808,937 | 9,485 | 1,221,243 | 464,540 | 4,998,372 | .40 |
| Utility-operated retail stores..... | 88 | 2 | 640 | 51 | 794,154 | 18,462 | 765,476 | 1,145,500 | 6,171,423 | .50 |
| Manufacturer-controlled chains..... | 70 | 1 | 705 | 5 | 1,284,066 | 1,017 | 622,409 | 812,670 | 6,074,985 | .49 |
| Cooperative stores ¹ | 62 | | 184 | 42 | 259,352 | 10,371 | 193,608 | 735,130 | 4,025,846 | .33 |
| Cooperative associations ¹ | 62 | | 149 | 37 | 200,161 | 10,344 | 159,070 | 422,740 | 4,084,861 | .32 |
| Retailers—country buyers ¹ | 2,045 | 2,342 | 2,800 | 938 | 2,989,054 | 208,749 | 3,824,935 | 14,450,400 | 69,850,765 | 5.66 |
| Retailers—wholesalers ¹ | 182 | | 710 | 140 | 912,578 | 34,412 | 960,334 | 1,187,220 | 11,793,980 | .95 |
| All other types..... | 9 | 14 | 15 | 19 | 21,975 | 1,060 | 7,158 | 19,370 | 115,552 | .01 |

¹ These classifications used only in rural areas and cities having less than 10,000 inhabitants. These stores are usually independently operated.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

[See Tables 13 and 14 for detailed county figures]

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

[Sales expressed in thousands of dollars]

| COUNTY | TOTAL | | INDEPENDENT STORES ¹ | | | 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 | 39,474 | \$1,237,442 | 33,615 | \$926,115 | 75 | 1,950 | \$127,447 | 10 | 3,909 | \$188,880 | 15 |
| Adams..... | 78 | 1,132 | 61 | 848 | 75 | | | | 17 | 284 | 25 |
| Ashland..... | 301 | 8,214 | 326 | 6,406 | 78 | 16 | 822 | 10 | 19 | 986 | 12 |
| Barron..... | 386 | 11,005 | 304 | 7,523 | 68 | 25 | 1,036 | 10 | 57 | 2,441 | 22 |
| Bayfield..... | 144 | 2,862 | 120 | 1,850 | 65 | 2 | (x) | (x) | 22 | (x) | (x) |
| Brown..... | 800 | 30,442 | 722 | 23,962 | 79 | 43 | 2,789 | 9 | 56 | 3,691 | 12 |
| Buffalo..... | 165 | 3,820 | 120 | 2,613 | 68 | 1 | (x) | (x) | 38 | (x) | (x) |
| Burnett..... | 121 | 2,086 | 90 | 1,074 | 52 | 2 | (x) | (x) | 29 | (x) | (x) |
| Calumet..... | 143 | 3,930 | 123 | 3,262 | 83 | 3 | 81 | 2 | 17 | 587 | 15 |
| Chippewa..... | 447 | 12,776 | 360 | 7,375 | 68 | 14 | 668 | 5 | 73 | 4,733 | 37 |
| Clark..... | 416 | 10,045 | 320 | 6,032 | 60 | 8 | 190 | 2 | 88 | 3,823 | 38 |
| Columbia..... | 492 | 12,561 | 400 | 9,058 | 72 | 17 | 711 | 6 | 75 | 2,792 | 22 |
| Crawford..... | 236 | 3,813 | 184 | 2,556 | 67 | 10 | 232 | 6 | 42 | 1,020 | 27 |
| Dane..... | 1,555 | 61,884 | 1,277 | 45,296 | 73 | 143 | 9,350 | 15 | 145 | 7,208 | 12 |
| Dodge..... | 670 | 16,398 | 576 | 12,389 | 75 | 24 | 954 | 6 | 70 | 3,055 | 19 |
| Door..... | 239 | 5,629 | 183 | 3,817 | 68 | 4 | 179 | 3 | 52 | 1,633 | 29 |
| Douglas..... | 683 | 19,596 | 608 | 17,410 | 89 | 41 | 1,250 | 6 | 34 | 930 | 5 |
| Dunn..... | 238 | 6,707 | 197 | 4,072 | 61 | 7 | 315 | 5 | 54 | 2,320 | 34 |
| Eau Claire..... | 494 | 19,270 | 403 | 14,797 | 77 | 38 | 1,960 | 10 | 53 | 2,513 | 13 |
| Florence..... | 47 | 586 | 43 | 496 | 85 | 4 | | | 4 | 90 | 15 |
| Fond du Lac..... | 946 | 26,722 | 852 | 21,312 | 80 | 47 | 3,294 | 12 | 47 | 2,116 | 8 |
| Forest..... | 148 | 2,393 | 132 | 1,924 | 80 | 2 | (x) | (x) | 14 | (x) | (x) |
| Grant..... | 494 | 12,713 | 409 | 9,084 | 72 | 24 | 1,047 | 8 | 61 | 2,582 | 20 |
| Green..... | 271 | 9,179 | 219 | 6,646 | 73 | 16 | 843 | 9 | 36 | 1,690 | 18 |
| Green Lake..... | 265 | 5,785 | 220 | 3,817 | 68 | 7 | 310 | 5 | 38 | 1,658 | 29 |
| Iowa..... | 256 | 5,100 | 193 | 3,429 | 66 | 8 | 264 | 5 | 55 | 1,497 | 29 |
| Iron..... | 218 | 2,813 | 205 | 2,222 | 79 | 2 | (x) | (x) | 11 | (x) | (x) |
| Jackson..... | 175 | 3,627 | 149 | 2,533 | 71 | 3 | 142 | 4 | 22 | 892 | 25 |
| Jefferson..... | 601 | 18,524 | 500 | 14,480 | 78 | 27 | 1,431 | 8 | 74 | 2,013 | 14 |
| Juneau..... | 252 | 5,253 | 214 | 3,724 | 71 | 3 | 42 | 1 | 35 | 1,487 | 28 |
| Kenosha..... | 803 | 27,377 | 765 | 22,590 | 83 | 68 | 3,822 | 14 | 30 | 956 | 3 |
| Kewaunee..... | 190 | 4,412 | 152 | 3,200 | 72 | 2 | (x) | (x) | 36 | (x) | (x) |
| La Crosse..... | 887 | 27,045 | 800 | 21,947 | 79 | 61 | 3,593 | 13 | 26 | 2,108 | 8 |
| Lafayette..... | 273 | 5,566 | 201 | 3,354 | 60 | 5 | 185 | 3 | 67 | 2,027 | 37 |
| Langlade..... | 252 | 7,143 | 224 | 5,426 | 76 | 10 | 860 | 12 | 12 | 857 | 12 |
| Lincoln..... | 243 | 6,522 | 218 | 5,138 | 79 | 12 | 615 | 9 | 13 | 769 | 12 |
| Manitowoc..... | 755 | 24,233 | 657 | 20,602 | 85 | 23 | 1,669 | 7 | 75 | 1,962 | 8 |
| Marathon..... | 694 | 21,441 | 613 | 17,288 | 81 | 22 | 1,389 | 6 | 59 | 2,764 | 13 |
| Marquette..... | 416 | 12,526 | 352 | 6,826 | 54 | 18 | 4,129 | 33 | 46 | 1,571 | 13 |
| Marquette..... | 115 | 2,383 | 75 | 1,402 | 59 | 1 | (x) | (x) | 39 | (x) | (x) |
| Milwaukee..... | 9,956 | 390,325 | 8,901 | 293,864 | 75 | 597 | 50,726 | 13 | 468 | 45,735 | 12 |
| Monroe..... | 351 | 7,711 | 299 | 5,314 | 69 | 13 | 502 | 6 | 48 | 1,895 | 25 |
| Oconto..... | 337 | 5,473 | 256 | 3,091 | 56 | 3 | 295 | 6 | 78 | 2,097 | 38 |
| Oneida..... | 274 | 7,081 | 237 | 5,751 | 81 | 11 | 690 | 10 | 20 | 640 | 9 |
| Outagamie..... | 798 | 26,528 | 699 | 22,362 | 84 | 35 | 2,210 | 8 | 64 | 1,956 | 8 |
| Ozaukee..... | 289 | 6,599 | 256 | 4,812 | 73 | 5 | 199 | 3 | 28 | 1,588 | 24 |
| Pepin..... | 122 | 2,788 | 92 | 1,720 | 62 | 1 | (x) | (x) | 29 | (x) | (x) |
| Pierce..... | 261 | 6,778 | 235 | 5,635 | 84 | 10 | 225 | 3 | 15 | 856 | 13 |
| Polk..... | 279 | 7,090 | 184 | 4,421 | 55 | 9 | 243 | 3 | 80 | 3,326 | 42 |
| Portage..... | 438 | 10,228 | 409 | 9,053 | 69 | 13 | 780 | 8 | 16 | 363 | 3 |
| Price..... | 217 | 4,765 | 189 | 3,860 | 81 | 2 | (x) | (x) | 26 | (x) | (x) |
| Racine..... | 1,463 | 48,386 | 1,284 | 35,229 | 79 | 101 | 6,668 | 14 | 78 | 3,498 | 7 |
| Richland..... | 210 | 4,904 | 155 | 3,059 | 63 | 11 | 619 | 11 | 53 | 1,296 | 26 |
| Rock..... | 921 | 37,169 | 749 | 28,775 | 77 | 85 | 4,507 | 12 | 87 | 3,857 | 11 |
| Rusk..... | 140 | 3,947 | 94 | 2,270 | 57 | 12 | 535 | 14 | 34 | 1,142 | 29 |
| St. Croix..... | 324 | 7,314 | 236 | 4,533 | 62 | 15 | 430 | 6 | 73 | 2,351 | 32 |
| Sauk..... | 454 | 11,825 | 378 | 8,172 | 69 | 18 | 861 | 7 | 58 | 2,792 | 24 |
| Sawyer..... | 158 | 2,454 | 138 | 1,801 | 73 | 1 | (x) | (x) | 19 | (x) | (x) |
| Shawano..... | 410 | 8,476 | 343 | 6,798 | 80 | 5 | 300 | 4 | 62 | 1,372 | 16 |
| Sheboygan..... | 972 | 34,512 | 808 | 26,889 | 78 | 38 | 2,338 | 7 | 126 | 5,285 | 15 |
| Taylor..... | 218 | 3,616 | 176 | 2,301 | 64 | | | | 42 | 1,315 | 36 |
| Trempealeau..... | 327 | 6,535 | 299 | 5,213 | 80 | 3 | 38 | | 25 | 1,284 | 20 |
| Vernon..... | 340 | 7,052 | 276 | 4,830 | 69 | 13 | 368 | 5 | 51 | 1,854 | 26 |
| Vilas..... | 155 | 3,032 | 147 | 2,719 | 90 | 2 | (x) | (x) | 0 | (x) | (x) |
| Walworth..... | 471 | 15,380 | 416 | 12,410 | 81 | 21 | 1,210 | 8 | 34 | 1,766 | 11 |
| Washburn..... | 151 | 3,269 | 125 | 2,610 | 80 | 11 | 349 | 11 | 15 | 310 | 9 |
| Washington..... | 391 | 10,366 | 322 | 6,191 | 60 | 14 | 774 | 7 | 55 | 3,401 | 33 |
| Waukesha..... | 836 | 23,568 | 684 | 16,878 | 72 | 28 | 1,788 | 7 | 124 | 4,802 | 21 |
| Waupaca..... | 479 | 13,354 | 355 | 8,297 | 62 | 20 | 769 | 6 | 104 | 4,288 | 32 |
| Waushara..... | 179 | 3,664 | 138 | 1,924 | 53 | | | | 40 | 1,740 | 47 |
| Winnebago..... | 1,010 | 33,507 | 840 | 24,773 | 74 | 67 | 3,796 | 11 | 94 | 4,998 | 15 |
| Wood..... | 415 | 14,573 | 326 | 9,585 | 66 | 21 | 1,396 | 9 | 68 | 3,592 | 25 |

¹ This classification does not include local branch systems.

CENSUS OF DISTRIBUTION

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 | Two and three store independent and local branch systems | Local chains | Sectional chains | National chains | Other types |
|--|--------------|---------------------------|--|--------------|------------------|-----------------|-------------|
| Department stores: | | | | | | | |
| Number of stores..... | 143 | 59 | 15 | 6 | 3 | 53 | 7 |
| Annual net sales..... | \$94,028,626 | \$46,820,145 | \$23,328,751 | \$1,512,138 | \$3,856,501 | \$16,634,320 | \$1,870,771 |
| Per cent of total sales..... | 100.00 | 49.79 | 24.81 | 1.61 | 4.10 | 17.69 | 2.00 |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | | |
| Number of stores..... | 289 | 146 | 12 | 7 | 21 | 100 | 3 |
| Annual net sales..... | \$19,176,739 | \$1,760,333 | \$308,746 | \$358,955 | \$890,662 | \$15,814,172 | \$37,871 |
| Per cent of total sales..... | 100.00 | 9.18 | 1.61 | 1.87 | 4.68 | 82.40 | .20 |
| Men's and boys' clothing and furnishings stores: | | | | | | | |
| Number of stores..... | 717 | 599 | 64 | 23 | 19 | 10 | 2 |
| Annual net sales..... | \$27,191,429 | \$20,470,470 | \$2,942,439 | \$1,841,321 | \$514,589 | \$1,372,680 | \$50,000 |
| Per cent of total sales..... | 100.00 | 75.28 | 10.82 | 6.77 | 1.89 | 5.05 | .19 |
| Family clothing stores—men's, women's, and children's: | | | | | | | |
| Number of stores..... | 197 | 137 | 19 | 15 | 8 | 14 | 4 |
| Annual net sales..... | \$7,497,457 | \$4,343,214 | \$808,865 | \$416,348 | \$473,614 | \$1,325,410 | \$130,006 |
| Per cent of total sales..... | 100.00 | 57.93 | 10.79 | 5.55 | 6.32 | 17.68 | 1.73 |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | | |
| Number of stores..... | 389 | 275 | 38 | 16 | 23 | 21 | 14 |
| Annual net sales..... | \$25,049,260 | \$13,514,591 | \$4,263,494 | \$727,087 | \$1,519,371 | \$2,899,204 | \$2,125,513 |
| Per cent of total sales..... | 100.00 | 53.95 | 17.02 | 2.90 | 6.07 | 11.37 | 8.49 |
| Shoe stores: | | | | | | | |
| Number of stores..... | 801 | 617 | 47 | 21 | 23 | 74 | 19 |
| Annual net sales..... | \$19,760,063 | \$10,573,075 | \$1,918,969 | \$1,148,407 | \$1,562,553 | \$4,222,682 | \$394,257 |
| Per cent of total sales..... | 100.00 | 53.51 | 9.71 | 5.81 | 7.60 | 21.37 | 2.00 |
| Furniture stores: | | | | | | | |
| Number of stores..... | 748 | 671 | 32 | 15 | 22 | 1 | 7 |
| Annual net sales..... | \$34,414,789 | \$25,980,741 | \$2,935,361 | \$2,119,133 | (x) | (x) | \$300,594 |
| Per cent of total sales..... | 100.00 | 75.49 | 8.53 | 6.16 | (x) | (x) | 1.13 |
| Radio and music stores: | | | | | | | |
| Number of stores..... | 534 | 500 | 22 | 7 | 7 | 3 | 2 |
| Annual net sales..... | \$15,468,118 | \$13,426,698 | \$1,155,775 | ----- | \$624,368 | \$208,010 | \$53,277 |
| Per cent of total sales..... | 100.00 | 86.80 | 7.47 | ----- | 4.04 | 1.35 | .34 |
| Grocery stores (without meats): | | | | | | | |
| Number of stores..... | 3,931 | 3,662 | 59 | 94 | 168 | 316 | 352 |
| Annual net sales..... | \$91,934,085 | \$53,609,062 | \$2,193,790 | \$3,667,154 | \$7,592,937 | \$17,867,079 | \$7,013,123 |
| Per cent of total sales..... | 100.00 | 58.30 | 2.39 | 3.99 | 8.26 | 19.43 | 7.63 |
| Combination stores (groceries and meats): | | | | | | | |
| Number of stores..... | 1,039 | 1,533 | 54 | 37 | 27 | 114 | 174 |
| Annual net sales..... | \$73,484,753 | \$48,106,898 | \$2,980,395 | \$3,453,989 | \$2,241,487 | \$10,621,864 | \$6,050,120 |
| Per cent of total sales..... | 100.00 | 65.46 | 4.09 | 4.74 | 3.05 | 14.46 | 8.23 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | |
| Number of stores..... | 2,122 | 2,033 | 27 | 19 | 4 | 9 | ----- |
| Annual net sales..... | \$29,972,041 | \$27,150,667 | \$1,000,867 | \$1,056,658 | \$313,428 | \$450,401 | ----- |
| Per cent of total sales..... | 100.00 | 90.59 | 3.34 | 3.53 | 1.04 | 1.50 | ----- |
| Cigar stores and cigar stands: | | | | | | | |
| Number of stores..... | 738 | 689 | 22 | 14 | 5 | 8 | ----- |
| Annual net sales..... | \$7,353,195 | \$6,014,211 | \$553,487 | \$416,392 | \$109,335 | \$250,770 | ----- |
| Per cent of total sales..... | 100.00 | 81.79 | 7.53 | 5.66 | 1.49 | 3.53 | ----- |
| Filling stations: | | | | | | | |
| Number of stations..... | 2,775 | 1,671 | 147 | 344 | 454 | 108 | 51 |
| Annual net sales..... | \$48,961,635 | \$22,999,567 | \$4,326,450 | \$7,607,802 | \$10,030,992 | \$1,556,850 | \$2,439,974 |
| Per cent of total sales..... | 100.00 | 46.97 | 8.84 | 15.54 | 20.49 | 3.18 | 4.98 |
| Coal and wood yards—ice dealers: | | | | | | | |
| Number of yards..... | 432 | 408 | 4 | 5 | 2 | ----- | 13 |
| Annual net sales..... | \$26,567,823 | \$25,049,149 | \$394,653 | \$757,138 | (x) | ----- | (x) |
| Per cent of total sales..... | 100.00 | 94.28 | 1.49 | 2.86 | (x) | ----- | (x) |
| Drug stores: | | | | | | | |
| Number of stores..... | 1,292 | 1,149 | 85 | 24 | 1 | 30 | 3 |
| Annual net sales..... | \$35,975,292 | \$27,626,249 | \$2,944,106 | \$1,160,345 | (x) | (x) | \$70,478 |
| Per cent of total sales..... | 100.00 | 76.79 | 8.18 | 3.23 | (x) | (x) | .20 |
| Hardware stores: | | | | | | | |
| Number of stores..... | 651 | 853 | 21 | 40 | ----- | ----- | 7 |
| Annual net sales..... | \$27,614,953 | \$25,413,634 | \$903,388 | \$950,870 | ----- | ----- | \$257,062 |
| Per cent of total sales..... | 100.00 | 92.03 | 3.60 | 3.44 | ----- | ----- | .93 |
| Jewelry stores: | | | | | | | |
| Number of stores..... | 619 | 594 | 21 | 1 | 2 | ----- | 1 |
| Annual net sales..... | \$10,924,030 | \$9,910,848 | \$751,527 | (x) | (x) | ----- | \$70,548 |
| Per cent of total sales..... | 100.00 | 90.72 | 6.88 | (x) | (x) | ----- | .65 |

TABLE 7.—THE STATE—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 | | PROPORTION OF CREDIT BUSINESS | | | | | | | | | | ALL CASH | | | | | | | |
|---|-------------------|-----------|-------------------------------|-----------|-----------------------|-----------|-----------------------|-----------|-----------------------|-----------|-----------------------|-----------|-----------------------|-----------|-----------------------|-----------|-----------------------|-----------|-------------------------|-----------|
| | Num-ber of stores | Net sales | 1-10 per cent credit | | 11-20 per cent credit | | 21-30 per cent credit | | 31-40 per cent credit | | 41-50 per cent credit | | 51-60 per cent credit | | 61-70 per cent credit | | 71-80 per cent credit | | Over 80 per cent credit | |
| | | | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales | Num-ber of stores | Net sales |
| Total, all stores reporting: 1 | 32,896 | ... | 5,074 | ... | 2,081 | ... | 1,704 | ... | 2,088 | ... | 1,227 | ... | 1,149 | ... | 1,178 | ... | 3,558 | ... | 1,689 | ... |
| Number of stores | 100.00 | ... | 15.49 | ... | 6.17 | ... | 5.45 | ... | 6.35 | ... | 3.73 | ... | 3.49 | ... | 3.58 | ... | 11.14 | ... | 5.14 | ... |
| Amount of net sales | \$1,073,640 | ... | \$121,659 | ... | \$61,790 | ... | \$78,708 | ... | \$78,708 | ... | \$103,175 | ... | \$73,808 | ... | \$54,551 | ... | \$67,216 | ... | \$139,324 | ... |
| Per cent of total sales | 100.00 | ... | 11.33 | ... | 5.72 | ... | 7.33 | ... | 7.33 | ... | 9.61 | ... | 6.87 | ... | 5.08 | ... | 6.26 | ... | 12.98 | ... |
| Food group: | | | | | | | | | | | | | | | | | | | | |
| Confectionery stores (candy and fountain) | 1,023 | \$8,378 | 156 | \$1,453 | 18 | \$189 | 7 | \$34 | 14 | \$68 | 2 | \$13 | 5 | \$38 | 7 | \$53 | 3 | \$113 | 3 | \$53 |
| Dairy products stores (including ice cream) | 44 | 4,940 | 22 | 437 | 1 | 374 | 1 | 34 | 2 | 114 | 1 | 34 | 1 | 34 | 1 | 22 | 1 | 113 | 1 | 22 |
| Delicatessen stores | 108 | 1,476 | 69 | 823 | 6 | 120 | 6 | 105 | 3 | 105 | 3 | 105 | 3 | 105 | 3 | 285 | 3 | 285 | 3 | 285 |
| Fruit stores and vegetable markets | 163 | 5,500 | 114 | 3,081 | 31 | 1,190 | 3 | 123 | 4 | 401 | 1 | 401 | 3 | 285 | 164 | 4,249 | 73 | 2,559 | 73 | 2,559 |
| Grocery stores (without meats) | 3,525 | 82,930 | 1,443 | 39,567 | 538 | 9,711 | 202 | 4,053 | 298 | 5,880 | 173 | 4,232 | 158 | 4,232 | 158 | 4,232 | 158 | 4,232 | 158 | 4,232 |
| Combination stores (groceries and meats) | 1,114 | 45,809 | 328 | 17,061 | 149 | 4,934 | 74 | 2,082 | 125 | 4,900 | 77 | 2,550 | 85 | 3,113 | 91 | 3,664 | 59 | 2,800 | 59 | 2,800 |
| Grocery stores with meats | 588 | 21,603 | 138 | 4,907 | 113 | 4,419 | 43 | 1,345 | 75 | 2,477 | 44 | 1,453 | 46 | 1,719 | 23 | 1,482 | 23 | 898 | 23 | 898 |
| Meat markets with groceries | 42 | 873 | 32 | 486 | 2 | 20 | 2 | 20 | 2 | 20 | 4 | 210 | 1 | 68 | 1 | 68 | 1 | 68 | 1 | 68 |
| Meat markets (including sea foods) | 1,171 | 40,238 | 401 | 12,992 | 203 | 9,032 | 80 | 2,114 | 82 | 3,763 | 42 | 2,086 | 47 | 2,204 | 33 | 2,094 | 17 | 867 | 17 | 867 |
| Fish markets—sea foods | 223 | 2,716 | 162 | 1,746 | 11 | 266 | 2 | 27 | 5 | 61 | 3 | 64 | 2 | 38 | 1 | 17 | 1 | 17 | 1 | 17 |
| Bakeries—bakery goods stores (except manu- facturing bakeries) | 36 | 40,303 | 13 | 4,453 | 2 | 459 | 1 | 197 | 2 | 363 | 2 | 363 | 2 | 363 | 2 | 363 | 2 | 363 | 2 | 363 |
| General merchandise group: | | | | | | | | | | | | | | | | | | | | |
| Department stores | 95 | 40,824 | 37 | 8,023 | 5 | 1,691 | 6 | 9,406 | 13 | 11,354 | 10 | 5,850 | 3 | 1,108 | 2 | 3,400 | 2 | 3,400 | 2 | 3,400 |
| With food departments | 308 | 9,010 | 177 | 3,062 | 58 | 1,346 | 21 | 594 | 20 | 404 | 3 | 1,108 | 1 | 23 | 2 | 3,400 | 2 | 3,400 | 2 | 3,400 |
| Dry goods stores | 116 | 10,590 | 19 | 1,061 | 18 | 1,894 | 12 | 1,922 | 12 | 1,415 | 6 | 418 | 4 | 774 | 5 | 519 | 9 | 804 | 9 | 804 |
| General merchandise stores | 103 | 3,505 | 53 | 1,603 | 15 | 454 | 9 | 522 | 17 | 109 | 10 | 431 | 3 | 13 | 2 | 17 | 1 | 17 | 1 | 17 |
| With food departments | 262 | 18,626 | 240 | 18,377 | 15 | 215 | 1 | 1 | 3 | 13 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 | 1 | 4 |
| Variety, 5-and-10, and 10-and-5 stores | 1,527 | 141,827 | 192 | 14,586 | 275 | 17,516 | 201 | 12,967 | 171 | 11,628 | 130 | 14,785 | 152 | 18,757 | 98 | 13,938 | 78 | 9,871 | 135 | 18,106 |
| Automotive group: | | | | | | | | | | | | | | | | | | | | |
| Automobile sales rooms—new and trade-in | 167 | 4,531 | 71 | 2,822 | 18 | 308 | 20 | 197 | 12 | 186 | 9 | 204 | 9 | 142 | 8 | 219 | 4 | 133 | 5 | 126 |
| Accessories, tires, and batteries | 193 | 3,455 | 46 | 937 | 25 | 273 | 23 | 256 | 21 | 222 | 16 | 242 | 17 | 206 | 13 | 347 | 7 | 188 | 10 | 206 |
| Tire shops (including tire repairs) | 839 | 16,674 | 343 | 5,603 | 173 | 2,941 | 100 | 2,078 | 67 | 1,165 | 55 | 1,163 | 40 | 1,378 | 16 | 692 | 20 | 544 | 16 | 426 |
| Filling stations—gasoline and oil | 438 | 8,240 | 188 | 3,277 | 90 | 1,583 | 48 | 708 | 32 | 730 | 35 | 1,974 | 24 | 1,471 | 8 | 162 | 5 | 121 | 4 | 78 |
| Filling stations with tires and accessories | 467 | 4,145 | 255 | 1,873 | 114 | 1,209 | 35 | 236 | 21 | 224 | 13 | 157 | 17 | 236 | 5 | 25 | 3 | 86 | 2 | 30 |
| Garages (repairs and storage, gasoline, oil, ac- cessories) | 1,128 | 11,890 | 301 | 2,901 | 183 | 2,109 | 176 | 1,868 | 112 | 1,019 | 92 | 898 | 116 | 1,048 | 59 | 737 | 40 | 453 | 21 | 488 |
| Apparel group: | | | | | | | | | | | | | | | | | | | | |
| Men's and boys' clothing and furnishings | 45 | 2,184 | 31 | 1,718 | 1 | 27 | 1 | 8 | 3 | 67 | 2 | 73 | 4 | 148 | 1 | 67 | 1 | 39 | 1 | 37 |
| Men's furnishing stores | 116 | 2,553 | 62 | 1,193 | 24 | 661 | 7 | 182 | 7 | 144 | 3 | 39 | 2 | 25 | 2 | 22 | 2 | 29 | 4 | 173 |
| Men's clothing and furnishings stores | 451 | 19,893 | 171 | 5,437 | 78 | 2,387 | 48 | 1,581 | 44 | 1,763 | 43 | 2,803 | 28 | 1,923 | 21 | 2,228 | 9 | 545 | 8 | 1,194 |
| Family clothing stores—men's, women's, and children's | 178 | 6,868 | 70 | 1,784 | 28 | 567 | 12 | 355 | 5 | 189 | 6 | 190 | 8 | 345 | 5 | 440 | 1 | 39 | 43 | 3,009 |
| Women's ready-to-wear specialty stores— apparel and accessories | 350 | 23,879 | 145 | 7,828 | 39 | 1,129 | 28 | 793 | 21 | 1,949 | 27 | 1,335 | 16 | 870 | 20 | 1,365 | 19 | 2,367 | 15 | 1,387 |
| Women's accessories stores | 70 | 3,206 | 16 | 554 | 8 | 235 | 8 | 215 | 9 | 204 | 4 | 340 | 3 | 119 | 6 | 305 | 4 | 300 | 3 | 89 |
| Furriers—fur shops | 353 | 4,167 | 204 | 2,400 | 84 | 440 | 20 | 113 | 23 | 504 | 6 | 47 | 5 | 347 | 3 | 41 | 2 | 31 | 6 | 154 |
| Millinery stores | 29 | 656 | 20 | 550 | 4 | 23 | 1 | 1 | 1 | 8 | 1 | 3 | 1 | 2 | 1 | 28 | 1 | 50 | 1 | 144 |
| Shoe stores—men's | 35 | 1,542 | 26 | 1,153 | 2 | 21 | 2 | 21 | 3 | 192 | 1 | 3 | 1 | 4 | 2 | 28 | 1 | 50 | 1 | 144 |
| Shoe stores—women's | 615 | 15,508 | 317 | 8,258 | 181 | 2,706 | 52 | 830 | 48 | 1,602 | 33 | 1,310 | 19 | 300 | 4 | 142 | 5 | 93 | 3 | 56 |

* All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes stores in the State which have reported either that they sell entirely for cash or that they sell on credit. The totals agree with Table 1 except for 6,878 stores with sales of \$163,802,318 which failed to report as to their credit activities.

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 installment (included also in reporting 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 installment (included also in reporting credit sales) ¹ |
|---------------------------------------|---|--------------------------------|---------------------------------|---|--|--|---|--------------------------------|---------------------------------|---|--|
| Total..... | 18,949 | \$777,779,927 | \$303,184,398 | 40.70 | \$50,995,939 | Other types of operation—Contd. | | | | | |
| Independent stores ² | 16,445 | 644,900,992 | 304,019,315 | 47.28 | 46,765,789 | Utility-operated retail stores..... | 73 | \$4,056,761 | \$2,605,465 | 63.75 | \$1,765,552 |
| Local chains..... | 343 | 25,953,505 | 15,985,641 | 61.83 | 2,363,271 | Manufacturer-controlled chains..... | 22 | 2,303,967 | 1,554,873 | 67.34 | 306,632 |
| Sectional chains..... | 123 | 14,815,804 | 10,848,369 | 73.22 | 2,558,476 | Cooperative stores ³ | 45 | 3,301,267 | 792,745 | 23.39 | ----- |
| National chains..... | 119 | 11,830,605 | 4,609,178 | 38.94 | 2,287,178 | Cooperative buying associations ³ | 40 | 2,894,730 | 912,610 | 31.53 | ----- |
| Other types of operation: | | | | | | Retailers—country buyers ² | 1,549 | 53,474,823 | 15,015,310 | 28.08 | ----- |
| Direct selling (house-to-house)..... | 25 | 2,487,563 | 1,014,220 | 40.77 | 669,095 | Retailers—wholesalers ³ | 118 | 8,006,353 | 3,731,607 | 41.96 | ----- |
| Leased department chains..... | 18 | 1,753,672 | 862,234 | 49.17 | 274,037 | All other types of operation..... | 22 | 674,855 | 329,501 | 33.50 | ----- |

¹ Includes the initial cash payment which is usually a consideration in installment selling. Installment sales were not reported by stores with total sales of less than \$90,000 annually. The open account sales include any installment business that may have been done by these smaller stores. Installment dealers frequently did not report as installment sales those transactions in which the customer's notes are handled through finance companies.

² Includes single-store independents, two and three-store independents.

³ These classifications are used only in rural areas and cities having less than 10,000 inhabitants.

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

A.—RECEIPTS FROM THE SALE OF MEALS¹

| KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals | KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals |
|---|-------------------------|-----------------------------|---|-------------------------|-----------------------------|
| Total..... | 91,452 | \$23,823,539 | Other stores in which meals are served—Continued. | | |
| Restaurants, cafeterias, and eating places..... | 82,196 | 25,333,880 | Meat markets..... | 27 | \$2,210 |
| Cafeterias..... | 4,798 | 2,330,603 | Bakeries—bakery goods stores (except manufacturing bakeries)..... | 311 | 47,641 |
| Lunch rooms..... | 24,978 | 5,067,126 | General stores—groceries with dry goods..... | 10 | 6,000 |
| Restaurants with table service..... | 40,864 | 14,800,024 | Department stores with food departments..... | 958 | 276,657 |
| Refreshment stands..... | 2,065 | 138,020 | Filling stations with merchandise..... | 792 | 74,457 |
| Fountain—lunches..... | 1,344 | 252,354 | Garages (repairs and storage, gasoline, oil, accessories)..... | 55 | 4,425 |
| Lunch counters..... | 1,017 | 1,204,622 | Men's furnishings stores..... | 20 | 3,206 |
| Soft-drink stands..... | 230 | 10,517 | Women's ready-to-wear specialty stores—apparel and accessories..... | 200 | 31,532 |
| Other stores in which meals are served..... | 9,256 | 1,459,650 | Cigar stands..... | 448 | 118,261 |
| Confectionery stores (candy and fountain)..... | 4,077 | 500,253 | Cigar stores without fountains..... | 16 | 2,465 |
| Delicatessen stores..... | 260 | 78,336 | Drug stores with fountains..... | 181 | 28,360 |
| Grocery stores (without meats)..... | 474 | 51,292 | News dealers..... | 704 | 249,744 |
| Combination stores—grocery stores with meats..... | 48 | 5,146 | Miscellaneous classifications (combined)..... | 75 | 3,686 |

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 STORAGE¹

| KIND OF BUSINESS | Number of repair employees | Receipts from repair service | Receipts from storage (incidental to merchandise sales) | KIND OF BUSINESS | Number of repair employees | Receipts from repair service | Receipts from storage (incidental to merchandise sales) |
|--|----------------------------|------------------------------|---|--|----------------------------|------------------------------|---|
| Total..... | 5,288 | \$23,135,685 | \$577,874 | Automotive group—Continued. | | | |
| Food group..... | | | | Radiator shops (including repairs)..... | 18 | \$93,309 | ----- |
| Confectionery stores (candy and fountain)..... | | 10,856 | ----- | Apparel group..... | | | |
| Grocery stores (without meats)..... | | 8,091 | ----- | Men's furnishings stores..... | | 1,500 | ----- |
| Combination stores—grocery stores with meats..... | | 1,665 | ----- | Furniture and household group..... | 6 | 14,250 | ----- |
| General stores..... | 9 | 41,490 | 7,589 | Furniture and undertaker..... | | 2,000 | ----- |
| General stores—groceries with dry goods..... | 2 | 3,692 | 860 | Radio and electrical shops..... | 6 | 12,250 | ----- |
| General stores—groceries with other merchandise..... | 7 | 37,798 | 6,723 | Restaurants, cafeterias, and eating places..... | | | \$10,000 |
| Automotive group..... | 5,244 | 22,975,336 | 859,989 | Lunch rooms..... | | | 10,000 |
| Automobile sales rooms—new and trade-in..... | 3,397 | 13,704,550 | 420,340 | Lumber and building group..... | 6 | 25,911 | ----- |
| Used-car establishments..... | 19 | 47,410 | 11,382 | Electrical shops (without radio)..... | 3 | 16,411 | ----- |
| Automobile dealers with farm implements and machinery..... | 141 | 434,914 | ----- | Plumbing shops—heating and ventilating..... | 3 | 6,090 | ----- |
| Accessory stores with tires and batteries..... | 94 | 471,280 | ----- | Paint and glass stores..... | | 3,590 | ----- |
| Battery and ignition shops—brake repair shops..... | 131 | 699,743 | ----- | Other retail stores..... | 17 | 58,511 | ----- |
| Tire shops (including tire repairs)..... | 152 | 650,220 | 5,539 | Hardware stores..... | 3 | 5,782 | ----- |
| Filling stations—gasoline and oil..... | 31 | 146,451 | 6,884 | Farm implements, machinery, and equipment dealers..... | 2 | 5,254 | ----- |
| Filling stations with tires and accessories..... | 98 | 558,904 | ----- | Farm implement dealers with hay, grain, and feed..... | 3 | 7,950 | ----- |
| Filling stations with other merchandise..... | 14 | 125,026 | ----- | Hardware and farm implement stores..... | 8 | 32,509 | ----- |
| Motor-cycle dealers..... | 3 | 18,532 | ----- | Farmers' supply stores..... | 1 | 2,000 | ----- |
| Bicycle shops..... | 1 | 2,066 | ----- | Miscellaneous classifications (combined)..... | | 3,025 | ----- |
| Body, fender, and paint shops..... | 180 | 820,784 | ----- | Secondhand stores..... | 6 | 10,031 | ----- |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 950 | 5,188,295 | 317,113 | | | | |
| Parking stations, parking garages, and lots..... | 15 | 13,732 | 98,728 | | | | |

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 SERVICE¹

| KIND OF BUSINESS | Receipts from other repairs and service (except automotive) | KIND OF BUSINESS | Receipts from other repairs and service (except automotive) |
|---|---|---|---|
| Total | 612,746,499 | Furniture and household group—Continued. | |
| Food group | 57,579 | Awnings, flags, banners, window shades, and texts..... | 80,601 |
| Confectionery stores (candy and fountain)..... | 35,023 | Interior decorators..... | 104,888 |
| Dairy products stores (including ice cream)..... | 1,000 | Lamp and shade shops..... | 3,000 |
| Egg and poultry dealers..... | 4,769 | Radio and electrical shops..... | 557,917 |
| Grocery stores (without meats)..... | 12,236 | Radio and musical instruments stores..... | 82,883 |
| Combination stores—meat markets with groceries..... | 1,500 | Restaurants, cafeterias, and eating places | 154,552 |
| General stores | 25,934 | Lunch rooms..... | 52,322 |
| General stores—groceries with apparel..... | 2,509 | Restaurants with table service..... | 62,000 |
| General stores—groceries with other merchandise..... | 23,334 | Refreshment stands..... | 7,445 |
| General merchandise group | 393,481 | Lunch counters..... | 11,934 |
| Department stores with food departments..... | 70,400 | Soft-drink stands..... | 20,761 |
| Department stores without food departments..... | 312,355 | Lumber and building group | 3,270,156 |
| Dry goods stores..... | 9,155 | Lumber and building material dealers..... | 97,496 |
| General merchandise stores with food departments..... | 700 | Lumber and hardware..... | 79,691 |
| General merchandise stores without food departments..... | 2,734 | Roofing..... | 313,313 |
| Variety, 5-and-10, and to-a-dollar stores..... | 3,137 | Dealers in any other single building material..... | 14,275 |
| Automotive group | 253,195 | Electrical shops (without radio)..... | 593,987 |
| Automobile sales rooms—new and trade-in..... | 49,693 | Heating appliances and oil burners..... | 381,803 |
| Automobile dealers with farm implements and machinery..... | 45,216 | Plumbing shops—heating and ventilating..... | 1,049,226 |
| Accessory stores with tires and batteries..... | 8,533 | Paint and glass stores..... | 766,365 |
| Battery and ignition shops—brake repair shops..... | 8,228 | Other retail stores | 5,048,698 |
| Filling stations—gasoline and oil..... | 1,300 | Hardware stores..... | 996,552 |
| Filling stations with tires and accessories..... | 6,150 | Farm implements, machinery, and equipment dealers..... | 132,233 |
| Filling stations with other merchandise..... | 10,041 | Farm implement dealers with hay, grain, and feed..... | 3,775 |
| Motor-cycle dealers..... | 35,697 | Hardware and farm implement stores..... | 71,333 |
| Bicycle shops..... | 8,781 | Feed stores (flour, feed, grain, fertilizer)..... | 92,857 |
| Body, fender, and paint shops..... | 56,403 | Farmess shops..... | 103,205 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 1,307 | Irrigation and drainage equipment and supplies (retail)..... | 766 |
| Radiator shops (including repairs)..... | 8,856 | Farmers' supply stores..... | 2,754 |
| Boats (motor boats, yachts, canoes)..... | | Seeds, bulbs, and nursery stock..... | 4,582 |
| Apparel group | 1,607,133 | Coal and feed stores..... | 39,984 |
| Men's and boys' clothing stores..... | 21,544 | Grain elevators (sales at retail)..... | 1,069 |
| Men's and boys' hat stores..... | 52,172 | Feed stores with groceries..... | 4,702 |
| Men's furnishings stores..... | 40,129 | Coal and wood yards..... | 119,755 |
| Men's clothing and furnishings stores..... | 37,454 | Ice dealers..... | 17,309 |
| Family clothing stores—men's, women's, and children's..... | 15,969 | Drug stores..... | 7,302 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 84,770 | Drug stores with fountains..... | 10,757 |
| Corset and lingerie shops..... | 950 | Florists..... | 1,800 |
| Furriers—fur shops..... | 521,517 | Toy shops..... | 25,672 |
| Millinery stores..... | 37,024 | Art and gift shops..... | 3,873 |
| Custom tailors..... | 167,693 | Novelty and souvenir shops..... | 17,253 |
| Shoe stores—men's..... | 23,119 | Camera dealers—photographic supplies..... | 83,801 |
| Shoe stores—women's..... | 1,907 | Jewelry stores (installment credit)..... | 36,953 |
| Family shoe stores—men's, women's, and children's..... | 502,855 | Jewelry stores..... | 923,482 |
| Furniture and household group | 2,005,763 | Luggage and leather goods stores..... | 18,069 |
| Furniture stores..... | 154,765 | Music stores (without radio)..... | 24,682 |
| Furniture and undertaker..... | 271,150 | News dealers..... | 11,214 |
| Furniture and hardware stores..... | 4,677 | Office and school supplies..... | 1,275 |
| Draperies, curtains, and upholstery stores..... | 62,829 | Office and store mechanical appliance dealers (retail)..... | 164,362 |
| Floor coverings stores..... | 28,311 | Office and store furniture and equipment dealers..... | 19,368 |
| Household appliances stores (electrical)..... | 512,625 | Store fixture dealers..... | 1,209 |
| Household appliances stores..... | 154,390 | Typewriter dealers..... | 10,221 |
| Refrigerator dealers—electric only..... | 4,494 | Opticians and optometrists..... | 77,182 |
| Antique and used furniture dealers..... | 850 | Sporting goods specialty stores..... | 26,973 |
| Picture and framing stores..... | 5,430 | Sporting goods stores with toys and stationery..... | 3,613 |
| Stove and range dealers..... | 2,250 | Scientific and medical instruments and supplies, at retail..... | 7,315 |
| Antique shops..... | 10,806 | Printers and lithographers..... | 2,450 |
| | | Monuments and tombstones..... | 2,078 |
| | | Miscellaneous classifications (combined) ² | 1,950,754 |
| | | Secondhand stores | 27,185 |

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

² Includes cigar stores and cigar stands.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| KIND OF BUSINESS | Merchandise manufactured on sales premises ¹ | Sales to other retailers for use or resale | 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 |
|---|---|--|--|---|---|---|--|
| Total | \$9,711,128 | \$18,407,012 | \$9,253,793 | Furniture and household group—Continued. | | | |
| Food group | 3,030,710 | 2,240,962 | | Household appliances stores: | | | |
| Candy and confectionery stores: | | | | Household appliances stores (electrical)..... | \$2,231 | \$36,539 | \$24,551 |
| Candy stores—nut stores..... | 11,500 | | | Household appliances stores..... | | 45,000 | 188,475 |
| Confectionery stores (candy and fountain)..... | 146,675 | 10,462 | | Refrigerator dealers, electric only..... | | | 4,500 |
| Dairy products stores: | | | | Other home furnishings and appliances stores: | | | |
| Dairy products stores (including ice cream)..... | 1,138,045 | 379,931 | | Picture and framing stores..... | | 17,600 | |
| Milk dealers..... | 92,606 | 122,130 | | Store and range dealers..... | | 1,000 | |
| Egg and poultry dealers..... | | 52,400 | | Antique shops..... | | 134,435 | 24,635 |
| Delicatessen stores..... | 24,400 | | | Awnings, flags, banners, window shades, and tents..... | 134,673 | 9,226 | 1,880 |
| Fruit stores and vegetable markets..... | | 144,605 | | Interior decorators..... | 144,450 | | 12,300 |
| Grocery stores (without meats)..... | 18,130 | 518,550 | | Lamp and shade shops..... | 31,500 | 5,000 | |
| Combination stores (groceries and meats): | | | | Radio and music stores: | | | |
| Grocery stores with meats..... | 82,005 | 330,069 | | Radio and electrical shops..... | 20,032 | 59,521 | 68,516 |
| Meat markets with groceries..... | 140,243 | 138,546 | | Radio and musical instruments stores..... | | | 218,447 |
| Meat markets..... | 702,843 | 889,424 | | Restaurants, cafeterias, and eating places | 46,837 | 0,468 | |
| Bakeries—bakery goods stores (except manufacturing bakeries)..... | 581,953 | 142,551 | | Restaurants, cafeterias, and lunch rooms: | | | |
| Other food stores: | | | | Lunch rooms..... | 13,637 | 6,468 | |
| General food stores..... | 4,280 | | | Restaurants with table service..... | 15,000 | | |
| Bottled waters and beverages..... | 88,015 | 3,285 | | Fountain—lunches..... | 17,600 | | |
| General stores | 70,071 | 3,887,918 | 2,339 | Lumber and building group | 1,523,787 | 1,155,210 | 562,108 |
| General stores—groceries with apparel..... | | 405,215 | | Lumber and building material dealers: | | | |
| General stores—groceries with dry goods..... | | 1,656,800 | | Lumber and building material dealers..... | 1,103,867 | 952,816 | 494,206 |
| General stores—groceries with other merchandise..... | 70,071 | 1,735,903 | 2,236 | Lumber and hardware..... | 17,030 | 18,612 | 9,225 |
| General merchandise group | 289,705 | 792,152 | 3,958,658 | Roofing..... | 77,475 | 28,600 | 7,738 |
| Department stores: | | | | Dealers in any other single building material..... | 2,016 | | |
| With food departments..... | 241,682 | 78,658 | 1,876,165 | Electrical shops (without radio)..... | 162,726 | 51,957 | 3,775 |
| Without food departments..... | 35,095 | | 1,945,471 | Heating and plumbing shops: | | | |
| Dry goods stores..... | | 7,858 | 99,599 | Heating appliances and oil burners..... | 63,463 | 11,260 | 26,221 |
| General merchandise stores: | | | | Plumbing shops—heating and venting..... | 83,713 | 13,110 | 6,688 |
| With food departments..... | 12,328 | 691,008 | 23,172 | Paint and glass stores..... | 13,567 | 78,921 | 14,913 |
| Without food departments..... | | 14,058 | 23,219 | Other retail stores | 2,762,911 | 2,968,468 | 580,536 |
| Automotive group | 158,833 | 6,840,824 | 2,013,825 | Hardware stores..... | 194,425 | 127,099 | 100,176 |
| Motor vehicle dealers: | | | | Hardware and farm implement stores: | | | |
| Automobile sales rooms—now and trade-in..... | 91,586 | 6,078,501 | 1,925,638 | Farm implements, machinery, and equipment dealers..... | 2,682 | 166,770 | 1,584 |
| Used-car establishments..... | | 79,046 | 75,300 | Farm implement dealers with hay, grain, and feed..... | 4,126 | 88,312 | |
| Automobile dealers with farm implements and machinery..... | | 138,609 | | Hardware and farm implement stores..... | | 34,058 | 35,521 |
| Accessories, tires, and batteries: | | | | Farmers' supplies: | | | |
| Accessory stores with tires and batteries..... | 6,000 | 73,784 | | Feed stores (flour, feed, grain, fertilizer)..... | 289,741 | 572,137 | |
| Battery and ignition shops—brake repair shops..... | 3,090 | 71,429 | 4,282 | Harness shops..... | 20,199 | 6,600 | |
| Tire shops including tire repairs..... | | 44,963 | | Farmers' supply stores..... | 2,000 | 1,400 | |
| Filling stations: | | | | Seeds, bulbs, and nursery stock..... | 5,000 | 58,650 | 5,000 |
| Filling stations—gasoline and oil..... | | 278,239 | 8,695 | Coal and feed stores..... | 62,343 | 476,332 | |
| Filling stations with tires and accessories..... | | 20,610 | | Grain elevators (sales at retail)..... | 8,050 | 96,005 | |
| Filling stations with other merchandise..... | | 19,183 | | Feed stores with groceries..... | 9,240 | 34,174 | |
| Garages and repair shops: | | | | Book stores | | | 32,955 |
| Body, fender, and paint shops..... | 44,447 | 17,000 | | Cigar stores and cigar stands: | | | |
| Garages (repairs and storage, gasoline, oil, accessories)..... | | 18,860 | | Cigar stores with fountains..... | 3,760 | 8,154 | |
| Boats (motor boats, yachts, canoes)..... | 13,800 | | | Cigar stores without fountains..... | 53,226 | 27,941 | |
| Apparel group | 1,391,315 | 156,824 | 569,455 | Coal and wood yards..... | 106,045 | 727,860 | 48,774 |
| Men's and boys' clothing and furnishings stores: | | | | Drug stores: | | | |
| Men's and boys' clothing stores..... | 2,665 | 5,631 | | Drug stores..... | 16,484 | 13,602 | |
| Men's and boys' hat stores..... | | 35,312 | | Drug stores with fountains..... | 45,887 | 1,463 | |
| Men's furnishings stores..... | 22,409 | 15,251 | | Florists..... | 246,832 | 48,678 | 2,760 |
| Men's clothing and furnishings stores..... | 79,073 | 13,971 | 37,326 | Gifts—novelties and toys—cameras: | | | |
| Family clothing stores—men's, women's, and children's..... | | | 90,018 | Toy shops..... | 41,000 | | |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 158,935 | 31,743 | 364,309 | Art and gift shops..... | 8,850 | 8,842 | |
| Women's accessories stores: | | | | Novelty and souvenir shops..... | 14,325 | 7,627 | |
| Corset and lingerie shops..... | | | 2,842 | Camera dealers—photographic supplies..... | 10,569 | 3,190 | 7,851 |
| Furriers—fur shops..... | 669,199 | 8,939 | 20,238 | Jewelry stores: | | | |
| Millinery stores..... | 27,380 | 4,950 | | Jewelry stores (installment credit)..... | 7,000 | | 59,704 |
| Umbrella shops including parasols and canes..... | 2,306 | | | Jewelry stores..... | 160,157 | 32,409 | 14,637 |
| Other apparel stores: | | | | Luggage and leather goods stores..... | 5,640 | 24,500 | 1,091 |
| Custom tailors..... | 423,822 | 3,300 | 4,475 | Music stores (without radio)..... | | | 13,686 |
| Dressmakers..... | 5,555 | | | News dealers..... | | 31,886 | 36,747 |
| Family shoe stores—men's, women's, and children's..... | | 37,667 | 20,247 | Office, school, and store supplies and equipment dealers: | | | |
| Furniture and household group | 436,949 | 355,500 | 1,563,748 | Office and school supplies..... | 36,786 | | 7,130 |
| Furniture stores: | | | | Office and store mechanical appliance dealers..... | | 117,248 | 147,437 |
| Furniture stores..... | 102,485 | 20,158 | 985,783 | Office and store furniture and equipment dealers..... | 561,827 | | 13,880 |
| Furniture and undertaker..... | | 39,021 | 24,062 | Store fixture dealers..... | | | 2,767 |
| Furniture and hardware stores..... | | | 5,595 | Typewriter dealers..... | | 2,000 | |
| Draperies, curtains and upholstery stores..... | 1,578 | | | Opticians and optometrists | 11,466 | | |
| | | | | Sporting goods specialty stores..... | | 6,839 | |
| | | | | Scientific and medical instruments and supplies, at retail..... | 50,975 | 43,000 | |
| | | | | Stationers and engravers..... | 80,817 | | 2,696 |
| | | | | Monuments and tombstones..... | 675,819 | 206,353 | 44,733 |
| | | | | Miscellaneous classifications (combined)..... | | | |
| | | | | Secondhand stores | | 2,050 | 3,172 |

¹ Merchandise manufactured on 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 no 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.

CENSUS OF DISTRIBUTION

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

[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, the retail sales for the State aggregating \$2,994,756]

| | 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 | Net sales, 1929 |
| State total..... | 546 | \$10,918,395 | 108 | \$12,971,661 | 138 | \$8,682,368 | 95 | \$3,469,744 |
| Milwaukee..... | 309 | 6,391,395 | 34 | 4,265,871 | 34 | 4,210,132 | 15 | 1,449,076 |

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

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

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

| COUNTY | COUNTRY BUYING (ASSEMBLING) | COUNTY | COUNTRY BUYING (ASSEMBLING) | COUNTY | COUNTRY BUYING (ASSEMBLING) |
|------------------|-----------------------------|----------------|-----------------------------|------------------|-----------------------------|
| Total..... | \$13,057,014 | Iron..... | \$8,132 | Racine..... | \$45,309 |
| Adams..... | 97,389 | Jackson..... | 285,239 | Richland..... | 117,525 |
| Ashland..... | (X) | Jefferson..... | 236,204 | Rock..... | 149,213 |
| Barron..... | 210,451 | Juneau..... | 394,585 | Rush..... | 107,478 |
| Bayfield..... | 117,191 | Kenosha..... | 16,557 | St. Croix..... | 393,237 |
| Brown..... | 211,367 | Kewaunee..... | 270,493 | Sauk..... | 300,569 |
| Buffalo..... | 169,185 | La Crosse..... | (X) | Sawyer..... | 33,177 |
| Burnett..... | 81,494 | Lafayette..... | 347,960 | Shawano..... | 118,188 |
| Calumet..... | 83,675 | Langlade..... | 39,630 | Sheboygan..... | 580,843 |
| Chippewa..... | 239,168 | Lincoln..... | (X) | Taylor..... | 53,766 |
| Clark..... | 291,842 | Manitowoc..... | 209,380 | Trempealeau..... | 315,781 |
| Columbia..... | 399,353 | Marathon..... | 71,051 | Vernon..... | 161,862 |
| Crawford..... | 79,591 | Marinette..... | 199,213 | Walworth..... | 30,641 |
| Dane..... | 369,885 | Marquette..... | 249,260 | Washburn..... | 14,216 |
| Dodge..... | 474,672 | Milwaukee..... | (X) | Washington..... | 843,866 |
| Door..... | 155,926 | Monroe..... | 212,296 | Waukesha..... | 158,661 |
| Douglas..... | 17,309 | Oconto..... | 164,531 | Waupaca..... | 524,793 |
| Dunn..... | 106,865 | Oneida..... | 39,889 | Waushara..... | 296,634 |
| Eau Claire..... | 118,136 | Outagamie..... | 149,369 | Winnebago..... | 275,068 |
| Florence..... | 4,367 | Ozaukee..... | 193,987 | Wood..... | 157,811 |
| Fond du Lac..... | 174,889 | Pepin..... | 140,364 | | |
| Forest..... | 31,947 | Pierce..... | 50,593 | | |
| Grant..... | 694,671 | Polk..... | 458,937 | | |
| Green..... | 171,185 | Portage..... | 42,216 | | |
| Green Lake..... | 183,022 | Price..... | 78,565 | | |
| Iowa..... | 201,156 | | | | |

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 11C.—THE STATE—RETAIL SALES BY WHOLESALE ESTABLISHMENTS, CLASSIFIED BY KINDS OF BUSINESS

[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 | SALES TO ULTIMATE CONSUMERS | | KIND OF BUSINESS | SALES TO ULTIMATE CONSUMERS | |
|--|----------------------------------|--|--|----------------------------------|--|
| | By wholesalers only ¹ | By all types of wholesalers ¹ | | By wholesalers only ¹ | By all types of wholesalers ¹ |
| Total..... | \$12,992,988 | \$15,698,797 | Furniture and house furnishings; house furnishings..... | \$2,000 | \$2,000 |
| Amusement and sporting goods..... | 48,383 | 80,522 | Groceries and food specialties..... | 668,785 | 691,876 |
| Amusement and sporting goods (except cameras and motion-picture equipment and supplies)..... | 26,298 | 53,437 | Groceries (general line)..... | 385,953 | 385,953 |
| Cameras and motion-picture equipment and supplies..... | 22,085 | 27,085 | Food and grocery specialties..... | 280,832 | 305,923 |
| Automotive..... | 4,943,639 | 4,948,286 | Hardware (general line)..... | 568,765 | 568,765 |
| Automobiles and other motor vehicles..... | (x) | 4,536,234 | Iron and steel scrap and other waste materials..... | 34,008 | 34,008 |
| Automotive equipment..... | (x) | 222,286 | Iron and steel scrap..... | (x) | (x) |
| Automobile parts (new and used)..... | (x) | 18,210 | Junk and scrap..... | (x) | (x) |
| Tires and tubes..... | (x) | 112,556 | Jewelry and optical goods; jewelry..... | 1,944 | 1,944 |
| Chemicals, drugs, and allied products..... | 158,988 | 355,038 | Leather and leather goods (except gloves and shoes)..... | 27,288 | 27,288 |
| Chemicals..... | 25,600 | 62,524 | Leather and leather belting..... | 13,828 | 13,828 |
| Drugs and drug sundries (general line)..... | 41,520 | 41,520 | Shoe findings and cut stock..... | 13,460 | 13,460 |
| Paints, varnishes, lacquers, and enamels..... | 91,868 | 250,994 | Lumber and building materials (other than metal)..... | 136,925 | 136,925 |
| Dry goods and apparel..... | 70,172 | 70,172 | Construction and building materials (other than metal and wood)..... | 84,825 | 84,825 |
| Dry goods (general line)..... | 6,690 | 6,690 | Lumber and millwork..... | 52,100 | 52,100 |
| Dry goods (specialty other than specified)..... | 6,822 | 6,822 | Machinery, equipment, and supplies (except electrical)..... | 94,450 | 1,285,764 |
| Notions..... | (x) | (x) | Commercial equipment and supplies..... | (x) | (x) |
| Shoes and other footwear..... | (x) | (x) | Construction equipment and supplies..... | 604,280 | 604,280 |
| Electrical..... | 650,781 | 653,615 | Farm machinery and equipment..... | (x) | 426,823 |
| Electrical goods (including appliances)..... | 66,929 | 69,763 | Manufacturing, mining, and drilling machinery, equipment and supplies..... | 75,975 | 93,181 |
| Electrical equipment and supplies..... | 6,391 | 6,391 | Professional equipment and supplies..... | 8,000 | 16,935 |
| Radios and radio equipment..... | 49,183 | 49,183 | Service equipment and supplies..... | (x) | (x) |
| Refrigerators (electrical)..... | 528,278 | 528,278 | Metals and minerals (except petroleum and scrap)..... | 2,477,495 | 2,625,749 |
| Farm products (not elsewhere specified)..... | 3,663 | 21,385 | Coal..... | 2,476,435 | 2,624,749 |
| Flowers and nursery stock..... | 3,663 | 3,663 | Iron and steel (except scrap)..... | 1,000 | 1,000 |
| Hides, skins, and furs..... | | 17,717 | Paper and paper products; stationery and stationery supplies..... | (x) | (x) |
| Farm supplies (except machinery and equipment)..... | 498,520 | 498,520 | Petroleum and petroleum products..... | 386,777 | 768,691 |
| Farm supplies (except feed and fertilizer)..... | (x) | (x) | Plumbing and heating equipment and supplies..... | 303,686 | 303,686 |
| Feed..... | (x) | (x) | Plumbing equipment and supplies..... | 220,508 | 220,508 |
| Food products (not elsewhere specified)..... | 1,187,752 | 1,798,471 | Heating equipment and supplies..... | 83,178 | 83,178 |
| Confectionery and soft drinks..... | 493,000 | 493,000 | Tobacco and tobacco products (except leaf)..... | 539,321 | 539,321 |
| Dairy products..... | 287,253 | 497,353 | All other..... | (x) | (x) |
| Poultry and poultry products..... | | 3,000 | Textiles and textile materials (other than dry goods)..... | 9,000 | 9,000 |
| Fish and sea foods..... | 23,506 | 23,506 | Miscellaneous kinds of business..... | (x) | (x) |
| Fruits and vegetables (fresh)..... | | 397,361 | | | |
| Meats and meat products..... | 383,993 | 384,251 | | | |
| Forest products (except lumber)..... | 14,735 | 14,735 | | | |
| Boxes, shooks, and cooperage..... | (x) | (x) | | | |
| Logs, railroad ties, piles, etc..... | (x) | 5,300 | | | |
| Other forest products..... | (x) | (x) | | | |

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.

CENSUS OF DISTRIBUTION

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 (including part time) | STOCKS ON HAND END OF YEAR (at cost) | NET SALES (1929) | |
|---|------------------|--|---------------------------------|--------------------------------------|--------------------------------------|------------------------|-------------------------|
| | | | | | | Amount | Per cent of total sales |
| Total | 39,474 | 38,571 | 88,535 | \$121,077,470 | \$183,388,430 | \$1,237,442,318 | 100.00 |
| Proprietorships..... | 32,873 | 38,417 | 39,045 | 47,040,770 | 95,507,290 | 653,218,340 | 52.79 |
| Proprietorships which are also members of cooperative associations..... | 45 | 63 | 132 | 190,588 | 345,770 | 2,707,387 | .22 |
| Corporations..... | 6,393 | 46,767 | 46,767 | 70,059,071 | 83,258,880 | 551,127,202 | 44.54 |
| Corporations which are also members of cooperative associations..... | 24 | --- | 2,095 | 3,055,006 | 2,653,830 | 18,907,555 | 1.54 |
| Cooperative associations..... | 157 | --- | 426 | 604,462 | 1,547,030 | 10,454,187 | .84 |
| Negro proprietorships..... | 59 | 57 | 61 | 52,037 | 53,920 | 474,414 | .04 |
| Oriental mutuals..... | 18 | 31 | 67 | 71,669 | 14,040 | 409,060 | .03 |
| Unclassified..... | 4 | 3 | 2 | 3,867 | 7,670 | 54,173 | --- |

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

[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 (full time) | TOTAL PAY ROLL (including part time) | 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 (including part time) | STOCKS ON HAND, END OF YEAR (at cost) | NET SALES (1929) | |
|---|------------------|--|---------------------------------|--------------------------------------|---------------------------------------|------------------|-------------------------|--|------------------|--|---------------------------------|--------------------------------------|---------------------------------------|------------------|-------------------------|
| | | | | | | Amount | Per cent of total sales | | | | | | | Amount | Per cent of total sales |
| All groups | 50 | 57 | 61 | \$52,037 | \$53,920 | \$474,414 | 100.00 | Other retail stores | 19 | 20 | 24 | \$28,027 | \$41,720 | \$240,717 | 50.74 |
| Food group | 10 | 11 | 5 | 5,554 | 5,790 | 118,418 | 24.96 | Variety, 5-and-10, and to-a-dollar stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) |
| Candy and confectionery stores..... | 3 | 4 | 1 | 596 | 570 | 10,865 | 2.29 | Men's and boys' clothing and furnishings stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Grocery stores (without meats)..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | Women's accessories stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Combination stores—grocery stores with meats..... | 3 | 2 | 1 | 1,371 | 3,400 | 24,165 | 5.09 | Radio and music stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Meat markets (including sea foods)..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | Heating and plumbing shops..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Automotive group | 4 | 5 | 1 | 1,090 | 4,360 | 22,677 | 4.78 | Book stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Motor vehicle dealers (new and used)..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | Cigar stores and cigar stands..... | 3 | 3 | 3 | 2,704 | 150 | 3,995 | .84 |
| Garages and repair shops..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | Coal and wood yards—ice dealers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |
| Restaurants, cafeterias, and eating places | 17 | 21 | 31 | 17,376 | 2,050 | 92,604 | 19.52 | Drug stores..... | 4 | 5 | 6 | 6,619 | 18,230 | 95,526 | 20.14 |
| Restaurants, cafeterias, and lunch rooms..... | 11 | 14 | 24 | 13,162 | 1,250 | 61,831 | 13.03 | Miscellaneous classifications (combined)..... | 3 | 3 | (x) | (x) | 1,170 | 5,677 | 1.20 |
| Lunch counters, refreshment stands, etc..... | 6 | 7 | 7 | 4,214 | 800 | 30,773 | 6.49 | Secondhand stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) |

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 1, Part 1, Retail Distribution)

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 15.—THE STATE—SALES BY COMMODITIES

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Confectionery stores (candy and fountain): (Commodity coverage, 5.9 per cent) | | | Combination stores—grocery stores with meats—Continued. | | |
| Bakery products, fresh..... | 24.5 | 14.5 | Ice cream..... | 1.0 | 0.1 |
| Bottled beverages..... | 1.6 | .5 | Meats, including poultry..... | 24.0 | 24.0 |
| Cigars, cigarettes, and tobacco..... | 6.5 | 4.4 | Milk and cream..... | 2.4 | 2.2 |
| Confectionery and nuts..... | 23.9 | 23.9 | Nonfood products— | | |
| Fountain sales and ice cream..... | 30.1 | 30.1 | Cigars, cigarettes, and tobacco..... | 2.0 | 1.4 |
| Fruits and vegetables..... | 7.0 | 2.1 | Hardware..... | 4.5 | .3 |
| Receipts from sale of meals..... | 20.1 | 24.3 | Household supplies..... | 1.3 | .5 |
| Stationery and school supplies..... | 3.1 | .2 | Stationery and school supplies..... | .4 | .1 |
| | | | Other nonfood products..... | (X) | 1.6 |
| Dairy products stores (including ice cream): (Commodity coverage, 73.0 per cent) | | | Combination stores—meat markets with groceries: (Commodity coverage, 24.6 per cent) | | |
| Butter and cheese..... | 57.2 | 46.2 | Bakery products, fresh..... | 3.7 | 1.6 |
| Eggs..... | 7.0 | 2.7 | Bottled beverages..... | 1.0 | .1 |
| Ice cream..... | 23.5 | 10.5 | Cigars, cigarettes, and tobacco..... | 2.5 | .4 |
| Milk and cream..... | 65.3 | 40.6 | Confectionery and nuts..... | 1.2 | .2 |
| | | | Delicatessen, ready-to-serve foods..... | 7.9 | 1.3 |
| Milk dealers: (Commodity coverage, 86.4 per cent) | | | Fresh fish and other sea foods..... | 2.5 | 1.5 |
| Butter and cheese..... | 16.9 | 16.4 | Fruits and vegetables..... | 5.2 | 5.1 |
| Ice cream..... | 26.8 | 1.5 | Groceries— | | |
| Milk and cream..... | 82.1 | 82.1 | Butter and cheese..... | 5.4 | 5.4 |
| | | | Eggs..... | 3.1 | 3.1 |
| Fruit stores and vegetable markets: (Commodity coverage, 40.0 per cent) | | | Lard, cooking fats, etc..... | 2.5 | 2.5 |
| Bakery products, fresh..... | 6.6 | .9 | Flour..... | 1.9 | 1.9 |
| Cigars, cigarettes, and tobacco..... | 1.2 | .1 | Sugar..... | 1.4 | 1.4 |
| Confectionery and nuts..... | 3.8 | 1.5 | Canned goods and other groceries..... | 8.3 | 8.3 |
| Delicatessen, ready-to-serve foods..... | 1.2 | .1 | Ice cream..... | 3.4 | .3 |
| Fruits and vegetables..... | 84.4 | 84.4 | Meats, including poultry..... | 65.8 | 65.8 |
| Groceries— | | | Milk and cream..... | 3.5 | 1.0 |
| Butter and cheese..... | 4.2 | 1.3 | Other nonfood products..... | (X) | .1 |
| Eggs..... | 2.3 | .9 | | | |
| Lard, cooking fats, etc..... | .5 | .1 | Meat markets: (Commodity coverage, 31.1 per cent) | | |
| Flour..... | 4.5 | .8 | Bakery products, fresh..... | 1.1 | .1 |
| Sugar..... | 5.6 | 1.2 | Butter and cheese..... | 4.5 | 2.6 |
| Canned goods and other groceries..... | 7.5 | 3.1 | Canned goods and other groceries..... | 2.4 | .8 |
| Milk and cream..... | 1.9 | .1 | Delicatessen, ready-to-serve foods..... | 14.7 | .3 |
| Other nonfood products..... | (X) | 1.3 | Eggs..... | 2.8 | 1.3 |
| Poultry..... | 21.5 | 4.2 | Fresh fish and other sea foods..... | 2.8 | 1.4 |
| | | | Fruits and vegetables..... | 8.2 | .4 |
| Grocery stores (without meats): (Commodity coverage, 15.6 per cent) | | | Lard, cooking fats, etc..... | 3.1 | 1.6 |
| Bakery products, fresh..... | 6.9 | 6.4 | Meats, including poultry..... | 91.3 | 91.3 |
| Bottled beverages..... | .4 | .3 | Milk and cream..... | 3.2 | .2 |
| Confectionery and nuts..... | 1.8 | 1.5 | | | |
| Delicatessen, ready-to-serve foods..... | 2.4 | .2 | GENERAL MERCHANDISE GROUP | | |
| Fresh fish and other sea foods..... | 2.1 | .1 | Department stores (with food departments): (Commodity coverage, 80.7 per cent) | | |
| Fruits and vegetables..... | 21.0 | 18.7 | Antiques, art goods, gifts..... | .3 | .3 |
| Groceries— | | | Apparel and accessories, women's, misses', children's— | | |
| Butter and cheese..... | 10.0 | 10.0 | Children's wear..... | 1.1 | .8 |
| Eggs..... | 4.3 | 4.3 | Millinery..... | 2.1 | 1.2 |
| Lard, cooking fats, etc..... | 1.4 | 1.4 | Hosiery..... | 3.9 | 3.5 |
| Flour..... | 3.9 | 3.0 | Coats, suits, and dresses..... | 10.0 | 10.0 |
| Sugar..... | 6.3 | 6.3 | Underwear, negligees, corsets, etc..... | 8.0 | 8.0 |
| Canned goods and other groceries..... | 40.3 | 40.3 | Other apparel, except furs..... | 3.4 | 3.1 |
| Ice cream..... | 2.8 | .1 | Appliances and supplies, electrical..... | 3.3 | 1.9 |
| Milk and cream..... | 2.0 | 1.7 | Household appliances, motor-driven (except refrigerators)..... | 0.8 | |
| Nonfood products— | | | Household heating appliances—portable..... | .3 | |
| Cigars, cigarettes and tobacco..... | 1.3 | 1.1 | Lighting equipment..... | .8 | |
| Household supplies..... | 1.2 | .8 | Automotive parts and accessories— | | |
| Other nonfood products..... | (X) | 3.2 | Automotive parts and accessories (except tires and tubes)..... | .1 | .1 |
| Poultry..... | 3.2 | .6 | Tires, tubes, and tire accessories..... | .2 | .1 |
| | | | Bakery products, fresh..... | .8 | .7 |
| Combination stores—grocery stores with meats: (Commodity coverage, 19.2 per cent) | | | Bottled beverages..... | .3 | .1 |
| Bakery products, fresh..... | 5.8 | 5.3 | Cigars, cigarettes, tobacco, and smokers' supplies..... | .8 | .7 |
| Bottled beverages..... | 4.7 | .3 | Clothing and furnishings (men's and boys')— | | |
| Confectionery and nuts..... | 1.6 | 1.1 | Suits..... | 3.2 | 3.1 |
| Delicatessen ready-to-serve foods..... | 2.5 | .3 | Overcoats..... | 1.0 | 1.0 |
| Fresh fish and other sea foods..... | 1.3 | .6 | Hats and caps..... | .4 | .4 |
| Fruits and vegetables..... | 11.8 | 10.1 | Furnishings..... | 7.4 | 7.3 |
| Groceries— | | | Confectionery and nuts..... | 1.1 | .9 |
| Butter and cheese..... | 8.0 | 8.0 | Delicatessen, ready-to-serve foods..... | .7 | .5 |
| Eggs..... | 3.1 | 3.1 | Drugs and drug sundries— | | |
| Lard, cooking fats, etc..... | 1.7 | 1.7 | Drugs, patent medicines, etc..... | .9 | .7 |
| Flour..... | 2.8 | 2.8 | Rubber goods..... | .1 | .1 |
| Sugar..... | 4.4 | 4.4 | Drug sundries..... | 3.5 | 1.2 |
| Canned goods and other groceries..... | 32.1 | 32.1 | | | |

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 State. The percentages shown in this second column are applicable to the total sales shown in Table 1. 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 commodity 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.)

(X) Indicates that a percentage for this classification is of no specific use and it has not been computed.

CENSUS OF DISTRIBUTION

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 (with food departments)—Continued. | | | Department stores (without food departments)—Continued. | | |
| Dry goods and notions— | | | Building materials | 1.0 | 0.1 |
| Piece goods— | | | Cigars, cigarettes, tobacco, and smokers' supplies..... | .6 | .1 |
| Cotton piece goods..... | 1.8 | 1.8 | Clothing and furnishings (men's and boys')— | | |
| Linen goods..... | 1.6 | 1.5 | Suits..... | 3.2 | 2.6 |
| Wool and wool-mixed goods..... | .7 | .6 | Overcoats..... | 1.2 | .7 |
| Rayon piece goods..... | .4 | .3 | Hats and caps..... | 1.2 | .8 |
| Silk and velvet piece goods..... | 2.6 | 2.5 | Furnishings..... | 5.9 | 4.8 |
| Notions and small wares..... | 3.2 | 3.2 | Work clothing..... | .6 | .3 |
| Other dry goods..... | 1.4 | 1.4 | Other clothing..... | .9 | .5 |
| Flowers, wreaths, etc..... | 1.2 | .8 | Confectionery and nuts..... | 1.1 | .7 |
| Fountain sales and ice cream..... | .9 | .7 | Drugs and drug sundries..... | 1.1 | .3 |
| Fruits and vegetables..... | 1.0 | .8 | Dry goods and notions— | | |
| Furniture— | | | Piece goods— | | |
| Bedroom..... | 1.3 | 1.0 | Cotton piece goods..... | 2.0 | 2.8 |
| Living room, library, and hall..... | 2.1 | 1.6 | Linen goods..... | 2.0 | 1.7 |
| Dining room..... | 1.2 | .9 | Wool and wool-mixed goods..... | .0 | .7 |
| Kitchen..... | .2 | .2 | Rayon piece goods..... | 1.1 | .7 |
| Other household..... | .2 | .1 | Silk and velvet piece goods..... | 3.1 | 2.6 |
| Furs and fur goods..... | .8 | .4 | Notions and small wares..... | 4.1 | 3.8 |
| Groceries— | | | Other dry goods..... | 1.0 | 1.4 |
| Butter and cheese..... | 1.0 | 1.2 | Farm and garden equipment and supplies..... | .9 | .1 |
| Eggs..... | 1.0 | 1.0 | Flowers, wreaths, etc..... | .5 | .2 |
| Lard, cooking fats, etc..... | .2 | .1 | Fountain sales and ice cream..... | 1.4 | .5 |
| Flour..... | 1.7 | 1.0 | Furniture— | | |
| Sugar..... | .2 | .1 | Bedroom..... | 1.1 | .7 |
| Canned goods and other groceries..... | 2.3 | 2.3 | Living room, library, and hall..... | 1.2 | .8 |
| Hardware..... | 1.0 | .8 | Dining room..... | .6 | .4 |
| Home furnishings— | | | Kitchen..... | .2 | .1 |
| Draperies, upholstery, and curtains..... | 2.6 | 2.6 | Other household..... | 1.9 | 1.3 |
| Floor coverings..... | 3.1 | 3.1 | Furs and fur goods..... | 1.1 | .7 |
| Bedding, mattresses, springs..... | .3 | .3 | Hardware..... | 2.4 | 1.3 |
| China, glassware, and crockery..... | 1.4 | 1.4 | Heating and plumbing equipment and supplies..... | 3.2 | .5 |
| Kitchen utensils..... | 1.2 | 1.2 | Home furnishings— | | |
| Other home furnishings..... | 2.6 | 2.6 | Draperies, upholstery, and curtains..... | 4.2 | 3.9 |
| Infants' wear..... | 2.1 | 2.0 | Floor coverings..... | 5.8 | 5.3 |
| Jewelry, silverware, and clocks— | | | Bedding, mattresses, springs..... | 1.6 | 1.0 |
| Clocks..... | .2 | .1 | China, glassware, and crockery..... | 1.4 | 1.0 |
| Watches..... | .1 | .1 | Kitchen utensils..... | .7 | .4 |
| Diamond jewelry..... | .1 | .1 | Other home furnishings..... | 5.2 | 3.7 |
| Gold and gold-filled jewelry..... | 1.1 | .8 | Jewelry, silverware, and clocks..... | 1.7 | 1.5 |
| Plated silverware..... | .5 | .4 | Leather goods, bill folds, purses, gloves, and hand bags..... | 1.3 | 1.0 |
| Sterling silverware..... | .1 | .1 | Luggage..... | .2 | .2 |
| Other jewelry..... | 1.0 | .3 | Miscellaneous..... | (x) | 2.2 |
| Leather goods, bill folds, purses, gloves, and hand bags..... | 1.5 | 1.2 | Optical goods..... | .5 | .2 |
| Luggage..... | .5 | .5 | Painters' supplies..... | .3 | .2 |
| Meats, including poultry..... | (x) | .9 | Paints, varnishes, lacquers..... | 1.0 | .6 |
| Miscellaneous merchandise..... | (x) | .7 | Phonographs and records..... | .2 | .1 |
| Musical instruments and accessories— | | | Radio parts and accessories..... | .7 | .4 |
| Pianos and accessories..... | .2 | .1 | Radio sets..... | 1.8 | 1.0 |
| Phonographs and records..... | .2 | .1 | Service..... | 1.3 | 4.8 |
| Optical goods..... | .4 | .1 | Shoes and other footwear— | | |
| Paints, varnishes, lacquers..... | .4 | .3 | Men's..... | .6 | .3 |
| Pets (goldfish, etc.)..... | .3 | .1 | Boys' and youths'..... | .3 | .1 |
| Radios and equipment..... | .3 | .1 | Women's..... | 3.1 | 2.5 |
| Receipts from sale of meats..... | 1.4 | 1.2 | Misses' and children's..... | .6 | .4 |
| Refrigerators, electric and gas..... | 1.0 | .0 | Rubber and other footwear..... | .2 | .1 |
| Seeds, bulbs, plants, and nursery stock..... | .3 | .1 | Sporting goods, gymnasium and playground equipment..... | 1.3 | .8 |
| Service..... | .3 | .2 | Stationery, books, and magazines— | | |
| Shoes and other footwear— | | | Books..... | .2 | .1 |
| Men's..... | 1.0 | .9 | Paper and paper goods..... | .7 | .5 |
| Boys' and youths'..... | .2 | .2 | Other stationery..... | .3 | .2 |
| Women's..... | 2.0 | 1.8 | Stoves and ranges, gas..... | .4 | .1 |
| Misses and children's..... | .2 | .2 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 3.7 | .8 |
| Sporting goods, gymnasium and playground equipment..... | .6 | .4 | Toilet articles and preparations..... | 2.0 | 2.2 |
| Stationery, books, and magazines— | | | Toys and games..... | 1.5 | 1.3 |
| Books..... | .5 | .2 | Wall paper..... | .3 | .1 |
| Paper and paper goods..... | .4 | .3 | | | |
| Other stationery..... | .5 | .4 | Dry goods stores: | | |
| Stoves and ranges, gas..... | .5 | .4 | (Commodity coverage, 36.6 per cent) | | |
| Toilet articles..... | .5 | .3 | Art goods, gifts | 3.2 | .9 |
| Toiletries and cosmetics..... | 2.3 | 1.4 | Apparel and accessories, women's, misses', children's— | | |
| Toys and games..... | 1.4 | 1.4 | Children's wear..... | 4.2 | 2.2 |
| Wall paper..... | .8 | .1 | Millinery..... | 4.2 | 2.5 |
| | | | Hosiery..... | 8.5 | 8.4 |
| Department stores (without food departments): | | | Coats, suits, and dresses..... | 26.9 | 25.7 |
| (Commodity coverage, 80.5 per cent) | | | Underwear, negligees, corsets, etc..... | 7.2 | 6.8 |
| Antiques, art goods, gifts..... | 2.0 | .6 | Other apparel, except furs..... | 4.5 | 3.5 |
| Apparel and accessories, women's, misses', children's— | | | Clothing and furnishings (men's and boys')— | | |
| Children's wear..... | 2.0 | 1.5 | Suits..... | 3.1 | .2 |
| Millinery..... | 2.8 | 2.4 | Overcoats..... | 2.7 | .2 |
| Hosiery..... | 4.0 | 4.7 | Hats and caps..... | 2.1 | .2 |
| Coats, suits, and dresses..... | 12.4 | 10.8 | Furnishings..... | 7.6 | .9 |
| Underwear, negligees, corsets, etc..... | 5.9 | 5.7 | Work clothing..... | 3.8 | .3 |
| Other apparel, except furs..... | 2.2 | 2.1 | Other clothing..... | 2.9 | .2 |
| Appliances and supplies, electrical— | | | Dry goods and notions— | | |
| Household appliances, motor-driven..... | 1.9 | 1.2 | Piece goods— | | |
| Household heating appliances, portable..... | .3 | .1 | Cotton piece goods..... | 6.7 | 6.7 |
| Lighting equipment..... | .4 | .1 | Linen goods..... | 3.7 | 3.6 |
| Construction materials..... | 1.2 | .3 | Wool and wool-mixed goods..... | 1.5 | 1.3 |
| Other appliances..... | .0 | .2 | Rayon piece goods..... | 1.7 | 1.3 |
| Automotive parts and accessories— | | | Silk and velvet piece goods..... | 5.6 | 5.6 |
| Automotive parts and accessories (except tires and tubes)..... | 5.4 | 1.0 | Notions and small wares..... | 7.0 | 6.6 |
| Tires, tubes, and tire accessories..... | 11.5 | 2.1 | Other dry goods..... | 7.3 | 4.7 |
| Bicycles and accessories..... | .0 | .1 | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

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TABLE 15.—THE STATE SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Dry goods stores—Continued. | | | General merchandise stores (with food departments)—Con. | | |
| Furs and fur goods..... | 4.2 | 1.8 | Luggage..... | 0.5 | 0.1 |
| Home furnishings— | | | Meats, including poultry..... | 7.5 | 2.0 |
| Draperies and curtains..... | 5.0 | 3.9 | Milk and cream..... | 1.4 | .4 |
| Floor coverings..... | 1.7 | .7 | Miscellaneous merchandise..... | (x) | .3 |
| Bedding and mattresses..... | 1.5 | .7 | Painters' supplies..... | .4 | .1 |
| China, glassware, and crockery..... | .6 | .2 | Paints, varnishes, lacquers..... | 1.4 | .6 |
| Other home furnishings..... | 3.0 | 1.6 | Plated silverware..... | .8 | .2 |
| Infants' wear..... | 3.8 | 1.8 | Seeds, bulbs, plants, and nursery stock..... | 1.9 | .6 |
| Jewelry—costume..... | 3.1 | .4 | Shoes and other footwear— | | |
| Leather goods, gloves, and handbags..... | 4.8 | .5 | Men's..... | 2.0 | .9 |
| Luggage..... | 1.4 | .1 | Boys' and youths'..... | .7 | .2 |
| Miscellaneous merchandise..... | (x) | 2.2 | Women's..... | 3.9 | 1.1 |
| Shoes and other footwear— | | | Misses' and children's..... | 1.1 | .3 |
| Men's..... | 1.1 | .2 | Infants'..... | .3 | .1 |
| Women's..... | 5.8 | 2.9 | Rubber and other footwear..... | 1.0 | .3 |
| Misses' and children's..... | .9 | .2 | Stationery— | | |
| Toilet articles..... | 1.0 | .1 | Paper and paper goods..... | .9 | .4 |
| Toiletries and cosmetics..... | 2.9 | .8 | Other stationery..... | 2.0 | .2 |
| Toys and games..... | .4 | .1 | Toilet articles..... | .3 | .1 |
| | | | Toiletries and cosmetics..... | 2.1 | .8 |
| | | | Toys and games..... | 1.1 | .2 |
| | | | Tractors..... | 3.7 | .2 |
| | | | Wall paper..... | 3.2 | .1 |
| General merchandise stores (with food departments): | | | General merchandise stores (without food departments): | | |
| (Commodity coverage, 22.7 per cent) | | | (Commodity coverage, 25.7 per cent) | | |
| Apparel and accessories, women's, misses', children's— | | | Art goods, gifts..... | 3.5 | 1.1 |
| Children's wear..... | .8 | .1 | Apparel and accessories, women's, misses', children's— | | |
| Hosiery..... | 1.3 | .4 | Children's wear..... | 3.0 | 1.4 |
| Coats, suits, and dresses..... | 5.8 | .8 | Milinery..... | 3.0 | 1.4 |
| Underwear, negligees, corsets, etc..... | 1.5 | .4 | Hosiery..... | 5.3 | 2.9 |
| Other apparel, except furs..... | 1.6 | .1 | Coats, suits, and dresses..... | 6.3 | 2.8 |
| Appliances and supplies, electrical..... | 31.9 | 1.3 | Underwear, negligees, corsets, etc..... | 3.1 | 1.7 |
| Bakery products, fresh..... | 4.4 | 1.6 | Other apparel, except furs..... | 6.7 | 3.5 |
| Bottled beverages..... | .3 | .1 | Appliances and supplies, electrical..... | 6.4 | .2 |
| Building materials— | | | Automotive parts and accessories (except tires and tubes)..... | 5.5 | 1 |
| Brick, terra cotta, tile, etc..... | 13.3 | 3.5 | Building materials..... | 7.7 | .3 |
| Building stone..... | 4 | 1 | Cigars, cigarettes, tobacco, and smokers' supplies..... | .2 | .1 |
| Cement..... | 21.5 | 5.6 | Clothing and furnishings (men's and boys')— | | |
| Lime, plaster, etc..... | 3.2 | .8 | Suits..... | 12.9 | 9.9 |
| Iron and other building metal..... | .5 | .1 | Overcoats..... | 4.2 | 3.2 |
| Wall boards..... | .7 | .1 | Hats and caps..... | 1.6 | 1.2 |
| Other building materials..... | 19.9 | 5.2 | Furnishings..... | 10.4 | 8.0 |
| Cigars, cigarettes, and tobacco..... | 1.3 | .3 | Work clothing..... | .9 | .4 |
| Clothing and furnishings (men's and boys')— | | | Other clothing..... | 3.1 | 2.1 |
| Suits..... | 5.7 | .2 | Drugs and drug sundries..... | 1.0 | .1 |
| Overcoats..... | 3.9 | .8 | Dry goods and notions..... | 27.0 | 15.6 |
| Hats and caps..... | .8 | .2 | Piece goods— | | |
| Furnishings..... | 3.7 | 1.1 | Cotton piece goods..... | 2.1 | |
| Work clothing..... | 2.4 | .7 | Linen goods..... | 1.7 | |
| Other clothing..... | 2.6 | .5 | Wool and wool-mixed goods..... | 2.1 | |
| Coal..... | 14.3 | 1.5 | Rayon piece goods..... | 1.1 | |
| Confectionery and nuts..... | 2.0 | .7 | Silk and velvet piece goods..... | .7 | |
| Deli-cessen, ready-to-serve foods..... | 2.0 | .1 | Notions and small wares..... | 1.3 | |
| Drugs and drug sundries— | | | Other dry goods..... | 6.6 | |
| Drugs, patent medicines, etc..... | 3.2 | .7 | Farm and garden equipment and supplies..... | 7.9 | .3 |
| Rubber goods..... | .3 | .1 | Furniture— | | |
| Dry goods and notions— | | | Bedroom..... | 5.6 | 1.2 |
| Piece goods— | | | Living room, library, and hall..... | 5.6 | 1.2 |
| Cotton piece goods..... | 2.0 | 1.0 | Dining room..... | 3.8 | .8 |
| Linen goods..... | 1.8 | .6 | Kitchen..... | 2.8 | .6 |
| Wool and wool-mixed goods..... | 2.2 | .7 | Other household..... | .9 | .2 |
| Rayon piece goods..... | 1.1 | .3 | Furs and fur goods..... | 6.2 | .8 |
| Silk and velvet piece goods..... | 2.5 | .8 | Hardware..... | 7.6 | .3 |
| Notions and small wares..... | 1.3 | .8 | Home furnishings— | | |
| Other dry goods..... | 5.5 | 1.2 | Draperies, upholstery, and curtains..... | 6.2 | 2.2 |
| Farm and garden equipment and supplies— | | | Floor coverings..... | 10.1 | 3.0 |
| Farm machinery..... | 21.9 | 2.3 | Bedding, mattresses, springs..... | 2.8 | 1.0 |
| Other farm and garden equipment and supplies..... | 7.1 | 1.5 | China, glassware, and crockery..... | 4.5 | 1.3 |
| Fertilizer..... | .6 | .2 | Kitchen utensils..... | 2.5 | .3 |
| Fresh fish and other sea foods..... | .1 | .1 | Other home furnishings..... | 0.1 | 2.3 |
| Fruits and vegetables..... | 10.0 | 5.6 | Infants' wear..... | 2.0 | .7 |
| Furniture— | | | Jewelry—costume..... | 3.8 | .2 |
| Bedroom..... | 2.2 | .1 | Leather goods, bill folds, purses, gloves, and hand bags..... | .8 | .1 |
| Living room, library, and hall..... | 2.5 | .1 | Luggage..... | .6 | .1 |
| Dining room..... | 1.9 | .1 | Miscellaneous merchandise..... | 1.7 | .7 |
| Other household..... | 1.2 | .1 | Paints, varnishes, glass, and painters' supplies..... | 1.3 | .1 |
| Furs and fur goods..... | 1.1 | .1 | Radio sets..... | 4.0 | 1.7 |
| Gasoline..... | 2.8 | .1 | Refrigerators, electric and gas..... | 2.9 | .2 |
| Groceries— | | | Shoes and other footwear..... | 10.0 | 6.1 |
| Butter and cheese..... | 2.7 | 1.5 | Men's..... | 3.5 | |
| Eggs..... | 2.0 | 1.1 | Boys' and youths'..... | .2 | |
| Lard, cooking fats, etc..... | .8 | .4 | Women's..... | .5 | |
| Flour..... | 3.1 | 2.3 | Misses' and children's..... | .2 | |
| Sugar..... | 4.5 | 3.4 | Rubber and other footwear..... | 1.7 | |
| Canned goods and other groceries..... | 39.2 | 29.7 | Sporting goods, gymnasium and playground equipment..... | 2.2 | .7 |
| Hardware— | | | Stationery, books, and magazines— | | |
| Builders' and shelf hardware..... | 1.0 | .2 | Books..... | 29.8 | 11.5 |
| Carpenters' and mechanics' tools..... | 1.0 | .2 | Paper and paper goods..... | 2.1 | .7 |
| Other hardware..... | 6.9 | 1.0 | Other stationery..... | 12.0 | 4.5 |
| Hay, grain, and feed— | | | Toilet articles..... | 3.2 | .6 |
| Hay, straw, and alfalfa..... | 1.2 | .4 | Toiletries and cosmetics..... | 2.1 | .2 |
| Grain and feed..... | 6.6 | 2.7 | Toys and games..... | 3.3 | .4 |
| Home furnishings— | | | | | |
| Draperies, upholstery, and curtains..... | .3 | .1 | | | |
| Floor coverings..... | 2.1 | .6 | | | |
| China, glassware, and crockery..... | 1.0 | 1.1 | | | |
| Kitchen utensils..... | 6.1 | 2.2 | | | |
| Other home furnishings..... | 3.8 | 1.1 | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

CENSUS OF DISTRIBUTION

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | | AUTOMOTIVE GROUP—Continued | | |
| Variety, 5-and-10, and to-a-dollar stores: ¹ (Commodity coverage, 27.5 per cent) | | | Used-car establishments: (Commodity coverage, 62.5 per cent) | | |
| Art goods, gifts..... | 5.0 | 0.2 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 18.1 | 6.5 |
| Apparel and accessories, women's, misses', children's— | | | Batteries..... | 2.6 | .7 |
| Children's wear..... | 3.8 | .3 | Commercial cars and trucks, new..... | 15.3 | .3 |
| Millinery..... | 3.7 | 1.5 | Gasoline..... | 14.0 | 1.5 |
| Hosiery..... | 9.9 | 5.4 | Oils and greases..... | 1.7 | .2 |
| Wash dresses..... | 14.6 | .3 | Passenger automobiles, new..... | 7.7 | .2 |
| Underwear, negligees, corsets, etc..... | 5.9 | 2.8 | Radio sets..... | 16.1 | 1.3 |
| Other apparel..... | 6.9 | 2.1 | Repairs and service..... | 3.3 | 1.0 |
| Appliances and supplies, electrical..... | 6.0 | 5.1 | Storage..... | 6.6 | .4 |
| Lighting equipment..... | 0.5 | | Tires, tubes, and tire accessories..... | 21.5 | 7.1 |
| Incandescent lamps..... | 1.2 | | Used passenger cars sold to dealers..... | 3.7 | 3.2 |
| Construction materials..... | .9 | | Used commercial cars and trucks..... | 5.1 | .6 |
| Other appliances..... | 2.5 | | Used passenger cars..... | 77.0 | 77.0 |
| Batteries..... | .6 | .2 | Accessory stores with tires and batteries: (Commodity coverage, 36.9 per cent) | | |
| Bottled beverages..... | 1.1 | .1 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 43.9 | 43.9 |
| Clothing and furnishings (men's and boys')— | | | Batteries..... | 10.3 | 9.1 |
| Furnishings..... | 7.6 | 2.1 | Gasoline..... | 27.1 | 3.8 |
| Other clothing..... | 2.2 | .1 | Miscellaneous merchandise..... | (x) | 2.8 |
| Confectionery and nuts..... | 9.2 | 6.0 | Oils and greases..... | 2.4 | 1.0 |
| Drugs, patent medicines, etc..... | 2.2 | .1 | Radio parts and accessories..... | 1.6 | .7 |
| Drug sundries..... | 5.0 | .1 | Radio sets..... | 9.8 | 4.3 |
| Dry goods and notions— | | | Repairs and service..... | 13.2 | 3.0 |
| Piece goods— | | | Tires and tubes sold to dealers..... | 13.0 | 1.6 |
| Cotton piece goods..... | 2.4 | 1.1 | Tires, tubes, and tire accessories..... | 32.9 | 29.8 |
| Wool and wool-mixed goods..... | .7 | .3 | Battery and ignition shops—brake repair shops: (Commodity coverage, 31.1 per cent) | | |
| Rayon piece goods..... | 2.4 | 1.1 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 52.5 | 45.0 |
| Notions and small wares..... | 8.4 | 8.1 | Batteries..... | 22.2 | 22.2 |
| Other dry goods..... | 5.4 | 4.2 | Gasoline..... | 23.9 | 2.8 |
| Flowers, wreaths, etc..... | .7 | .6 | Miscellaneous merchandise..... | (x) | 1.0 |
| Fountain sales and ice cream..... | 11.2 | 6.9 | Oils and greases..... | 4.0 | .3 |
| Fruits and vegetables..... | .5 | .2 | Parts and accessories sold to dealers..... | 27.2 | 8.8 |
| Hardware— | | | Radios and equipment..... | 24.1 | 5.0 |
| Builders' and shelf hardware..... | 3.9 | 3.0 | Repairs and service..... | 19.8 | 19.8 |
| Carpenters' and mechanics' tools..... | .6 | .4 | Tires, tubes, and tire accessories..... | 7.2 | 2.2 |
| Other hardware..... | 4.7 | 4.0 | Tire shops (including tire repairs): (Commodity coverage, 40.9 per cent) | | |
| Home furnishings— | | | Automotive parts and accessories (except tires, tubes, and batteries)..... | 6.5 | 4.6 |
| Draperies and curtains..... | 5.4 | .2 | Batteries..... | 3.3 | 1.7 |
| Floor coverings..... | 2.3 | .2 | Gasoline..... | 16.3 | 9.3 |
| China, glassware, and crockery..... | 3.9 | 3.7 | Miscellaneous merchandise..... | (x) | .3 |
| Kitchen utensils..... | 2.6 | 2.3 | Oils and greases..... | 4.0 | 2.0 |
| Other home furnishings..... | 2.1 | 1.3 | Radio parts and accessories..... | 4.0 | .6 |
| Infants' wear..... | 6.6 | 2.2 | Radio sets..... | 12.6 | 1.9 |
| Jewelry and silverware— | | | Repairs and service..... | 12.4 | 9.5 |
| Gold and gold-filled jewelry..... | .5 | .2 | Storage..... | 5.1 | .3 |
| Plated silverware..... | .6 | .3 | Tires and tubes sold to dealers..... | 6.1 | .8 |
| Other jewelry..... | 3.6 | 3.3 | Tires, tubes, and tire accessories..... | 69.0 | 69.0 |
| Leather goods, bill folds, purses..... | 3.0 | .7 | Filling stations (gasoline and oil): (Commodity coverage, 37.4 per cent) | | |
| Luggage..... | 1.7 | .1 | Gasoline..... | 86.4 | 86.4 |
| Miscellaneous merchandise..... | (x) | 6.3 | Miscellaneous merchandise..... | (x) | .1 |
| Musical instruments and accessories— | | | Oils and greases..... | 13.3 | 13.3 |
| Phonograph records..... | 2.3 | 2.1 | Repairs and service..... | 3.2 | .2 |
| Sheet music, music books, etc..... | 1.2 | .5 | Filling stations (with tires and accessories): (Commodity coverage, 7.4 per cent) | | |
| Optical goods..... | .4 | .1 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 4.6 | 3.3 |
| Painters' supplies..... | .7 | .1 | Batteries..... | 1.7 | 1.5 |
| Paints, varnishes, lacquers..... | 1.6 | 1.3 | Gasoline..... | 77.1 | 77.1 |
| Radio parts and accessories..... | 1.9 | 1.0 | Miscellaneous merchandise..... | (x) | .1 |
| Rubber and other footwear..... | 3.2 | .8 | Oils and greases..... | 9.6 | 9.6 |
| Seeds, bulbs, plants, and nursery stock..... | .6 | .5 | Repairs and service..... | 4.8 | 3.8 |
| Stationery, books, and magazines— | | | Tires, tubes, and tire accessories..... | 6.0 | 4.6 |
| Books..... | .3 | .2 | Filling stations (with other merchandise): (Commodity coverage, 7.5 per cent) | | |
| Paper and paper goods..... | 3.7 | 2.9 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 2.8 | .6 |
| Other stationery..... | 3.8 | 3.1 | Batteries..... | 2.4 | .5 |
| Toilet articles..... | .3 | .2 | Gasoline..... | 74.2 | 74.2 |
| Toiletries and cosmetics..... | 4.8 | 4.7 | Miscellaneous merchandise..... | (x) | 8.3 |
| Toys and games..... | 5.6 | 5.4 | Oils and greases..... | 10.6 | 10.6 |
| | | | Radio sets..... | 25.0 | 1.4 |
| | | | Repairs and service..... | 4.8 | 2.8 |
| | | | Tires, tubes, and tire accessories..... | 7.5 | 1.6 |
| | | | Motor-cycle dealers: (Commodity coverage, 33.2 per cent) | | |
| | | | Gasoline..... | .7 | .6 |
| | | | Motor cycles, bicycles, and accessories..... | 71.7 | 71.7 |

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

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Motor-cycle dealers—Continued. | | | Women's ready-to-wear specialty stores (apparel and accessories): | | |
| Oils and greases..... | 1.6 | 1.4 | (Commodity coverage, 76.0 per cent) | | |
| Secondhand goods..... | 16.9 | 16.9 | Apparel and accessories, women's, misses', children's— | | |
| Service..... | 9.4 | 9.4 | Custom tailoring, dressmaking..... | 7.0 | 0.3 |
| Garages (repairs and storage, gasoline, oil, accessories): | | | Children's wear..... | 4.6 | .3 |
| (Commodity coverage, 11.3 per cent) | | | Millinery..... | 7.5 | 3.7 |
| Automotive parts and accessories (except tires, tubes, and batteries)..... | 25.5 | 24.5 | Hosiery..... | 6.6 | 3.3 |
| Batteries..... | 1.6 | .8 | Coats, suits, and dresses..... | 75.6 | 75.6 |
| Gasoline..... | 25.5 | 16.7 | Underwear, negligees, corsets, etc..... | 7.1 | 3.9 |
| Miscellaneous merchandise..... | (x) | .8 | Other apparel (except furs)..... | 6.7 | 2.3 |
| Oils and greases..... | 4.2 | 3.2 | Furs and fur goods..... | 12.6 | 7.1 |
| Passenger automobiles, new..... | 5.4 | .1 | Gift merchandise..... | 2.5 | .3 |
| Radio sets..... | 3.3 | .3 | Infants' wear..... | 4.6 | .1 |
| Repairs and service..... | 42.9 | 42.9 | Jewelry, costume..... | 1.0 | .1 |
| Storage..... | 20.8 | 7.9 | Leather goods, gloves, and handbags..... | 1.5 | .2 |
| Tires, tubes, and tire accessories..... | 3.8 | 2.2 | Miscellaneous merchandise..... | (x) | .1 |
| Used passenger cars..... | 4.9 | .6 | Notions and small wares..... | 2.7 | .1 |
| Radiator shops (including repairs): | | | Receipts from sale of meals..... | 8.8 | .2 |
| (Commodity coverage, 13.0 per cent) | | | Service..... | 3.3 | .4 |
| Automotive parts and accessories..... | 60.3 | 60.3 | Shoes, women's..... | 14.4 | 1.9 |
| Repairs and service..... | 39.7 | 39.7 | Toilet articles and preparations..... | 2.5 | .1 |
| APPAREL GROUP | | | Corset and lingerie shops: | | |
| Men's and boys' clothing stores: | | | (Commodity coverage, 14.9 per cent) | | |
| (Commodity coverage, 53.1 per cent) | | | Hosiery..... | 27.3 | 14.5 |
| Custom tailoring..... | 2.0 | .4 | Jewelry, costume..... | 8.4 | 3.9 |
| Other clothing..... | 14.0 | .2 | Leather goods, purses, gloves, and handbags..... | 8.4 | 4.9 |
| Overcoats..... | 26.9 | 26.9 | Other apparel..... | 2.4 | 1.3 |
| Service..... | 3.5 | .3 | Underwear, negligees, corsets, etc..... | 76.4 | 76.4 |
| Suits..... | 72.2 | 72.2 | Furriers—fur shops: | | |
| Men's and boys' hat stores: | | | (Commodity coverage, 44.2 per cent) | | |
| (Commodity coverage, 95.0 per cent) | | | Furs and fur goods..... | 84.0 | 84.0 |
| Furnishings..... | 1.3 | .3 | Service..... | 19.0 | 16.0 |
| Hats and caps..... | 70.4 | 70.4 | Hosiery shops: | | |
| Service..... | 38.3 | 29.3 | (Commodity coverage, 44.4 per cent) | | |
| Men's furnishings stores: | | | Coats, suits, and dresses..... | 11.1 | .2 |
| (Commodity coverage, 20.2 per cent) | | | Furnishings, men's and boys'..... | 8.5 | 4.9 |
| Custom tailoring..... | 10.1 | 3.4 | Hosiery, women's..... | 82.7 | 82.7 |
| Furnishings..... | 62.1 | 62.1 | Infants' wear..... | 11.1 | .2 |
| Hats and caps..... | 24.7 | 22.4 | Other apparel, women's..... | 39.7 | 1.2 |
| Other clothing..... | 16.0 | 3.5 | Underwear, negligees, corsets, etc..... | 11.3 | 10.8 |
| Shoes and other footwear— | | | Knit-goods shops: | | |
| Men's..... | 15.6 | 4.8 | (Commodity coverage, 25.5 per cent) | | |
| Boys' and youths'..... | 3.1 | 1.0 | Furnishings, men's and boys'..... | 14.0 | 14.0 |
| Sporting goods..... | 8.0 | 1.6 | Hosiery..... | 30.0 | 30.0 |
| Work clothing..... | 3.9 | 1.2 | Infants' wear..... | 11.0 | 10.0 |
| Men's clothing and furnishings stores: | | | Other apparel..... | 18.2 | 16.0 |
| (Commodity coverage, 51.4 per cent) | | | Underwear, negligees, corsets, etc..... | 30.0 | 30.0 |
| Custom tailoring..... | 5.2 | 1.6 | Millinery stores: | | |
| Furnishings..... | 26.2 | 26.2 | (Commodity coverage, 39.6 per cent) | | |
| Hats and caps..... | 8.0 | 7.6 | Hosiery..... | 10.0 | .1 |
| Luggage..... | 1.4 | .1 | Jewelry—costume..... | 1.3 | .1 |
| Other clothing..... | 3.2 | 1.1 | Millinery..... | 99.6 | 99.6 |
| Overcoats..... | 13.0 | 13.0 | Other apparel..... | 26.7 | .2 |
| Shoes and other footwear— | | | Custom tailors: | | |
| Men's..... | 11.5 | 3.3 | (Commodity coverage, 30.8 per cent) | | |
| Boys' and youths'..... | 2.3 | .4 | Custom tailoring, men's and boys'..... | 90.3 | 90.3 |
| Rubber and other footwear..... | 1.3 | .1 | Furnishings, men's and boys'..... | 8.1 | 3.0 |
| Sporting goods..... | 5.5 | .2 | Hats and caps, men's and boys'..... | 3.8 | 1.4 |
| Suits, men's and boys'..... | 40.8 | 40.8 | Other clothing, men's and boys'..... | 7.2 | 2.8 |
| Work clothing..... | 7.0 | 5.6 | Overcoats, men's and boys'..... | 1.0 | .6 |
| Family clothing stores (men's, women's, and children's): | | | Service..... | 9.4 | .8 |
| (Commodity coverage, 41.6 per cent) | | | Suits, men's and boys'..... | 2.3 | 1.1 |
| Apparel and accessories, women's, misses', children's..... | 51.7 | 51.7 | Men's shoe stores: | | |
| Custom tailoring, dressmaking..... | 2.3 | | (Commodity coverage, 45.4 per cent) | | |
| Children's wear..... | 2.1 | | Furnishings, men's and boys'..... | 2.0 | 2.6 |
| Millinery..... | 1.9 | | Miscellaneous merchandise..... | (x) | .2 |
| Hosiery..... | 1.6 | | Shoes and other footwear— | | |
| Coats, suits, and dresses..... | 31.9 | | Men's..... | 86.8 | 86.8 |
| Underwear, negligees, corsets, etc..... | 1.6 | | Boys' and youths'..... | 13.8 | 6.4 |
| Other apparel (except furs)..... | 10.3 | | Rubber and other footwear..... | 5.3 | 4.0 |
| Clothing and furnishings (men's and boys')..... | 44.0 | 44.0 | Women's shoe stores: | | |
| Custom tailoring..... | 1.0 | | (Commodity coverage, 72.4 per cent) | | |
| Suits..... | 15.8 | | Hosiery, women's..... | 14.0 | 10.7 |
| Overcoats..... | 5.2 | | Rubber and other footwear..... | 4.4 | 2.2 |
| Hats and caps..... | 1.7 | | Service..... | .6 | .1 |
| Furnishings..... | 4.9 | | Shoes, women's..... | 87.0 | 87.0 |
| Work clothing..... | 3.0 | | Family shoe stores (men's, women's, and children's): | | |
| Other clothing..... | 12.4 | | (Commodity coverage, 33.2 per cent) | | |
| Dry goods and notions..... | 5.4 | .2 | Hosiery, women's..... | 6.7 | 2.6 |
| Furs and fur goods..... | 6.2 | .9 | Leather goods, bill folds, purses, gloves, and hand bags..... | 1.4 | .1 |
| Infants' wear..... | 2.1 | .2 | Miscellaneous merchandise..... | (x) | .4 |
| Jewelry—costume..... | 2.4 | .4 | Other apparel..... | 12.4 | .3 |
| Shoes and other footwear— | | | Service..... | 3.5 | 1.0 |
| Men's..... | 10.8 | .6 | Shoes and other footwear— | | |
| Boys' and youths'..... | 6.2 | .3 | Men's..... | 20.1 | 20.1 |
| Women's..... | 23.4 | 1.2 | Boys' and youths'..... | 5.7 | 3.1 |
| Misses' and children's..... | 7.4 | .4 | Women's..... | 49.0 | 49.0 |
| Infants'..... | 2.9 | .1 | Misses' and children's..... | 13.4 | 10.3 |
| | | | Infants'..... | 1.7 | .5 |
| | | | Rubber and other footwear..... | 10.7 | 12.6 |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | Per cent 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 |
|---|---|---|---|---|--|
| FURNITURE AND HOUSEHOLD GROUP | | | FURNITURE AND HOUSEHOLD GROUP—Continued | | |
| Furniture stores: (Commodity coverage, 74.8 per cent) | | | Household appliances stores (electrical)—Continued. | | |
| Antiques, art goods, gifts..... | 0.5 | 0.1 | Incandescent lamps..... | 11.0 | 8.9 |
| Appliances and supplies, gas— | | | Lighting equipment..... | 3.4 | 2.7 |
| Stoves and ranges..... | 3.2 | 1.9 | Miscellaneous merchandise..... | (x) | .1 |
| Other appliances, except refrigerators..... | 5.0 | .1 | Other appliances..... | 1.3 | .5 |
| Furniture— | | | Radio sets..... | 10.1 | 3.4 |
| Bedroom..... | 17.5 | 17.5 | Ranges, water heaters, etc..... | 3.0 | 2.9 |
| Living room, library, and hall..... | 29.2 | 29.2 | Refrigerators..... | 17.2 | 14.4 |
| Dining room..... | 13.0 | 13.0 | Service..... | 14.0 | 12.7 |
| Kitchen..... | 3.6 | 3.6 | | | |
| Other household furniture..... | 4.9 | 3.5 | Household appliances stores: (Commodity coverage, 70.0 per cent) | | |
| Office and store..... | 4.9 | .4 | Appliances and supplies, electrical— | | |
| Home furnishings— | | | Household appliances, motor-driven (except refrigerators) | | |
| Draperies, upholstery, and curtains..... | 7.8 | 3.1 | Household heating appliances—portable..... | 16.4 | 9.0 |
| Floor coverings..... | 13.7 | 10.8 | Lighting equipment..... | 5.5 | 2.0 |
| Bedding, mattresses, springs..... | 7.9 | 5.4 | Incandescent lamps..... | .8 | .5 |
| China, glassware, and crockery..... | .7 | .1 | Construction materials..... | 5.2 | 2.3 |
| Kitchen utensils..... | .7 | .1 | Commercial and industrial appliances..... | 3.7 | 1.1 |
| Other home furnishings..... | 4.3 | 2.1 | Ranges, water heaters, etc..... | 8.4 | 4.3 |
| Household appliances, motor-driven (except refrigerators)..... | 1.1 | .2 | Other appliances..... | 6.5 | 3.9 |
| Lighting equipment, electric..... | 2.1 | .4 | Appliances and supplies, gas— | 5.0 | 3.0 |
| Luggage..... | .6 | .1 | Stoves and ranges..... | 31.2 | 30.0 |
| Phonographs and records..... | .5 | .1 | Water heaters..... | 10.9 | 10.5 |
| Radio parts and accessories..... | .5 | .1 | Other appliances (except refrigerators)..... | 9.9 | 9.4 |
| Radio sets..... | 7.5 | 4.2 | Heating and plumbing equipment and supplies..... | 5.3 | 1.8 |
| Refrigerators, electric and gas..... | .9 | .1 | Radio parts and accessories..... | .6 | .2 |
| Secondhand furniture..... | 4.3 | 2.0 | Radio sets..... | 7.9 | 2.6 |
| Service..... | 7.7 | .5 | Refrigerators, electric and gas..... | 14.6 | 13.3 |
| Stoves, ranges, heaters, etc..... | 2.9 | .7 | Service..... | 6.1 | 5.0 |
| Tires, tubes, and tire accessories..... | 1.4 | .1 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | .7 | .2 |
| Toys and games..... | 1.0 | .3 | | | |
| Furniture and undertaker: (Commodity coverage, 9.1 per cent) | | | Antique shops: (Commodity coverage, 84.2 per cent) | | |
| Caskets and undertakers' supplies..... | 23.2 | 23.2 | Antiques, art goods, gifts..... | 88.4 | 88.4 |
| Furniture— | | | Floor coverings..... | 37.5 | 4.6 |
| Bedroom..... | 16.7 | 16.7 | Furniture, household..... | 7.0 | 7.0 |
| Living room, library, and hall..... | 23.7 | 23.7 | | | |
| Dining room..... | 8.4 | 8.4 | Interior decorators: (Commodity coverage, 88.2 per cent) | | |
| Kitchen..... | 3.3 | 3.3 | Antiques, art goods, gifts..... | 13.8 | 3.1 |
| Other household..... | 3.8 | 3.2 | Furniture— | | |
| Office and store..... | 5.8 | 1.1 | Bedroom..... | 12.8 | 12.8 |
| Hardware..... | 1.0 | .2 | Living room, library, and hall..... | 18.4 | 18.4 |
| Home furnishings— | | | Dining room..... | 11.0 | 11.0 |
| Draperies, upholstery, and curtains..... | 14.9 | 1.6 | Other household..... | 4.1 | .4 |
| Floor coverings..... | 21.4 | 0.6 | Home furnishings— | | |
| Bedding, mattresses, and springs..... | 6.7 | 2.5 | Draperies, upholstery, and curtains..... | 26.1 | 26.1 |
| Other home furnishings..... | 11.6 | 2.3 | Floor coverings..... | 15.4 | 15.4 |
| Miscellaneous merchandise..... | (x) | 2.3 | Bedding, mattresses, springs..... | 1.2 | .2 |
| Phonographs and records..... | 5.1 | .1 | Other home furnishings..... | 1.5 | .3 |
| Radios and equipment..... | 7.0 | .9 | Lighting equipment..... | 8.0 | 5.5 |
| Ranges, water heaters, etc., electric..... | 1.6 | .2 | Service..... | 11.8 | 6.8 |
| Refrigerators, electric and gas..... | .8 | .3 | | | |
| Service..... | 1.3 | .2 | Radio and electrical shops: (Commodity coverage, 35.2 per cent) | | |
| Toys and games..... | .9 | .2 | Appliances and supplies, electrical— | | |
| Furniture and hardware stores: (Commodity coverage, 6.8 per cent) | | | Household appliances, motor-driven (except refrigerators) | | |
| Furniture— | | | Household heating appliances—portable..... | 10.4 | 5.3 |
| Bedroom..... | 13.2 | 13.2 | Lighting equipment..... | 1.2 | .4 |
| Living room, library, and hall..... | 13.3 | 13.3 | Incandescent lamps..... | 16.3 | 5.7 |
| Dining room..... | 4.5 | 4.5 | Construction materials..... | 3.2 | 1.2 |
| Kitchen..... | 3.0 | 3.0 | Commercial and industrial appliances..... | 22.0 | 7.4 |
| Other household..... | 8.3 | 8.3 | Ranges, water heaters, etc..... | 6.1 | 1.5 |
| Glass..... | 1.3 | 1.3 | Other appliances..... | 5.8 | .8 |
| Hardware..... | 16.8 | 16.8 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 11.0 | 4.2 |
| Builders' and shelf..... | 0.2 | | Batteries..... | 18.7 | 1.3 |
| Carpenters and mechanics' tools..... | 1.1 | | Clocks..... | 8.0 | 1.0 |
| Other hardware..... | 6.5 | | Miscellaneous merchandise..... | 1.0 | .1 |
| Home furnishings..... | 18.7 | 18.7 | Radio parts and accessories..... | (x) | 1.0 |
| Floor coverings..... | 4.0 | .4 | Radio sets..... | 17.0 | 17.0 |
| Bedding, mattresses, springs..... | 10.1 | 3.2 | Refrigerators, electric..... | 43.7 | 43.7 |
| China, glassware, and crockery..... | 1.4 | .4 | Service..... | 15.6 | 3.1 |
| Kitchen utensils..... | 1.6 | .1 | Sporting goods..... | 7.0 | 2.1 |
| Other home furnishings..... | .7 | .1 | Tires, tubes, and tire accessories..... | 29.2 | 3.6 |
| Luggage..... | 1.0 | .4 | Toys and games..... | 1.0 | .1 |
| Paints, varnishes, lacquers..... | 3.2 | 3.2 | Typewriters and accessories..... | 1.6 | .1 |
| Radio sets..... | 7.1 | 7.1 | | 2.7 | .4 |
| Secondhand merchandise..... | 1.0 | .4 | Radio and musical instruments stores: (Commodity coverage, 57.7 per cent) | | |
| Stoves, ranges, heaters, etc. (other than electric or gas)..... | 8.1 | 8.1 | Furniture, household..... | 13.1 | .6 |
| Toys and games..... | 1.7 | 1.7 | Jewelry, silverware, and clocks..... | 15.0 | .7 |
| | | | Musical instruments and accessories— | | |
| Floor coverings stores: (Commodity coverage, 69.1 per cent) | | | Pianos and accessories..... | 29.2 | 26.7 |
| Floor coverings..... | 96.3 | 96.3 | Phonographs and records..... | 9.0 | 6.7 |
| Other home furnishings..... | 24.9 | 3.7 | Stringed and band instruments..... | 13.0 | 6.1 |
| | | | Sheet music, music books, etc..... | 4.1 | 1.9 |
| Household appliances stores (electrical): (Commodity coverage, 61.0 per cent) | | | Other musical instruments and accessories..... | 4.9 | 3.2 |
| Commercial and industrial appliances..... | 3.4 | 2.7 | Radio parts and accessories..... | 3.8 | 3.8 |
| Construction materials..... | 1.2 | 1.0 | Radio sets..... | 48.9 | 48.9 |
| Household appliances, motor-driven (except refrigerators)..... | 50.3 | 50.3 | Secondhand goods..... | 2.7 | .1 |
| Household heating appliances—portable..... | 1.1 | .4 | Service..... | 4.3 | 1.3 |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 |
|---|---|---|---|---|---|
| RESTAURANTS, CAFETERIAS, AND EATING PLACES | | | LUMBER AND BUILDING GROUP—Continued | | |
| Cafeterias: (Commodity coverage, 43.1 per cent) | | | Electrical shops (without radio): (Commodity coverage, 20.8 per cent) | | |
| Cigars, cigarettes, and tobacco..... | 6.0 | 6.0 | Appliances and supplies, electrical— | | |
| Confectionery and nuts..... | 1.5 | .4 | Household appliances, motor-driven (except refrigerators)..... | 2.4 | 0.3 |
| Fountain sales and ice cream..... | 19.4 | 5.7 | Lighting equipment..... | 33.9 | 33.9 |
| Magazines and newspapers..... | 3.7 | 1.1 | Incandescent lamps..... | 9.9 | 8.7 |
| Receipts from sale of meals..... | 86.8 | 86.8 | Construction materials..... | 11.3 | 11.3 |
| Restaurants with table service: (Commodity coverage, 13.0 per cent) | | | Commercial and industrial appliances..... | | |
| Bottled beverages..... | 9.2 | 1.0 | Other appliances..... | 2.5 | .3 |
| Confectionery and nuts..... | 2.8 | 1.2 | Refrigerators, electric..... | 34.9 | 3.7 |
| Fountain sales and ice cream..... | 4.6 | .8 | Service..... | 44.3 | 30.3 |
| Nonfood products— | | | Heating appliances and oil burners: (Commodity coverage, 63.0 per cent) | | |
| Cigars, cigarettes, and tobacco..... | 4.1 | 3.9 | Heating equipment and supplies..... | 81.9 | 81.9 |
| Other nonfood products..... | (x) | 1.6 | Miscellaneous merchandise..... | (x) | .8 |
| Receipts from sale of meals..... | 91.5 | 91.5 | Paints, varnishes, lacquers..... | 4.1 | .1 |
| Fountain—lunches: (Commodity coverage, 20.0 per cent) | | | Refrigerators, electric and gas..... | | |
| Bottled beverages..... | .7 | .3 | Roofing materials..... | 16.0 | 2.1 |
| Cigars, cigarettes, and tobacco..... | 14.1 | 5.5 | Secondhand goods..... | 1.6 | .1 |
| Confectionery and nuts..... | 15.1 | 11.6 | Service..... | 19.3 | 13.5 |
| Fountain sales and ice cream..... | 39.1 | 39.1 | Stoves and ranges, gas..... | 12.0 | .5 |
| Receipts from sale of meals..... | 43.5 | 43.5 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 4.4 | .4 |
| LUMBER AND BUILDING GROUP | | | Plumbing shops—heating and ventilating: (Commodity coverage, 31.9 per cent) | | |
| Lumber and building material dealers: (Commodity coverage, 52.5 per cent) | | | Appliances and supplies, gas— | | |
| Building materials— | | | Stoves and ranges..... | | |
| Brick, terra cotta, tile, etc..... | 3.7 | 2.1 | Water heaters..... | 1.1 | .1 |
| Building stone..... | 2.1 | .6 | Automotive parts and accessories (except batteries)..... | 1.1 | .1 |
| Cement..... | 10.8 | 7.0 | Batteries..... | 3.7 | .4 |
| Lime, plaster, etc..... | 3.4 | 2.0 | Builders' and shelf hardware..... | 5.9 | .3 |
| Lumber (rough and dressed)..... | 55.3 | 44.9 | Builders' and shelf hardware..... | 15.7 | 1.1 |
| Planing-mill products, woodwork..... | 11.2 | 7.1 | Building materials— | | |
| Wood shingles and shakes..... | 4.1 | 3.1 | Roofing materials..... | 13.5 | .4 |
| Roofing materials (except wood shingles)..... | 3.2 | 2.4 | Iron and other building metal..... | 15.1 | .5 |
| Structural steel (at retail)..... | 6.2 | .2 | Heating and plumbing equipment and supplies..... | 81.4 | 81.4 |
| Iron and other building metal..... | 5.7 | .5 | Household appliances, motor-driven (except refrigerators)..... | 12.4 | 2.9 |
| Building paper, insulating boards with wood base, etc..... | 2.2 | 1.6 | Painters' supplies..... | 1.0 | .1 |
| Wall boards (except wood base)..... | 1.6 | 1.1 | Radios and equipment..... | 2.9 | .4 |
| Other building materials..... | 10.0 | 5.2 | Refrigerators, electric and gas..... | 4.3 | .7 |
| Fuel— | | | Service..... | | |
| Coal..... | 29.6 | 16.9 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 29.3 | 11.5 |
| Fuel oil..... | 3.9 | .6 | | 3.5 | .1 |
| Wood, coke, and other fuels..... | 4.9 | 1.8 | Paint and glass stores: (Commodity coverage, 26.8 per cent) | | |
| Gasoline..... | 22.0 | .6 | Home furnishings— | | |
| Grain and feed..... | 5.9 | .7 | Floor coverings..... | 21.1 | 3.5 |
| Hardware..... | 4.6 | 1.1 | Other home furnishings..... | 7.7 | .7 |
| Heating and plumbing equipment and supplies..... | 11.5 | .2 | Miscellaneous merchandise..... | (x) | .9 |
| Ice..... | 1.4 | .2 | Paints, varnishes, glass, and painters' supplies— | | |
| Miscellaneous merchandise..... | (x) | .7 | Paints, varnishes, lacquers..... | 48.6 | 45.4 |
| Oils and greases..... | 3.0 | 1.1 | Glass..... | 10.3 | 8.7 |
| Paints, varnishes, lacquers..... | .7 | .1 | Painters' supplies..... | 8.2 | 7.8 |
| Seeds, bulbs, plants, and nursery stock..... | 10.6 | .1 | Secondhand merchandise..... | 15.0 | .4 |
| Wire fencing, gates, and posts..... | 1.3 | .1 | Service..... | (x) | 22.0 |
| Lumber and hardware dealers: (Commodity coverage, 21.3 per cent) | | | Wall paper..... | | |
| Building materials— | | | 17.2 | | |
| Brick, terra cotta, tile, etc..... | 2.5 | 1.5 | OTHER RETAIL STORES | | |
| Building stone..... | 1.1 | .6 | Hardware stores: (Commodity coverage, 24.2 per cent) | | |
| Cement..... | 7.2 | 5.2 | Appliances and supplies, electrical— | | |
| Lime, plaster, etc..... | 1.7 | .9 | Household appliances, motor-driven (except refrigerators)..... | | |
| Lumber (rough and dressed)..... | 35.9 | 31.0 | Household heating appliances—portable..... | | |
| Planing-mill products, woodwork..... | 11.7 | 10.1 | Incandescent lamps..... | | |
| Wood shingles and shakes..... | 3.5 | 2.5 | Construction materials..... | | |
| Roofing materials (except wood shingles)..... | 10.1 | 8.7 | Other appliances..... | | |
| Iron and other building metal..... | 21.5 | 4.3 | Appliances and supplies, gas— | | |
| Building paper, insulating boards with wood base, etc..... | 1.3 | .9 | Stoves and ranges..... | | |
| Wall boards (except wood base)..... | 2.1 | 1.3 | Water heaters..... | | |
| Other building materials..... | 5.4 | 3.3 | Automotive parts and accessories (except tires, tubes, and batteries)..... | | |
| Fuel— | | | Batteries..... | | |
| Wood, coke, and other fuels..... | 11.7 | 4.3 | Bicycles and accessories..... | | |
| Coal..... | 37.9 | 13.9 | Building materials— | | |
| Hardware— | | | Planing-mill products, woodwork..... | | |
| Builders' and shelf hardware..... | 7.8 | 7.8 | Roofing materials..... | | |
| Carpenters' and mechanics' tools..... | 1.0 | .8 | Structural steel (at retail)..... | | |
| Other hardware..... | .3 | .1 | Iron and other building metal..... | | |
| Paints, varnishes, glass, and painters' supplies— | | | Building paper, insulating boards with wood base, etc..... | | |
| Paints, varnishes, lacquers..... | 1.8 | 1.2 | Wall boards (except wood base)..... | | |
| Glass..... | .4 | .1 | Other building materials..... | | |
| Radio sets..... | 14.0 | 1.5 | Clocks..... | | |
| Roofing: (Commodity coverage, 23.4 per cent) | | | Farm machinery..... | | |
| Roofing materials..... | 29.8 | 29.8 | Fertilizers..... | | |
| Heating and plumbing equipment and supplies..... | 17.3 | 17.3 | Gasoline..... | | |
| Service..... | 52.9 | 52.9 | Glass..... | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

CENSUS OF DISTRIBUTION

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 stores—Continued. | | | Coal and wood yards: (Commodity coverage, 71.6 per cent) | | |
| Hardware— | | | Building materials— | | |
| Buildings and shell | 20.0 | 20.0 | Brick, terra cotta, tile, etc. | 5.6 | 0.4 |
| Carpenters' and mechanics' tools | 5.0 | 5.0 | Building stone | 3.6 | 1.1 |
| Other hardware | 22.4 | 16.1 | Cement | 7.9 | 1.3 |
| Heating and plumbing equipment and supplies | 19.0 | 6.8 | Lime, plaster, etc. | 4.0 | .5 |
| Home furnishings— | | | Other building materials | 8.2 | .7 |
| Floor coverings | 1.3 | .1 | Fuel— | | |
| China, glassware, and crockery | .9 | .2 | Coal | 76.9 | 76.8 |
| Kitchen utensils | 4.1 | 2.7 | Fuel oil | 9.1 | 2.0 |
| Other home furnishings | 1.4 | .2 | Wood, coke, and other fuel | 15.4 | 13.8 |
| Miscellaneous merchandise | (x) | 8.4 | Hardware | 4.6 | .1 |
| Oils and greases | 1.3 | .2 | Heating and plumbing equipment and supplies | 5.3 | .4 |
| Other farm and garden equipment and supplies | 1.2 | .4 | Ice | 30.1 | 2.5 |
| Paints, varnishes, lacquers | 7.4 | 6.4 | Miscellaneous merchandise | (x) | .1 |
| Painters' supplies | .7 | .5 | Service | 18.0 | .4 |
| Radio parts and accessories | .7 | .2 | | | |
| Radio sets | 3.7 | 1.4 | Drug stores (without fountains): | | |
| Refrigerators, electric and gas | 2.6 | .7 | (CCommodity coverage, 8.6 per cent) | | |
| Secondhand goods | 5.6 | .1 | Cigars, cigarettes, and tobacco | 8.2 | 7.8 |
| Seeds, bulbs, plants, and nursery stock | .3 | .1 | Confectionery and nuts | 3.8 | 1.6 |
| Service | 16.1 | 7.3 | Drugs, patent medicines, etc. | 30.9 | 30.9 |
| Sporting goods, gymnasium and playground equipment | 3.4 | 2.4 | Miscellaneous merchandise | (x) | 12.6 |
| Stoves, ranges, heaters, etc. (other than electric or gas) | 2.4 | 2.3 | Prescriptions | 19.7 | 19.7 |
| Tires, tubes, and tire accessories | 1.3 | .1 | Rubber goods | 2.6 | 1.6 |
| Toys and games | 2.1 | .6 | Stationery, books, periodicals, etc. | 7.7 | 4.8 |
| Wire fencing, gates, and posts | 1.3 | .6 | Surgical and hospital supplies | 4.1 | 2.0 |
| | | | Toilet articles | 3.2 | 2.2 |
| | | | Toiletries and cosmetics | 11.1 | 7.8 |
| Feed stores (flour, feed, grain, fertilizer): | | | Drug stores (with fountains): | | |
| (Commodity coverage, 8.9 per cent) | | | (Commodity coverage, 20.5 per cent) | | |
| Farm and garden equipment and supplies | 1.3 | .1 | Bottled beverages | 2.0 | 1.3 |
| Fertilizers | 1.4 | .3 | Cigars, cigarettes, and tobacco | 14.0 | 13.7 |
| Flour | 14.3 | 7.9 | Confectionery and nuts | 8.1 | 5.6 |
| Gasoline | 25.0 | 1.2 | Drugs, patent medicines, etc. | 24.1 | 24.1 |
| Grain and feed | 58.5 | 58.5 | Fountain sales and ice cream | 25.4 | 25.4 |
| Hay, straw, and alfalfa | 33.5 | 23.4 | Other merchandise | (x) | 3.0 |
| Miscellaneous merchandise | (x) | 2.2 | Prescriptions | 10.1 | 10.1 |
| Oils and greases | 10.0 | .5 | Rubber goods | 2.1 | 1.7 |
| Seeds, bulbs, plants, and nursery stock | 10.0 | 3.7 | Service | 3.7 | .1 |
| Service | 1.1 | .1 | Stationery, books, and periodicals, etc. | 3.4 | 2.9 |
| Sugar | 12.5 | 2.1 | Surgical and hospital supplies | 2.2 | 1.7 |
| | | | Toilet articles | 3.5 | 3.0 |
| | | | Toiletries and cosmetics | 8.1 | 7.4 |
| Seeds, bulbs, and nursery stock: | | | Florists: | | |
| (Commodity coverage, 29.2 per cent) | | | (Commodity coverage, 17.5 per cent) | | |
| Farm and garden equipment and supplies | 9.0 | 4.5 | Farm and garden equipment and supplies | 5.1 | .5 |
| Fertilizers | 10.0 | 5.0 | Fertilizers | 5.0 | .4 |
| Flour | 1.0 | .5 | Flowers, wreaths, etc. | 77.5 | 77.5 |
| Grain and feed | 20.0 | 10.0 | Miscellaneous merchandise | (x) | 1.4 |
| Hay, straw, and alfalfa | 10.0 | 5.0 | Seeds, bulbs, plants, and nursery stock | 27.9 | 20.2 |
| Seeds, bulbs, plants, and nursery stock | 75.0 | 75.0 | | | |
| Feed stores with groceries: | | | Camera dealers—photographic supplies: | | |
| (Commodity coverage, 10.4 per cent) | | | (Commodity coverage, 58.2 per cent) | | |
| Bakery products, fresh | 2.6 | 2.0 | Art goods, gifts | 1.1 | .1 |
| Bottled beverages | .8 | .2 | Cameras | 16.4 | 16.4 |
| Cigars, cigarettes, and tobacco | 3.3 | 3.3 | Miscellaneous merchandise | (x) | .2 |
| Confectionery and nuts | 1.2 | .7 | Photo-finishing sales | 14.2 | 14.2 |
| Delicatessen, ready-to-serve foods | .4 | .1 | Photographic supplies | 69.1 | 69.1 |
| Fruits and vegetables | 26.1 | 19.7 | | | |
| Gasoline, oil, and grease | 3.0 | .7 | Jewelry stores (installment credit): | | |
| Groceries— | | | (Commodity coverage, 99.3 per cent) | | |
| Butter and cheese | 11.6 | 11.6 | Antiques, art goods, gifts | 6.9 | 1.3 |
| Eggs | 4.2 | 4.2 | Books | 2.3 | .4 |
| Lard, cooking fats, etc. | 4.7 | 4.7 | China, glassware, and crockery | 3.1 | .2 |
| Flour | 11.9 | 11.9 | Incandescent lamps | 1.4 | .1 |
| Sugar | 10.0 | 10.0 | Jewelry, silverware, and clocks— | | |
| Canned goods and other groceries | 5.1 | 5.1 | Clocks | 4.6 | 4.4 |
| Hay, grain, and feed | 23.5 | 23.5 | Watches | 27.5 | 27.5 |
| Household supplies | 1.6 | .3 | Diamond jewelry | 30.9 | 30.9 |
| Milk and cream | 2.5 | 1.6 | Rings, other than diamond | 9.6 | 9.6 |
| Seeds, bulbs, plants, and nursery stock | 1.0 | .2 | Gold and gold-filled jewelry | 6.7 | 6.7 |
| Stationery and school supplies | .5 | .2 | Plated silverware | 5.3 | 4.8 |
| | | | Sterling silverware | 3.7 | 2.2 |
| | | | Other jewelry | 6.4 | 5.0 |
| Book stores: | | | Leather goods | 1.2 | .4 |
| (Commodity coverage, 42.5 per cent) | | | Optical goods | 2.1 | .3 |
| Art goods, gifts | .4 | .1 | Phonographs and records | 7.0 | .5 |
| Books | 64.0 | 64.0 | Radios and equipment | 13.9 | 1.0 |
| Leather goods | 1.5 | .2 | Service | 6.9 | 3.0 |
| Magazines and newspapers | 18.1 | 8.5 | Stationery | 1.8 | .1 |
| Office and store furniture | 7.2 | 1.1 | Toilet articles and preparations | 5.2 | .7 |
| Other stationery | 4.8 | 1.6 | | | |
| Paper and paper goods | 26.9 | 19.7 | Jewelry stores: | | |
| Phonographs and records | 1.3 | .2 | (Commodity coverage, 23.5 per cent) | | |
| Radios and equipment | 18.9 | 3.0 | Cameras and photographic supplies— | | |
| Sporting goods | 9.9 | 1.6 | Cameras | 3.9 | .1 |
| | | | Photographic supplies | 2.6 | .1 |
| | | | Photo-finishing sales | 9.5 | 1.1 |
| | | | Jewelry, silverware, and clocks— | | |
| | | | Clocks | 2.1 | 2.0 |
| | | | Watches | 10.4 | 10.4 |
| | | | Diamond jewelry | 28.4 | 28.2 |
| | | | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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—Continued. | | | Office and store furniture and equipment dealers—Contd. | | |
| Jewelry, silverware, and clocks—Continued. | | | Leather goods..... | 3.0 | 0.1 |
| Rings, other than diamond..... | 5.2 | 5.2 | Office and store equipment..... | 28.6 | 9.8 |
| Gold and gold-filled jewelry..... | 6.4 | 6.4 | Office and store furniture..... | 68.8 | 65.1 |
| Plated silverware..... | 6.3 | 5.6 | Other stationery..... | 16.5 | 10.1 |
| Sterling silverware..... | 10.6 | 10.0 | Paper and paper goods..... | 24.2 | 7.1 |
| Other jewelry..... | 29.4 | 19.0 | Secondhand furniture..... | 3.2 | .3 |
| Leather goods..... | 1.7 | .7 | Service..... | 4.3 | 1.6 |
| Novelties..... | 3.7 | .2 | Typewriters and accessories..... | 10.2 | 3.6 |
| Optical goods..... | 10.3 | .6 | Typewriter dealers: | | |
| Service..... | 8.9 | 6.3 | (Commodity coverage, 19.3 per cent) | | |
| Stationery, books, and magazines..... | 14.7 | 4.0 | Service..... | 2.7 | 2.7 |
| Toilet articles..... | 1.4 | .1 | Typewriters and accessories..... | 97.3 | 97.3 |
| Luggage and leather goods stores: | | | Opticians and optometrists: | | |
| (Commodity coverage, 38.2 per cent) | | | (Commodity coverage, 27.6 per cent) | | |
| Cameras..... | .3 | .1 | Optical goods..... | 91.5 | 91.5 |
| Leather goods, bill folds, purses, gloves, and hand bags..... | 49.3 | 49.3 | Service..... | 12.6 | 8.5 |
| Luggage..... | 45.2 | 45.2 | Sporting goods specialty stores: | | |
| Miscellaneous merchandise..... | (x) | 2.1 | (Commodity coverage, 46.1 per cent) | | |
| Service..... | 8.0 | 3.3 | Bicycles and accessories..... | 1.1 | .2 |
| Music stores: | | | Household heating appliances—portable..... | 6.6 | .7 |
| (Commodity coverage, 44.2 per cent) | | | Jewelry..... | .3 | .1 |
| Miscellaneous merchandise..... | (x) | 3.2 | Other appliances, electrical..... | 2.1 | .2 |
| Other musical instruments and accessories..... | 6.9 | 1.4 | Radio sets..... | 1.3 | .2 |
| Phonographs and records..... | 52.4 | 33.5 | Service..... | 3.4 | 2.1 |
| Pianos and accessories..... | 70.4 | 26.4 | Sporting goods, gymnasium and playground equipment..... | 96.5 | 96.5 |
| Radio parts and accessories..... | 1.7 | .4 | Scientific and medical instruments and supplies (at retail): | | |
| Radio sets..... | 11.3 | 3.6 | (Commodity coverage, 99.5 per cent) | | |
| Sheet music, music books, etc..... | 54.8 | 28.1 | Books..... | .2 | .1 |
| Stringed and band instruments..... | 7.7 | 3.4 | Office and store furniture..... | 18.7 | 2.8 |
| News dealers: | | | Professional and scientific instruments and equipment..... | 56.6 | 49.7 |
| (Commodity coverage, 30.3 per cent) | | | Service..... | 2.4 | 1.4 |
| Books..... | 6.1 | 1.2 | Surgical, dental, and hospital supplies..... | 63.1 | 46.0 |
| Cigars, cigarettes, and tobacco..... | 19.6 | 9.0 | Stationers and engravers: | | |
| Confectionery and nuts..... | 13.2 | 2.0 | (Commodity coverage, 84.7 per cent) | | |
| Fountain sales and ice cream..... | 9.0 | 1.4 | Adding and calculating machines and accessories..... | .2 | .1 |
| Leather goods..... | .3 | .1 | Art goods, gifts..... | 16.1 | 4.7 |
| Magazines and newspapers..... | 78.0 | 78.0 | Cameras and photographic supplies..... | 10.8 | 4.0 |
| Miscellaneous merchandise..... | (x) | 3.5 | Jewelry..... | 2.0 | .6 |
| Other stationery..... | 18.2 | .4 | Leather goods..... | 8.1 | 2.4 |
| Paper and paper goods..... | 4.8 | .9 | Office and store furniture..... | 11.4 | 7.0 |
| Smokers' supplies..... | 8.6 | 3.5 | Service..... | 20.2 | 5.9 |
| Office and school supplies: | | | Stationery..... | 73.4 | 73.4 |
| (Commodity coverage, 63.0 per cent) | | | Typewriters and accessories..... | .1 | .1 |
| Office and store furniture..... | 10.1 | 8.7 | SECONDHAND STORES | | |
| Other stationery..... | 51.9 | 45.9 | Automobile parts and accessories (secondhand): | | |
| Paper and paper goods..... | 78.4 | 43.8 | (Commodity coverage, 65.6 per cent) | | |
| Typewriters and accessories..... | 3.0 | 1.6 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 45.8 | 45.8 |
| Office and store mechanical appliance dealers (retail): | | | Batteries..... | 6.3 | 5.9 |
| (Commodity coverage, 85.4 per cent) | | | Gasoline..... | 17.3 | 2.0 |
| Adding and calculating machines and accessories..... | 47.2 | 38.5 | Miscellaneous merchandise..... | (x) | 16.7 |
| Other office and store mechanical appliances..... | 56.6 | 33.8 | Oils and greases..... | 4.4 | .5 |
| Secondhand furniture..... | 3.3 | .2 | Parts and accessories sold to dealers..... | 8.3 | .5 |
| Service..... | 9.6 | 8.5 | Radio sets..... | 1.1 | .1 |
| Stationery..... | 24.0 | 10.2 | Repairs and service..... | 4.3 | .6 |
| Typewriters and accessories..... | 21.0 | 8.8 | Tires, tubes, and tire accessories..... | 25.7 | 25.7 |
| Office and store furniture and equipment dealers: | | | Used commercial cars and trucks..... | 1.4 | .3 |
| (Commodity coverage, 85.2 per cent) | | | Used passenger cars..... | 2.0 | 1.9 |
| Adding and calculating machines and accessories..... | 8.1 | 2.2 | | | |
| Art goods, gifts..... | 2.0 | .1 | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

CENSUS OF DISTRIBUTION

TABLE 16.—MILWAUKEE—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
NUMBER OF STORES, PERSONNEL, PAY ROLL, 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 23) | 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 | 8,609 | 7,575 | 29,361 | 4,763 | \$43,936,229 | \$1,349,366 | \$43,064,790 | \$953,894,370 | 100.00 |
| Food group | 2,776 | 2,584 | 4,396 | 1,249 | 6,467,423 | 312,059 | 3,289,859 | 87,292,990 | 24.66 |
| Candy and confectionery stores: | | | | | | | | | |
| Candy stores—nut stores..... | 24 | 13 | 53 | 3 | 53,754 | 424 | 18,200 | 477,184 | .14 |
| Confectionery stores (candy and fountain)..... | 183 | 191 | 190 | 83 | 205,621 | 21,735 | 77,280 | 1,841,172 | .52 |
| Dairy-products stores: | | | | | | | | | |
| Dairy-products stores (including ice cream)..... | 10 | 1 | 92 | 5 | 154,368 | 438 | 35,020 | 1,454,556 | .41 |
| Egg and poultry dealers..... | 3 | 3 | 4 | 1 | 310 | 120 | 310 | 41,800 | .01 |
| Milk dealers ¹ | 12 | 4 | 1,162 | 1 | 2,017,461 | 120 | 259,690 | 13,804,931 | 3.93 |
| Delicatessen stores..... | 102 | 122 | 71 | 39 | 72,803 | 9,267 | 79,480 | 1,424,246 | .40 |
| Fruit stores and vegetable markets..... | 86 | 90 | 187 | 110 | 218,286 | 27,250 | 103,200 | 3,385,448 | .96 |
| Grocery stores (without meats)..... | 1,293 | 1,160 | 1,000 | 541 | 1,254,565 | 127,025 | 1,067,880 | 28,194,207 | 7.97 |
| Combination stores (groceries and meats): | | | | | | | | | |
| Grocery stores with meats..... | 262 | 242 | 313 | 154 | 465,113 | 40,227 | 372,480 | 9,200,192 | 2.60 |
| Meat markets with groceries..... | 233 | 239 | 277 | 123 | 480,471 | 34,853 | 202,160 | 8,820,118 | 2.49 |
| Meat markets (including sea foods): | | | | | | | | | |
| Fish markets—sea foods..... | 27 | 26 | 23 | 8 | 35,454 | 3,728 | 13,800 | 433,886 | .12 |
| Meat markets..... | 437 | 416 | 561 | 152 | 898,270 | 41,570 | 214,220 | 15,577,882 | 4.40 |
| Bakeries—bakery-goods stores (except manufacturing bakeries)..... | 71 | 61 | 75 | 20 | 67,921 | 5,289 | 10,650 | 547,419 | .15 |
| Other food stores: | | | | | | | | | |
| Coffee, tea, spices..... | 14 | 6 | 277 | 1 | 424,720 | 115 | 212,530 | 1,591,037 | .45 |
| General food stores..... | 4 | 7 | 8 | — | 4,359 | — | 5,060 | 18,286 | — |
| Bottled waters and beverages..... | 8 | 3 | 47 | — | 89,809 | — | 17,890 | 380,026 | .11 |
| General stores—groceries with apparel or dry goods ² | 6 | 6 | 3 | — | 3,658 | — | 29,090 | 82,784 | .02 |
| General merchandise group ³ | 250 | 205 | 6,907 | 977 | 9,420,616 | 356,968 | 9,438,690 | 68,832,415 | 16.62 |
| Department stores: | | | | | | | | | |
| With food departments..... | 3 | — | 3,021 | 136 | 4,184,833 | 43,332 | 3,341,320 | 24,092,298 | 6.81 |
| Without food departments..... | 11 | 3 | 2,877 | 546 | 4,278,190 | 262,007 | 4,207,000 | 25,760,037 | 7.28 |
| Dry-goods stores..... | 167 | 160 | 148 | 77 | 166,736 | 18,373 | 1,017,450 | 2,665,085 | .72 |
| General merchandise stores: | | | | | | | | | |
| With food departments..... | 3 | 2 | 91 | 1 | 129,720 | 515 | 107,400 | 672,023 | .19 |
| Without food departments..... | 18 | 18 | 20 | 26 | 26,763 | 2,414 | 139,360 | 319,454 | .09 |
| Army and Navy goods stores..... | 4 | 5 | 1 | 2 | 1,193 | 593 | 13,270 | 71,840 | .02 |
| Variety, 5-and-10, and to-a-dollar stores..... | 42 | 17 | 697 | 182 | 554,826 | 23,169 | 529,910 | 5,003,747 | 1.44 |
| Automotive group ³ | 990 | 732 | 3,568 | 319 | 5,929,315 | 112,903 | 4,065,660 | 56,668,556 | 16.01 |
| Motor-vehicle dealers: | | | | | | | | | |
| Automobile sales rooms—new and trade-in..... | 142 | 91 | 1,971 | 40 | 3,266,767 | 13,099 | 2,553,120 | 35,887,851 | 10.14 |
| Used-car establishments..... | 40 | 43 | 119 | 15 | 191,487 | 5,053 | 213,980 | 2,176,732 | .61 |
| Accessories, tires, and batteries: | | | | | | | | | |
| Accessory stores with tires and batteries..... | 52 | 33 | 211 | 13 | 343,172 | 4,721 | 456,310 | 2,637,031 | .75 |
| Battery and ignition shops—brake-repair shops..... | 31 | 26 | 103 | 10 | 110,600 | 3,622 | 110,310 | 807,131 | .24 |
| Tire shops (including tire repairs)..... | 36 | 28 | 85 | 5 | 143,447 | 862 | 233,490 | 1,131,126 | .32 |
| Filling stations: | | | | | | | | | |
| Filling stations—gasoline and oil..... | 260 | 80 | 333 | 57 | 613,111 | 21,127 | 143,760 | 5,031,675 | 1.68 |
| Filling stations with tires and accessories..... | 165 | 171 | 137 | 87 | 199,029 | 29,341 | 117,150 | 3,670,822 | 1.04 |
| Filling stations with other merchandise..... | 18 | 17 | 16 | 8 | 22,880 | 2,631 | 21,450 | 517,295 | .15 |
| Motor cycles, bicycles, and supplies: | | | | | | | | | |
| Motor-cycle dealers..... | 5 | 4 | 14 | 1 | 20,314 | 144 | 20,700 | 176,152 | .05 |
| Bicycle shops..... | 8 | 8 | 4 | 3 | 5,637 | 629 | 12,270 | 64,340 | .02 |
| Garages and repair shops: | | | | | | | | | |
| Body, fender, and paint shops..... | 25 | 21 | 132 | 9 | 231,864 | 3,055 | 20,780 | 550,734 | .16 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 183 | 187 | 404 | 63 | 643,631 | 25,278 | 139,600 | 2,607,718 | .74 |
| Parking stations, parking garages, and lots..... | 0 | 12 | 17 | 4 | 28,063 | 2,147 | 2,670 | 194,883 | .04 |
| Radiator shops (including repairs)..... | 6 | 8 | 13 | 2 | 20,445 | 400 | 880 | 55,222 | .02 |
| Boats (motor boats, yachts, canoes)..... | 3 | 3 | 4 | 2 | 4,892 | 800 | 9,180 | 75,668 | .02 |
| Apparel group | 841 | 622 | 3,249 | 761 | 5,561,972 | 196,253 | 7,977,130 | 40,907,917 | 11.56 |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | |
| Men's and boys' clothing stores..... | 17 | 9 | 63 | 21 | 125,789 | 5,529 | 247,620 | 1,377,474 | .35 |
| Men's and boys' hat stores..... | 4 | 1 | 9 | 2 | 22,118 | 307 | 41,150 | 189,236 | .06 |
| Men's furnishings stores..... | 72 | 51 | 105 | 44 | 213,915 | 11,225 | 523,150 | 1,775,254 | .50 |
| Men's clothing and furnishings stores..... | 104 | 85 | 373 | 106 | 768,205 | 29,697 | 1,861,440 | 6,369,423 | .15 |
| Family clothing stores—men's, women's, children's..... | 44 | 30 | 162 | 19 | 310,647 | 4,684 | 403,090 | 2,288,007 | .63 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 106 | 66 | 1,189 | 220 | 1,835,335 | 59,458 | 1,301,080 | 12,919,453 | 3.65 |
| Women's accessories stores: | | | | | | | | | |
| Corset and lingerie stores..... | 15 | 13 | 15 | 3 | 18,752 | 711 | 47,180 | 189,516 | .05 |
| Furriers—fur shops..... | 39 | 24 | 112 | 24 | 257,990 | 7,008 | 573,030 | 1,887,918 | .54 |
| Hosiery shops..... | 33 | 19 | 58 | 28 | 60,856 | 4,411 | 126,610 | 679,697 | .19 |
| Knit goods shops..... | 17 | 14 | 24 | 9 | 19,072 | 2,210 | 90,440 | 323,680 | .09 |
| Millinery stores..... | 102 | 79 | 232 | 63 | 346,876 | 14,300 | 108,860 | 2,474,711 | .70 |
| Costume accessories stores, including jewelry, bags, and gloves..... | 3 | 3 | 3 | — | 2,880 | — | 2,170 | 26,843 | .01 |
| Umbrella shops, including parasols, canes..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Other apparel stores: | | | | | | | | | |
| Children's specialty shops..... | 8 | 6 | 7 | 0 | 11,390 | 2,343 | 44,900 | 189,686 | .05 |
| Custom tailors..... | 66 | 63 | 391 | 16 | 665,007 | 5,580 | 450,700 | 2,266,430 | .64 |
| Dressmakers..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Shoe stores: | | | | | | | | | |
| Shoe stores—men's..... | 18 | 8 | 31 | 20 | 69,687 | 3,131 | 201,300 | 612,072 | .17 |
| Shoe stores—women's..... | 14 | 67 | 34 | 34 | 151,087 | 7,231 | 245,010 | 1,143,866 | .32 |
| Family shoe stores—men's, women's, children's..... | 175 | 147 | 351 | 142 | 684,824 | 37,956 | 1,640,460 | 6,157,781 | 1.74 |
| Furniture and household group | 365 | 255 | 2,662 | 196 | 4,472,704 | 48,713 | 5,491,960 | 27,060,153 | 7.65 |
| Furniture stores: | | | | | | | | | |
| Floor coverings, draperies, curtains, and upholstery stores: | | | | | | | | | |
| Draperies, curtains, and upholstery stores..... | 11 | 13 | 32 | 3 | 33,400 | 665 | 33,420 | 199,038 | .05 |
| Floor coverings stores..... | 21 | 17 | 104 | 3 | 196,108 | 812 | 208,880 | 1,206,210 | .34 |

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

² To preserve uniformity in reporting, this classification is shown as a separate group total.

³ 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 WISCONSIN: 1929

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TABLE 16.—MILWAUKEE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS—Continued
NUMBER OF STORES, PERSONNEL, PAY ROLL, STOCKS, 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 | | 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 |
| Furniture and household group—Continued. | | | | | | | | | |
| Household appliances stores: | | | | | | | | | |
| Household appliances stores (electrical) | 23 | 5 | 276 | 2 | \$506,360 | \$426 | \$332,180 | \$2,553,906 | 0.72 |
| Refrigerator dealers—electric only | 6 | 2 | 202 | 3 | 136,101 | 617 | 160,220 | 766,600 | .22 |
| Refrigerator dealers—electric and gas | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Other home furnishings and appliances stores: | | | | | | | | | |
| Aluminum ware | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Antique and used furniture dealers | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Brushes and brooms | 4 | 3 | 29 | 2 | 44,803 | 215 | 840 | 94,371 | .03 |
| China, glassware, crockery, tinware, enamel ware | 3 | 1 | 24 | — | 50,649 | — | 129,860 | 355,263 | .10 |
| Picture and framing stores | 8 | 8 | 20 | 3 | 34,469 | 515 | 57,000 | 160,061 | .04 |
| Stove and range dealers | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Antique shops | 7 | 5 | 25 | 5 | 68,934 | 1,593 | 285,390 | 378,704 | .11 |
| Awnings, flags, banners, window shades, and tents | 6 | 7 | 25 | 2 | 33,175 | 547 | 31,110 | 158,696 | .04 |
| Interior decorators | 10 | 4 | 122 | 2 | 263,694 | 825 | 240,070 | 1,233,969 | .35 |
| Lamp and shade shops | 4 | 4 | 5 | 1 | 7,465 | 592 | 25,250 | 46,815 | .01 |
| Radio and music stores: | | | | | | | | | |
| Radio and electrical shops | 102 | 83 | 418 | 51 | 702,960 | 15,278 | 658,390 | 4,694,751 | 1.30 |
| Radio and musical instruments stores | 27 | 27 | 194 | 5 | 388,106 | 1,717 | 474,740 | 2,373,370 | .67 |
| Restaurant, cafeterias, and eating places. | 1,713 | 1,749 | 2,814 | 434 | 2,617,048 | 114,131 | 284,960 | 17,049,144 | 4.82 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | |
| Cafeterias | 18 | 4 | 492 | 17 | 465,836 | 5,401 | 24,820 | 2,007,892 | .57 |
| Lunch rooms | 264 | 282 | 410 | 66 | 370,522 | 20,489 | 47,816 | 2,647,012 | .75 |
| Restaurants with table service | 259 | 291 | 1,288 | 162 | 1,184,723 | 44,180 | 62,210 | 5,567,580 | 1.57 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | |
| Box lunches | 4 | 2 | 33 | 32 | 24,733 | 4,703 | 2,490 | 134,065 | .04 |
| Refreshment stands | 101 | 91 | 164 | 36 | 99,476 | 4,584 | 17,650 | 881,140 | .25 |
| Fountain—lunches | 18 | 18 | 37 | 9 | 33,012 | 3,341 | 4,530 | 226,172 | .06 |
| Lunch counters | 47 | 29 | 118 | 36 | 121,892 | 10,686 | 5,150 | 721,858 | .20 |
| Soft-drink stands | 1,002 | 1,032 | 272 | 76 | 317,354 | 20,747 | 100,900 | 4,863,615 | 1.38 |
| Lumber and building group | 154 | 74 | 1,226 | 51 | 2,215,653 | 17,260 | 2,814,880 | 13,892,655 | 3.93 |
| Lumber and building material dealers: | | | | | | | | | |
| Lumber and building material dealers | 35 | 6 | 698 | 25 | 1,141,310 | 9,886 | 2,296,290 | 9,665,722 | 2.74 |
| Roofing | 5 | 4 | 12 | 4 | 18,813 | 654 | 6,960 | 131,615 | .04 |
| Dealers in any other single building material | 3 | 1 | 6 | — | 8,351 | — | 2,210 | 15,048 | .00 |
| Electrical shops (without radio) | 15 | 11 | 121 | 3 | 264,529 | 1,405 | 127,770 | 921,569 | .26 |
| Heating and plumbing shops: | | | | | | | | | |
| Heating appliances and oil burners | 27 | 9 | 188 | 5 | 354,381 | 922 | 111,000 | 1,323,154 | .38 |
| Plumbing shops—heating and ventilating | 21 | 19 | 117 | 7 | 217,851 | 3,050 | 46,340 | 814,427 | .23 |
| Paint and glass shops | 48 | 24 | 144 | 7 | 210,918 | 1,373 | 224,310 | 991,120 | .28 |
| Other retail stores | 1,514 | 1,284 | 4,477 | 795 | 7,109,621 | 189,634 | 8,539,420 | 51,448,196 | 14.64 |
| Hardware stores | 168 | 141 | 313 | 38 | 635,864 | 9,036 | 1,210,650 | 4,335,441 | 1.23 |
| Farm implements, machinery and equipment dealers | 3 | 4 | 4 | — | 5,045 | — | 19,750 | 42,636 | .01 |
| Farmers' supplies: | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer) | 16 | 20 | 23 | 11 | 44,818 | 3,316 | 25,160 | 640,460 | .18 |
| Harness shops | 9 | 8 | 60 | — | 113,012 | — | 108,210 | 449,654 | .13 |
| Irrigation and drainage equipment and supplies (retail) | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Seeds, bulbs, and nursery stock | 10 | 11 | 7 | 2 | 7,205 | 175 | 13,720 | 99,631 | .03 |
| Coal and feed stores | 3 | 5 | 8 | — | 9,164 | — | 1,540 | 136,051 | .04 |
| Feed stores with groceries | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Book stores | 17 | 10 | 83 | 17 | 112,534 | 1,478 | 147,990 | 672,277 | .19 |
| Cigar stores and cigar stands: | | | | | | | | | |
| Cigar stores with fountains | 3 | 3 | 3 | 1 | 2,580 | 100 | 1,300 | 26,560 | .01 |
| Cigar stands | 66 | 61 | 84 | 67 | 65,610 | 12,749 | 23,330 | 585,248 | .17 |
| Cigar stores without fountains | 89 | 82 | 57 | 20 | 75,418 | 6,701 | 109,770 | 1,132,478 | .32 |
| Coal and wood yards—ice dealers | 80 | 63 | 563 | 51 | 1,020,637 | 11,469 | 610,630 | 10,766,640 | 3.04 |
| Drug stores: | | | | | | | | | |
| Drug stores | 39 | 41 | 52 | 25 | 82,055 | 7,778 | 140,890 | 799,768 | .23 |
| Drug stores with fountains | 325 | 277 | 920 | 270 | 1,306,155 | 78,969 | 1,710,810 | 11,547,660 | 3.20 |
| Florists | 89 | 68 | 162 | 114 | 220,470 | 18,384 | 123,160 | 1,850,260 | .45 |
| Gifts—novelties and toys—cameras: | | | | | | | | | |
| Toy shops | 6 | 2 | 27 | 8 | 39,177 | 3,100 | 57,730 | 182,477 | .05 |
| Art and gift shops | 22 | 23 | 19 | 10 | 21,596 | 2,490 | 78,890 | 206,902 | .06 |
| Novelty and souvenir shops | 10 | 0 | 5 | 2 | 5,820 | 130 | 43,570 | 87,529 | .03 |
| Camera dealers—photographic supplies | 7 | 5 | 49 | 2 | 66,873 | 361 | 48,730 | 364,068 | .10 |
| Jewelry stores: | | | | | | | | | |
| Jewelry stores (installment credit) | 10 | 1 | 86 | 5 | 184,487 | 1,164 | 439,220 | 893,364 | .25 |
| Jewelry stores | 133 | 109 | 330 | 37 | 602,536 | 8,368 | 1,056,24 | 3,642,982 | 1.03 |
| Luggage and leather goods stores | 17 | 13 | 32 | 12 | 44,256 | 1,026 | 161,970 | 532,703 | .15 |
| Music stores (without radio) | 23 | 21 | 34 | 3 | 55,228 | 576 | 108,720 | 308,688 | .09 |
| News dealers | 13 | 8 | 87 | — | 69,435 | — | 11,250 | 253,035 | .07 |
| Office, school and store supplies and equipment dealers: | | | | | | | | | |
| Office and school supplies | 10 | 5 | 94 | 4 | 133,726 | 820 | 199,180 | 614,770 | .17 |
| Office and store mechanical appliance dealers (retail) | 11 | 1 | 165 | 1 | 321,651 | 163 | 128,950 | 1,153,634 | .33 |
| Office and store furniture and equipment dealers | 11 | 6 | 153 | 2 | 350,001 | 775 | 231,590 | 1,512,711 | .43 |
| Store fixture dealers | 3 | 3 | 12 | — | 17,197 | — | 22,860 | 71,332 | .02 |
| Typewriter dealers | 7 | 2 | 66 | — | 123,992 | — | 50,190 | 436,887 | .12 |
| Opticians and optometrists | 18 | 14 | 32 | 1 | 70,417 | 161 | 65,050 | 365,450 | .10 |
| Sporting goods stores, including athletic and playground equipment: | | | | | | | | | |
| Sporting goods specialty stores | 15 | 14 | 41 | 16 | 64,657 | 1,791 | 156,120 | 633,473 | .18 |
| Sporting goods stores with toys and stationery | 4 | 4 | 4 | — | 2,764 | — | 6,470 | 18,889 | .01 |
| Scientific and medical instruments and supplies, at retail | 5 | — | 45 | — | 69,544 | — | 164,790 | 506,915 | .14 |
| Stationers and printers: | | | | | | | | | |
| Printers and lithographers | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Stationers and engravers | 3 | — | 73 | 6 | 143,361 | 1,369 | 187,760 | 682,600 | .19 |
| Monuments and tombstones | 11 | 12 | 76 | 4 | 169,992 | 1,436 | 171,550 | 612,134 | .17 |
| Miscellaneous classifications (combined) | 254 | 205 | 721 | 57 | 939,952 | 15,693 | 970,130 | 5,414,766 | 1.53 |
| Secondhand stores¹ | 60 | 64 | 89 | 16 | 182,159 | 3,409 | 155,150 | 677,280 | .19 |
| Tires, accessories, and parts (secondhand) | 8 | 6 | 26 | 2 | 37,629 | 495 | 33,340 | 115,073 | .03 |
| Furniture stores (secondhand) | 22 | 25 | 15 | 10 | 14,037 | 2,055 | 23,380 | 157,606 | .04 |
| Pawn shops (sales) | 4 | 5 | 4 | — | 6,965 | — | 28,820 | 92,322 | .03 |
| Clothing and shoe stores (secondhand) | 9 | 12 | 3 | 2 | 3,114 | 356 | 12,640 | 61,718 | .02 |
| Building materials and hardware stores (secondhand) | 5 | 4 | 24 | — | 39,678 | — | 38,450 | 111,489 | .03 |
| Other secondhand stores | 11 | 11 | 17 | 2 | 30,736 | 593 | 18,520 | 136,942 | .04 |

¹ 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 17.—MILWAUKEE—OPERATING EXPENSES, BY KINDS OF BUSINESS

[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 | Total pay roll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (includes rent) | Total operating expense—per cent to total sales | 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 | Per cent of rent to sales in leased premises |
| All groups | 8,609 | \$43,836,222 | \$4,738,817 | \$53,733,040 | \$42,871,345 | 27.30 | 5,847 | \$11,520,483 | \$227,808,786 | 5.09 |
| Food group | 2,776 | 6,267,483 | 3,189,973 | 9,607,456 | 7,457,153 | 19.02 | 1,712 | 1,828,440 | 50,899,878 | 3.81 |
| Candy and confectionery stores: | | | | | | | | | | |
| Candy stores—nut stores | 24 | 53,754 | 13,078 | 66,832 | 79,557 | 30.68 | 20 | 45,119 | 466,880 | 9.66 |
| Confectionery stores (candy and fountain) | 183 | 208,621 | 187,944 | 396,565 | 282,370 | 36.88 | 120 | 160,368 | 1,404,381 | 11.42 |
| Dairy-products stores: | | | | | | | | | | |
| Dairy products stores (including ice cream) | 10 | 154,358 | 1,673 | 156,031 | 86,177 | 16.65 | 9 | 9,534 | 1,450,206 | .66 |
| Milk dealers | 12 | 6,948 | 2,017,661 | 2,024,609 | 2,227,828 | 30.61 | 3 | 1,207 | 258,502 | .47 |
| Egg and poultry dealers | 3 | 4,260 | 4,260 | 4,260 | 1,434 | (x) | | | | |
| Delicatessen stores | 109 | 72,803 | 109,190 | 181,993 | 138,647 | 22.51 | 82 | 71,012 | 1,118,889 | 6.35 |
| Fruit stores and vegetable markets | 86 | 218,256 | 91,980 | 310,266 | 217,988 | 15.60 | 68 | 103,433 | 2,563,130 | 4.04 |
| Grocery stores (without meats) | 1,293 | 1,254,565 | 1,303,450 | 2,563,045 | 2,028,547 | 16.29 | 793 | 714,829 | 19,636,182 | 3.64 |
| Combination stores (groceries and meats): | | | | | | | | | | |
| Grocery stores with meats | 262 | 465,113 | 351,626 | 846,739 | 613,050 | 15.87 | 159 | 198,559 | 6,566,858 | 3.02 |
| Meat markets with groceries | 233 | 459,471 | 384,551 | 865,022 | 473,101 | 15.17 | 97 | 141,302 | 4,639,762 | 3.05 |
| Meat markets (including sea foods): | | | | | | | | | | |
| Fish markets—sea foods | 27 | 35,484 | 35,006 | 71,390 | 44,611 | 26.74 | 17 | 11,900 | 220,124 | 5.41 |
| Meat markets | 437 | 898,270 | 635,232 | 1,533,502 | 883,274 | 15.51 | 276 | 307,733 | 10,442,299 | 2.96 |
| Bakeries—bakery goods stores (except manufacturing bakeries) | 71 | 67,921 | 59,935 | 118,856 | 66,910 | 33.93 | 48 | 36,933 | 403,272 | 9.16 |
| Other food stores: | | | | | | | | | | |
| Coffee, tea, spices | 14 | 424,720 | 9,198 | 433,918 | 246,658 | 42.78 | 9 | 14,067 | 1,160,156 | 1.28 |
| General food stores | 4 | 4,356 | 3,315 | 8,171 | 1,820 | (x) | | | | |
| Bottled waters and beverages | 5 | 80,800 | 5,157 | 85,957 | 65,145 | 39.70 | 7 | 10,200 | 335,143 | 3.04 |
| General stores—groceries with apparel or dry goods | 6 | 3,635 | 7,316 | 10,974 | 6,804 | 21.55 | | | | |
| General merchandise group | 250 | 9,426,316 | 259,492 | 1,632,109 | 6,196,809 | 30.34 | 166 | 563,245 | 28,313,465 | 2.05 |
| Department stores: | | | | | | | | | | |
| With food departments | 3 | 4,184,833 | | 4,184,833 | 3,656,093 | (x) | | | | |
| Without food departments | 11 | 4,278,199 | 4,183 | 4,282,378 | 3,249,413 | 29.24 | 5 | 212,183 | 7,594,553 | 2.83 |
| Dry-goods stores | 167 | 195,736 | 191,680 | 387,416 | 329,387 | 27.94 | 99 | 128,116 | 1,726,409 | 7.42 |
| General-merchandise stores: | | | | | | | | | | |
| With food departments | 3 | 129,729 | 2,540 | 132,269 | 95,663 | (x) | | | | |
| Without food departments | 18 | 26,763 | 21,924 | 48,687 | 49,083 | 30.61 | 13 | 14,850 | 184,748 | 8.04 |
| Army and Navy goods stores | 4 | 1,193 | 3,600 | 4,193 | 9,472 | (x) | 4 | 5,880 | 71,940 | (x) |
| Variety, 5-and-10, and 25-cent stores | 42 | 534,826 | 12,853 | 567,779 | 762,817 | 26.12 | 37 | 392,396 | 5,092,448 | 7.76 |
| Automotive group | 256 | 5,822,315 | 1,116,462 | 7,638,567 | 5,368,417 | 21.89 | 569 | 1,228,245 | 31,801,710 | 3.87 |
| Motor-vehicle dealers: | | | | | | | | | | |
| Automobile salesrooms, new and trade-in | 142 | 3,266,767 | 150,241 | 3,417,008 | 3,007,407 | 17.60 | 93 | 450,293 | 19,373,833 | 2.32 |
| Used-car establishments | 49 | 191,487 | 67,351 | 258,838 | 246,722 | 23.23 | 39 | 70,780 | 1,820,800 | 3.89 |
| Accessories, tires, and batteries: | | | | | | | | | | |
| Accessory stores with tires and batteries | 52 | 343,172 | 52,932 | 396,104 | 351,965 | 28.37 | 43 | 91,006 | 2,247,558 | 4.05 |
| Battery and ignition shops—brake repair shops | 31 | 182,609 | 45,188 | 227,788 | 118,316 | 39.61 | 24 | 32,221 | 715,672 | 4.48 |
| Tire shops (including tire repairs) | 36 | 143,447 | 46,056 | 199,403 | 140,247 | 23.23 | 27 | 41,075 | 935,057 | 4.39 |
| Filling stations: | | | | | | | | | | |
| Filling stations—gasoline and oil | 260 | 613,111 | 142,210 | 755,351 | 459,581 | 20.48 | 75 | 80,557 | 1,329,264 | 6.74 |
| Filling stations with tires and accessories | 165 | 190,029 | 211,809 | 410,893 | 285,772 | 18.03 | 118 | 127,602 | 2,564,104 | 4.05 |
| Filling stations with other merchandise | 18 | 22,850 | 21,522 | 44,402 | 28,731 | 14.14 | 10 | 10,075 | 208,791 | 4.83 |
| Motor cycles, bicycles, and supplies: | | | | | | | | | | |
| Motor-cycle dealers | 5 | 20,314 | 5,764 | 26,078 | 22,021 | 27.31 | | | | |
| Bicycle shops | 8 | 5,637 | 10,616 | 15,653 | 12,131 | 43.18 | 5 | 3,060 | 47,331 | 7.73 |
| Garages and repair shops: | | | | | | | | | | |
| Body, fender, and paint shops | 25 | 231,864 | 36,303 | 268,257 | 93,757 | 65.73 | 13 | 19,686 | 293,003 | 6.72 |
| Garages (repairs and storage, gasoline, oil, accessories) | 183 | 643,631 | 256,297 | 929,928 | 521,224 | 55.65 | 137 | 255,078 | 1,851,064 | 13.78 |
| Parking stations, parking garages, and lots | 9 | 28,063 | 18,288 | 46,351 | 39,125 | 43.86 | 7 | 20,000 | 153,155 | 18.94 |
| Radiator shops (including repairs) | 6 | 20,445 | 12,336 | 32,781 | 8,595 | 74.93 | 4 | 2,832 | 47,541 | 5.96 |
| Boats (motor boats, yachts, canoes) | 3 | 4,892 | 3,069 | 7,961 | 7,136 | (x) | | | | |
| Apparel group | 841 | 5,561,672 | 1,046,904 | 6,608,776 | 6,741,823 | 22.62 | 707 | 2,908,760 | 37,239,420 | 7.61 |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | | |
| Men's and boys' clothing stores | 17 | 125,759 | 17,181 | 142,970 | 258,380 | 29.14 | 16 | 136,314 | 1,355,745 | 10.05 |
| Men's and boys' hat stores | 4 | 22,118 | 2,423 | 24,541 | 40,633 | (x) | 4 | 15,660 | 180,236 | (x) |
| Men's furnishings stores | 72 | 213,915 | 95,430 | 312,345 | 288,119 | 33.82 | 67 | 158,214 | 1,730,685 | 9.14 |
| Men's clothing and furnishings stores | 104 | 768,205 | 168,300 | 936,505 | 1,010,392 | 30.61 | 91 | 434,427 | 5,794,105 | 7.62 |
| Family clothing stores—men's, women's, children's | 44 | 310,947 | 56,720 | 367,677 | 451,516 | 35.80 | 31 | 142,437 | 1,060,817 | 7.26 |
| Women's ready-to-wear specialty stores—apparel and accessories | 106 | 1,835,335 | 95,604 | 1,933,939 | 2,057,645 | 30.90 | 91 | 711,256 | 11,892,185 | 5.98 |
| Women's accessories stores: | | | | | | | | | | |
| Corset and lingerie shops | 15 | 18,752 | 15,639 | 34,391 | 40,245 | 41.35 | 14 | 20,882 | 180,241 | 11.59 |
| Furriers—fur shops | 39 | 257,990 | 57,784 | 311,774 | 234,238 | 28.92 | 27 | 85,643 | 1,421,410 | 6.03 |
| Hosiery shops | 33 | 60,536 | 18,487 | 79,323 | 66,602 | 21.47 | 27 | 34,579 | 449,231 | 7.70 |
| Knit goods shops | 17 | 19,972 | 10,350 | 30,332 | 38,416 | 21.24 | 10 | 15,169 | 158,985 | 9.54 |
| Millinery stores | 162 | 346,876 | 62,825 | 439,701 | 628,271 | 43.16 | 86 | 411,523 | 2,390,233 | 17.22 |
| Costume accessories stores, including jewelry, bags, and gloves | 3 | 2,880 | 2,880 | 5,760 | 6,802 | (x) | | | | |
| Other apparel stores: | | | | | | | | | | |
| Children's specialty shops | 8 | 11,300 | 9,906 | 21,296 | 30,789 | 28.83 | 8 | 16,084 | 180,686 | 8.90 |
| Custom tailors | 60 | 655,007 | 106,218 | 771,225 | 307,676 | 47.60 | 53 | 135,445 | 2,106,055 | 6.43 |
| Shoe stores: | | | | | | | | | | |
| Shoe stores—men's | 18 | 60,657 | 14,556 | 75,543 | 106,742 | 29.78 | 17 | 62,927 | 610,069 | 10.31 |
| Shoe stores—women's | 14 | 151,087 | | 151,087 | 189,273 | 29.76 | 14 | 95,190 | 1,143,866 | 8.32 |
| Family shoe stores—men's, women's, children's | 175 | 684,824 | 270,021 | 955,745 | 977,125 | 31.39 | 141 | 421,664 | 5,677,553 | 7.34 |

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

CENSUS OF DISTRIBUTION

TABLE 18.—MILWAUKEE—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 | 8,603 | 7,575 | 29,361 | 4,780 | \$13,938,229 | \$1,349,306 | \$12,871,345 | \$13,084,790 | \$353,894,270 | 100.00 |
| Single-store independents | 7,333 | 7,378 | 17,792 | 2,807 | 26,385,077 | 754,101 | 25,725,229 | 29,536,760 | 229,200,531 | 64.77 |
| 2-store independents | 275 | 143 | 1,369 | 222 | 2,068,189 | 56,898 | 1,738,409 | 2,616,560 | 14,940,268 | 4.22 |
| 3-store independents | 100 | 29 | 2,206 | 581 | 3,735,947 | 271,402 | 2,731,688 | 3,049,730 | 22,387,361 | 6.33 |
| Local chains | 315 | 17 | 2,686 | 280 | 4,040,673 | 67,072 | 4,340,280 | 2,015,690 | 20,324,276 | 5.75 |
| Sectional chains | 270 | | 875 | 247 | 1,518,791 | 49,873 | 1,790,052 | 1,190,040 | 13,450,093 | 3.80 |
| National chains | 273 | | 2,408 | 611 | 3,470,962 | 143,319 | 4,344,800 | 3,104,200 | 30,470,777 | 8.61 |
| Other types of operation: | | | | | | | | | | |
| Direct selling (house-to-house) | 13 | | 731 | | 836,125 | | 399,810 | 219,780 | 2,862,644 | .81 |
| Leased departments—Independent operators | 4 | 3 | 7 | 5 | 12,059 | 561 | 17,256 | 11,030 | 120,314 | .03 |
| Lease-department chains | 50 | 1 | 469 | 33 | 622,584 | 6,697 | 569,723 | 370,150 | 3,777,728 | 1.07 |
| Utility-operated retail stores | 5 | | 239 | 1 | 327,367 | 164 | 332,049 | 365,730 | 2,345,737 | .66 |
| Manufacturer-controlled chains | 27 | | 459 | 2 | 883,658 | 283 | 471,162 | 556,090 | 4,843,067 | 1.37 |
| All other types of operation | 4 | 1 | 19 | | 25,854 | | 10,287 | 26,030 | 158,674 | .04 |

TABLE 19.—MILWAUKEE—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 | Local chains | Sectional chains | National chains | Other types of operation |
|--|--------------|---------------------------|----------------------------------|--------------|------------------|-----------------|--------------------------|
| Department stores: | | | | | | | |
| Number of stores | 14 | 6 | 5 | | | 3 | |
| Annual net sales | \$49,852,333 | \$29,694,294 | \$15,055,816 | | | \$5,102,225 | |
| Per cent of total sales | 100.00 | 59.56 | 30.20 | | | 10.24 | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | | |
| Number of stores | 42 | 16 | | 5 | | 21 | |
| Annual net sales | \$5,093,747 | \$170,419 | | \$303,494 | | \$4,610,834 | |
| Per cent of total sales | 100.00 | 3.32 | | 5.96 | | 90.52 | |
| Men's and boys' clothing and furnishings stores: | | | | | | | |
| Number of stores | 197 | 143 | 28 | 17 | 2 | 7 | |
| Annual net sales | \$9,603,392 | \$5,731,747 | \$969,776 | \$1,630,433 | (x) | (x) | |
| Per cent of total sales | 100.00 | 59.13 | 10.01 | 16.82 | (x) | (x) | |
| Family clothing stores—men's, women's, and children's: | | | | | | | |
| Number of stores | 44 | 28 | 9 | | 1 | 6 | |
| Annual net sales | \$2,285,007 | \$669,362 | \$512,750 | | (x) | (x) | |
| Per cent of total sales | 100.00 | 29.26 | 22.41 | | (x) | (x) | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | | |
| Number of stores | 109 | 75 | 13 | 5 | 5 | 4 | 4 |
| Annual net sales | \$12,019,433 | \$6,559,546 | \$2,832,980 | \$343,129 | \$276,795 | \$1,631,551 | \$1,275,432 |
| Per cent of total sales | 100.00 | 50.77 | 21.93 | 2.66 | 2.14 | 12.63 | 9.87 |
| Shoe stores: | | | | | | | |
| Number of stores | 207 | 133 | 18 | 8 | 6 | 31 | 6 |
| Annual net sales | \$7,913,719 | \$3,034,145 | \$715,417 | \$655,467 | \$1,090,150 | \$2,266,931 | \$141,609 |
| Per cent of total sales | 100.00 | 38.34 | 9.04 | 8.41 | 13.78 | 28.04 | 1.79 |
| Furniture stores: | | | | | | | |
| Number of stores | 117 | 95 | 9 | 8 | 3 | 1 | 1 |
| Annual net sales | \$12,482,723 | \$7,926,321 | \$1,267,378 | \$1,541,822 | (x) | (x) | \$238,065 |
| Per cent of total sales | 100.00 | 63.50 | 10.15 | 12.35 | (x) | (x) | 1.91 |
| Radio and music stores: | | | | | | | |
| Number of stores | 139 | 121 | 12 | | 5 | 1 | |
| Annual net sales | \$6,968,121 | \$5,501,509 | \$719,344 | | (x) | (x) | |
| Per cent of total sales | 100.00 | 78.96 | 10.32 | | (x) | (x) | |
| Grocery stores (without meats) | | | | | | | |
| Number of stores | 1,293 | 1,084 | 17 | 10 | 00 | 01 | 1 |
| Annual net sales | \$28,194,207 | \$17,967,078 | \$786,434 | \$380,771 | \$3,806,839 | \$5,131,085 | \$32,000 |
| Per cent of total sales | 100.00 | 63.73 | 2.79 | 1.35 | 13.82 | 18.20 | .11 |
| Combination stores (groceries and meats): | | | | | | | |
| Number of stores | 495 | 420 | 23 | 4 | 19 | 29 | |
| Annual net sales | \$18,026,310 | \$11,046,920 | \$1,133,664 | \$697,534 | \$1,070,010 | \$2,872,182 | |
| Per cent of total sales | 100.00 | 61.63 | 6.29 | 3.87 | 9.27 | 15.94 | |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | |
| Number of stores | 541 | 502 | 17 | 16 | 3 | 3 | |
| Annual net sales | \$10,222,394 | \$7,805,695 | \$746,084 | \$1,012,879 | \$292,219 | \$365,617 | |
| Per cent of total sales | 100.00 | 76.36 | 7.30 | 9.91 | 2.80 | 3.57 | |
| Cigar stores and cigar stands: | | | | | | | |
| Number of stores | 158 | 136 | 9 | 7 | 3 | 3 | |
| Annual net sales | \$1,744,284 | \$1,003,700 | \$291,178 | \$246,785 | \$88,513 | \$114,108 | |
| Per cent of total sales | 100.00 | 57.54 | 16.69 | 14.15 | 5.08 | 6.54 | |
| Filling stations: | | | | | | | |
| Number of stations | 443 | 246 | 23 | 60 | 102 | 12 | |
| Annual net sales | \$10,128,792 | \$5,177,029 | \$590,259 | \$1,620,773 | \$2,627,852 | \$203,879 | |
| Per cent of total sales | 100.00 | 51.11 | 5.92 | 16.00 | 24.96 | 2.01 | |
| Coal and wood yards—ice dealers: | | | | | | | |
| Number of yards | 80 | 75 | 1 | 4 | | | |
| Annual net sales | \$10,766,640 | \$10,124,698 | (x) | (x) | | | |
| Per cent of total sales | 100.00 | 94.04 | (x) | (x) | | | |
| Drug stores: | | | | | | | |
| Number of stores | 364 | 306 | 29 | 5 | | 24 | |
| Annual net sales | \$12,347,428 | \$7,848,100 | \$763,309 | \$240,235 | | \$3,486,784 | |
| Per cent of total sales | 100.00 | 63.56 | 6.18 | 2.02 | | 28.24 | |
| Hardware stores: | | | | | | | |
| Number of stores | 168 | 138 | 3 | 27 | | | |
| Annual net sales | \$4,335,441 | \$3,785,596 | \$89,805 | \$450,040 | | | |
| Per cent of total sales | 100.00 | 87.32 | 2.07 | 10.61 | | | |
| Jewelry stores: | | | | | | | |
| Number of stores | 143 | 130 | 11 | | 2 | | |
| Annual net sales | \$4,535,345 | \$3,925,694 | (x) | | (x) | | |
| Per cent of total sales | 100.00 | 86.54 | (x) | | (x) | | |

CENSUS OF DISTRIBUTION

TABLE 21.—MILWAUKEE—CREDIT BUSINESS

NUMBER OF STORES AND PER CENT OF SALES FOR CASH, ON 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 ² | | | For cash | On open account | On installment ² |
| Total | 2,985 | 49.45 | 39.47 | 14.06 | | | | | |
| Food group | 1,167 | 52.91 | 41.53 | .16 | Furniture and household group—Continued. | | | | |
| Confectionery stores (candy and fountain) | 7 | 50.13 | 9.87 | | Household-appliances stores— | 11 | 23.09 | 16.73 | |
| Milk dealers | 4 | 1.16 | 98.84 | | Household-appliances stores (electrical) | 5 | 7.22 | 20.82 | |
| Delicatessen stores | 30 | 78.41 | 21.59 | | Household-appliances stores | | | 60.18 | |
| Fruit stores and vegetable markets | 12 | 61.43 | 38.57 | | Other home furnishings and appliances stores— | 4 | 37.07 | 62.03 | |
| Grocery stores (without meats) | 611 | 68.19 | 31.81 | | Picture and framing stores | 3 | 4.15 | 95.85 | |
| Combination stores (groceries and meats)— | | | | | Antique shops | 9 | 3.18 | 96.82 | |
| Grocery stores with meats | 137 | 67.82 | 32.18 | | Interior decorators | 3 | 35.03 | 64.97 | |
| Meat markets with groceries | 146 | 62.05 | 36.95 | | Lamp and shade shops | | | | |
| Meat markets (including sea foods)— | | | | | Radio and music stores— | 72 | 29.91 | 43.30 | |
| Fish markets—sea foods | 4 | 40.60 | 59.40 | | Radio and electrical shops | 25 | 17.54 | 31.69 | |
| Meat markets | 196 | 64.57 | 35.43 | | Radio and musical instruments stores | | | 26.79 | |
| Other food stores— | | | | | Restaurants, cafeterias, and eating places | 101 | 85.63 | 14.37 | |
| Coffee, tea, spices | 8 | 67.20 | 28.75 | 4.05 | Restaurants, cafeterias, and lunch rooms— | | | | |
| Bottled waters and beverages | 5 | 23.64 | 76.36 | | Lunch rooms | 8 | 70.05 | 29.95 | |
| | | | | | Restaurants with table service | 13 | 60.63 | 9.37 | |
| General merchandise group | 61 | 59.65 | 35.41 | 4.94 | Lunch counters, refreshment stands, etc.— | 10 | 88.70 | 11.21 | |
| Department stores (without food departments) | 8 | 63.00 | 33.12 | 3.88 | Refreshment stands | 69 | 86.13 | 13.87 | |
| Dry goods stores | 37 | 86.45 | 13.52 | | Soft-drink stands | | | | |
| General merchandise stores (without food departments) | 8 | 88.64 | 11.36 | | Lumber and building group | 104 | 14.75 | 84.84 | |
| Variety, 5-and-10, and 25-cent stores | 4 | 95.73 | 4.27 | | Lumber and building material dealers— | | | | |
| | | | | | Lumber and building material dealers | 26 | 12.22 | 87.74 | |
| Automotive group | 403 | 50.97 | 12.25 | 36.78 | Roofing | 4 | 21.35 | 78.65 | |
| Motor vehicle dealers— | | | | | Electrical shops (without radio) | 12 | 7.73 | 92.27 | |
| Automobile sales rooms—new and trade-in | 129 | 49.94 | 7.25 | 42.81 | Heating and plumbing shops: | | | | |
| Used-car establishments | 35 | 44.44 | .77 | 54.79 | Heating appliances and oil burners | 19 | 29.68 | 69.58 | |
| Accessories, tires, and batteries: | | | | | Plumbing shops—heating and ventilating | 15 | 28.72 | 71.28 | |
| Accessory stores with tires and batteries | 16 | 48.43 | 51.57 | | Paint and glass stores | 27 | 32.26 | 67.74 | |
| Battery and ignition shops—brake-repair shops | 10 | 76.87 | 23.13 | | Other retail stores | 522 | 33.95 | 60.66 | |
| Tire shops (including tire repairs) | 21 | 39.79 | 58.97 | 1.24 | Hardware stores | 79 | 50.90 | 46.82 | |
| Filling stations— | | | | | Farmers' supplies— | | | | |
| Filling stations—gasoline and oil | 43 | 63.97 | 36.03 | | Feed stores (hour, feed, grain, fertilizer) | 10 | 50.39 | 48.91 | |
| Filling stations with tires and accessories | 61 | 71.64 | 28.36 | | Harness shops | 3 | 11.66 | .29 | |
| Filling station with other merchandise | 10 | 72.67 | 27.93 | | Coal and feed stores | 3 | 30.00 | 70.00 | |
| Motor-cycle dealers | 3 | 59.01 | 19.74 | 21.25 | Book stores | 10 | 51.48 | 27.32 | |
| Garages and repair shops— | | | | | Cigar stores and cigar stands— | | | | |
| Body, fender, and paint shops | 10 | 32.49 | 67.51 | | Cigar stands | 3 | 98.12 | 1.88 | |
| Garages (repairs and storage), gasoline, oil, accessories | 64 | 44.08 | 55.92 | | Cigar stores without fountains | 7 | 89.11 | 10.89 | |
| | | | | | Coal and wood yards | 53 | 20.56 | 79.04 | |
| Apparel group | 268 | 45.08 | 45.48 | 0.44 | Drug stores— | | | | |
| Men's and boys' clothing and furnishings stores— | | | | | Drug stores | 11 | 81.15 | 18.85 | |
| Men's and boys' clothing stores | 3 | 33.97 | 62.37 | 3.66 | Drug stores with fountains | 70 | 85.63 | 14.37 | |
| Men's furnishings stores | 19 | 62.94 | 37.06 | | Florists | 51 | 35.75 | 64.25 | |
| Men's clothing and furnishings stores | 39 | 56.49 | 35.91 | 4.60 | Gifts—novelties and toys—cameras— | | | | |
| Family clothing stores—men's, women's, children's | 27 | 13.63 | 14.40 | 71.97 | Art and gift shops | 4 | 51.52 | 43.48 | |
| Women's ready-to-wear specialty stores—apparel and accessories | 46 | 38.55 | 57.14 | 4.31 | Camera dealers—photographic supplies | 4 | 10.83 | 80.17 | |
| Women's accessories stores— | | | | | Jewelry stores— | | | | |
| Corset and lingerie shops | 6 | 40.60 | 59.40 | | Jewelry stores (installment credit) | 10 | 18.00 | 6.77 | |
| Furriers—fur shops | 30 | 45.13 | 56.96 | 3.91 | Jewelry stores | 54 | 48.25 | 51.67 | |
| Hosiery shops | 5 | 74.97 | 25.03 | | Luggage and leather goods stores | 5 | 66.67 | 33.33 | |
| Knit goods shops | 4 | 39.69 | 60.31 | | Music stores (without radio) | 6 | 43.05 | 56.95 | |
| Millinery stores | 16 | 59.21 | 40.79 | | Office, school, and store supplies and equipment dealers— | | | | |
| Other apparel stores— | | | | | Office and school supplies | 6 | 19.46 | 80.54 | |
| Children's specialty shops | 4 | 39.90 | 60.10 | | Office and store mechanical appliance dealers (retail) | 7 | 10.21 | 76.38 | |
| Custom tailors | 34 | 39.11 | 60.89 | | Office and store furniture and equipment dealers | 6 | 9.47 | 87.37 | |
| Shoe stores— | | | | | Typewriter dealers | 3 | 2.68 | 97.89 | |
| Shoe stores—women's | 3 | 43.67 | 56.33 | | Opticians and optometrists | 3 | 59.83 | 25.55 | |
| Family shoe stores—men's, women's, children's | 26 | 74.80 | 25.20 | | Sporting goods specialty stores | 3 | 50.19 | 49.81 | |
| | | | | | Scientific and medical instruments and supplies, at retail | 5 | 18.09 | 67.01 | |
| Furniture and household group | 941 | 22.84 | 33.18 | 44.00 | Monuments and tombstones | 5 | 35.57 | 54.41 | |
| Furniture stores | 86 | 24.82 | 18.44 | 56.74 | Miscellaneous classifications (combined) | 87 | 21.90 | 77.66 | |
| Floor coverings, draperies, curtains, and upholstery stores— | | | | | Secondhand stores | 18 | 64.88 | 35.14 | |
| Draperies, curtains, and upholstery stores | 7 | 51.48 | 48.52 | | | | | | |
| Floor-coverings stores | 10 | 22.43 | 77.57 | | | | | | |

¹ Total sales of these stores are \$20,327,000.² Includes the initial cash payment which is usually a consideration in installment selling. Installment sales were not reported by stores with total sales of less than \$50,000 annually. The open account sales include any installment business that may have been done by these smaller stores. Installment dealers frequently did not report as installment sales those transactions in which the customer's notes are handled through finance companies.³ Classifications showing insignificant amounts have been eliminated from this table but are included in the totals.

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

A.—REPORTED RECEIPTS FROM THE SALE OF MEALS¹

| KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals | KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals |
|---|-------------------------|-----------------------------|---|-------------------------|-----------------------------|
| Total | 23,339 | \$10,331,048 | Other stores in which meals are served | 2,135 | \$507,050 |
| Restaurants, cafeterias, and eating places | 24,203 | 9,733,957 | Confectionery stores (candy and fountain)..... | 539 | 153,907 |
| Cafeterias..... | 2,419 | 1,819,993 | Delicatessen stores..... | 148 | 19,589 |
| Lunch rooms..... | 6,230 | 2,051,214 | Grocery stores (without meats)..... | 34 | 25,684 |
| Restaurants with table service..... | 13,624 | 5,633,728 | Bakeries—bakery goods stores (except manufacturing bakeries)..... | 117 | 30,655 |
| Refreshment stands..... | 921 | 61,978 | Department stores with food departments..... | 838 | 251,730 |
| Fountain—lunches..... | 416 | 137,344 | Men's furnishings stores..... | 20 | 3,205 |
| Lunch counters..... | 593 | 659,700 | Cigar stands..... | 77 | 25,033 |
| | | | News dealers..... | 62 | 53,825 |

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 STORAGE¹

| KIND OF BUSINESS | Number of repair employees | Receipts from repair service | Receipts from storage (incidental to merchandise sales) | KIND OF BUSINESS | Number of repair employees | Receipts from repair service | Receipts from storage (incidental to merchandise sales) |
|--|----------------------------|------------------------------|---|--|----------------------------|------------------------------|---|
| Total | 1,276 | \$6,134,110 | \$325,356 | Automotive group—Continued. | | | |
| Automotive group | 1,276 | 6,126,849 | 325,559 | Garages (repairs and storage, gasoline, oil, accessories)..... | 268 | \$1,449,456 | \$210,063 |
| Automobile salesrooms—new and trade-in..... | 700 | 3,371,985 | 75,559 | Parking stations, parking garages, and lots..... | 14 | 74,599 | 21,910 |
| Used-car establishments..... | 6 | 16,871 | 2,000 | Radiator shops (including repairs)..... | 12 | 51,170 | |
| Accessory stores with tires and batteries..... | 33 | 125,707 | | Furniture and household group | 2 | 5,200 | |
| Battery and ignition shops—brake repair shops..... | 40 | 211,773 | | Radio and electrical shops..... | 2 | 5,200 | |
| Tire shops (including tire repairs)..... | 24 | 79,797 | | Lumber and building group | | | 1,911 |
| Filling stations—gasoline and oil..... | 14 | 53,366 | 6,851 | Electrical shops (without radio)..... | | | 1,911 |
| Filling stations with tires and accessories..... | 42 | 174,559 | | Secondhand stores | | | 150 |
| Filling stations with other merchandise..... | 2 | 11,325 | | | | | |
| Motor-cycle dealers..... | 2 | 10,520 | | | | | |
| Body, fender, and paint shops..... | 110 | 495,621 | | | | | |

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.

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE¹

| KIND OF BUSINESS | Receipts from other repairs and service (except automotive) | KIND OF BUSINESS | Receipts from other repairs and service (except automotive) |
|---|---|---|---|
| Total | \$3,980,737 | Furniture and household group—Continued. | |
| General merchandise group | 311,634 | Radio and electrical shops..... | \$150,845 |
| Department stores with food departments..... | 69,653 | Radio and musical instruments stores..... | 48,859 |
| Department stores without food departments..... | 241,981 | Restaurants and eating places | 13,712 |
| Automotive group | 41,752 | Lunch rooms..... | 13,712 |
| Accessory stores with tires and batteries..... | 12,500 | Lumber and building group | 535,476 |
| Motor-cycle dealers..... | 10,641 | Roofing..... | 8,634 |
| Bicycle shops..... | 10,350 | Electrical shops (without radio)..... | 209,461 |
| Body, fender, and paint shops..... | 4,781 | Heating appliances and oil burners..... | 123,633 |
| Boats (motor boats, yachts, canoes)..... | 4,100 | Plumbing shops—heating and ventilating..... | 82,886 |
| Apparel group | 643,933 | Paint and glass stores..... | 110,922 |
| Men's and boys' clothing stores..... | 3,641 | Other retail stores | 1,734,190 |
| Men's and boys' hat stores..... | 52,172 | Hardware stores..... | 200,165 |
| Men's furnishings stores..... | 5,167 | Harness shops..... | 6,550 |
| Men's clothing and furnishings stores..... | 25,637 | Seeds, bulbs, and nursery stock..... | 850 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 75,337 | Coal and wood yards—ice dealers..... | 2,600 |
| Corset and lingerie shops..... | 950 | Drug stores with fountains..... | 1,314 |
| Furriers—fur shops..... | 304,063 | Toy shops..... | 25,672 |
| Millinery stores..... | 14,704 | Art and gift shops..... | 1,631 |
| Custom tailors..... | 28,735 | Novelty and souvenir shops..... | 5,450 |
| Shoe stores—men's..... | 7,713 | Camera dealers—photographic supplies..... | 43,425 |
| Shoe stores—women's..... | 1,907 | Jewelry stores (installment credit)..... | 25,784 |
| Family shoe stores—men's, women's, children's..... | 69,972 | Jewelry stores..... | 326,838 |
| Furniture and household group | 611,254 | Luggage and leather goods stores..... | 14,459 |
| Furniture stores..... | 96,639 | Music stores (without radio)..... | 22,497 |
| Draperies, curtains, and upholstery stores..... | 37,563 | News dealers..... | 614 |
| Floor coverings stores..... | 28,090 | Office and store mechanical appliance dealers (retail)..... | 99,550 |
| Household appliances stores (electrical)..... | 91,342 | Office and store furniture and equipment dealers..... | 19,366 |
| Household appliances stores..... | 46,731 | Store fixture dealers..... | 700 |
| Picture and framing stores..... | 2,930 | Typewriter dealers..... | 7,014 |
| Antique shops..... | 19,806 | Opticians and optometrists..... | 59,854 |
| Awnings, flags, banners, window shades, and tents..... | 9,691 | Sporting goods specialty stores..... | 5,302 |
| Interior decorators..... | 84,888 | Scientific and medical instruments and supplies, at retail..... | 7,316 |
| Lamp and shade shops..... | 3,000 | Miscellaneous classifications (combined) ² | 929,797 |
| | | Secondhand stores | 2,741 |

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

² Includes cigar stores and cigar stands.

CENSUS OF DISTRIBUTION

TABLE 23.—MILWAUKEE—SALES BY COMMODITIES

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Confectionery stores (candy and fountain): (Commodity coverage, 23.3 per cent) | | | Combination stores—meat markets with groceries—Contd. | | |
| Bakery products, fresh..... | 25.1 | 20.9 | Confectionery and nuts..... | 1.4 | 0.4 |
| Bottled beverages..... | 2.4 | 7 | Delicatessen, ready-to-serve foods..... | 6.8 | 1.4 |
| Cigars, cigarettes, and tobacco..... | 5.3 | 5.2 | Fresh fish and other sea foods..... | 2.4 | 1.4 |
| Confectionery and nuts..... | 21.0 | 21.0 | Fruits and vegetables..... | 10.8 | 5.4 |
| Fountain sales and ice cream..... | 23.5 | 28.5 | Groceries: | | |
| Fruits and vegetables..... | 7.6 | 3.1 | Butter and cheese..... | 5.1 | 5.1 |
| Receipts from sale of meals..... | 25.3 | 20.6 | Eggs..... | 2.9 | 2.0 |
| Dairy products stores: (Commodity coverage, 94.5 per cent) | | | Lard, cooking fats, etc..... | 2.4 | 2.4 |
| Butter and cheese..... | 92.6 | 92.6 | Flour..... | 1.2 | 1.2 |
| Eggs..... | 7.4 | 7.4 | Sugar..... | 1.0 | 1.0 |
| Milk dealers: (Commodity coverage, 60.9 per cent) | | | Canned goods and other groceries..... | 7.4 | 7.4 |
| Butter and cheese..... | 18.0 | 17.9 | Ice cream..... | 4.0 | .5 |
| Milk and cream..... | 82.1 | 82.1 | Meats, including poultry..... | 68.1 | 68.1 |
| Fruit stores and vegetable markets: (Commodity coverage, 52.6 per cent) | | | Milk and cream..... | 3.0 | .7 |
| Butter and cheese..... | 4.0 | .8 | Other nonfood products..... | (x) | .1 |
| Canned goods and other groceries..... | 6.4 | 1.6 | Meat markets: (Commodity coverage, 46.0 per cent) | | |
| Confectionery and nuts..... | 3.4 | 1.3 | Bakery products, fresh..... | 1.1 | .1 |
| Delicatessen, ready-to-serve foods..... | 1.2 | .1 | Butter and cheese..... | 4.5 | 2.7 |
| Eggs..... | 3.1 | .6 | Canned goods and other groceries..... | 2.3 | .7 |
| Fruits and vegetables..... | 89.4 | 89.4 | Delicatessen, ready-to-serve foods..... | 15.3 | .7 |
| Poultry..... | 21.5 | 6.2 | Eggs..... | 3.5 | 1.0 |
| Grocery stores (without meats): (Commodity coverage, 22.2 per cent) | | | Fresh fish and other sea foods..... | 2.8 | 1.5 |
| Bakery products, fresh..... | 7.7 | 7.5 | Fruits and vegetables..... | 7.1 | .4 |
| Bottled beverages..... | .4 | .3 | Lard, cooking fats, etc..... | 2.0 | .7 |
| Confectionery and nuts..... | 1.9 | 1.8 | Meats, including poultry..... | 91.3 | 91.3 |
| Delicatessen, ready-to-serve foods..... | 2.7 | 4 | Milk and cream..... | 4.2 | .3 |
| Fruits and vegetables..... | 22.2 | 21.3 | GENERAL MERCHANDISE GROUP | | |
| Groceries: | | | Department stores (with food departments): (Commodity coverage, 100.0 per cent) | | |
| Butter and cheese..... | 0.2 | 0.2 | Antiques, art goods, gifts..... | .2 | .2 |
| Eggs..... | 3.8 | 3.8 | Apparel and accessories, women's, misses', children's— | | |
| Lard, cooking fats, etc..... | 1.2 | 1.2 | Children's wear..... | 1.1 | 1.1 |
| Flour..... | 2.8 | 2.8 | Millinery..... | 1.0 | .9 |
| Sugar..... | 6.0 | 6.0 | Hosiery..... | 4.1 | 4.0 |
| Canned goods and other groceries..... | 37.8 | 37.8 | Coats, suits, and dresses..... | 10.1 | 10.1 |
| Milk and cream..... | 1.9 | 1.7 | Underwear, negligees, corsets, etc..... | 8.3 | 8.3 |
| Nonfood products— | | | Other apparel, except furs..... | 3.6 | 3.5 |
| Cigars, cigarettes, and tobacco..... | 1.5 | 1.3 | Appliances and supplies, electric..... | 2.2 | 2.1 |
| Household supplies..... | 1.0 | .8 | Household appliances, motor-driven (except | | |
| Other nonfood products..... | (x) | 3.8 | refrigerators)..... | 1.0 | |
| Poultry..... | 2.9 | .3 | Household heating appliances, portable..... | .2 | |
| Combination stores—grocery stores with meats: (Commodity coverage, 22.2 per cent) | | | Lighting equipment..... | .9 | |
| Bakery products, fresh..... | 5.7 | 5.3 | Automotive parts and accessories (except tires and tubes)..... | .1 | .1 |
| Bottled beverages..... | .2 | .2 | Bakery products, fresh..... | .5 | .5 |
| Confectionery and nuts..... | 1.5 | 1.3 | Cigars, cigarettes, and tobacco..... | .5 | .5 |
| Delicatessen, ready-to-serve foods..... | 1.5 | .2 | Clothing and furnishings, men's and boys'— | | |
| Fresh fish and other sea foods..... | 1.3 | .5 | Suits..... | 2.8 | 2.8 |
| Fruits and vegetables..... | 12.9 | 11.0 | Overcoats..... | .9 | .9 |
| Groceries: | | | Hats and caps..... | .4 | .4 |
| Butter and cheese..... | 8.5 | 8.5 | Furnishings..... | 6.8 | 6.8 |
| Eggs..... | 3.7 | 3.7 | Confectionery and nuts..... | 1.2 | 1.2 |
| Lard, cooking fats, etc..... | 1.4 | 1.4 | Delicatessen, ready-to-serve foods..... | .7 | .7 |
| Flour..... | 1.8 | 1.8 | Drugs and drug sundries— | | |
| Sugar..... | 4.1 | 4.1 | Drugs, patent medicines, etc..... | .9 | .9 |
| Canned goods and other groceries..... | 25.8 | 25.8 | Rubber goods..... | .1 | .1 |
| Ice cream..... | 1.0 | .1 | Drug sundries..... | 3.5 | 1.6 |
| Meats, including poultry..... | 20.0 | 20.6 | Dry goods and notions— | | |
| Milk and cream..... | 1.6 | 1.4 | Cotton piece goods..... | 1.8 | 1.8 |
| Nonfood products— | | | Linen goods..... | 1.4 | 1.4 |
| Cigars, cigarettes, and tobacco..... | 1.3 | 1.2 | Wool and wool-mixed goods..... | .6 | .6 |
| Hardware..... | 8.9 | .5 | Rayon piece goods..... | .4 | .4 |
| Household supplies..... | .7 | .5 | Silk and velvet piece goods..... | 2.5 | 2.5 |
| Other nonfood products..... | (x) | 2.0 | Notions and small wares..... | 3.1 | 3.1 |
| Combination stores—meat markets with groceries: (Commodity coverage, 39.4 per cent) | | | Other dry goods..... | 1.2 | 1.1 |
| Bakery products, fresh..... | 4.0 | 1.5 | Flowers, wreaths, etc..... | 1.2 | 1.1 |
| Bottled beverages..... | 1.4 | .1 | Fountain sales and ice cream..... | .9 | .9 |
| Cigars, cigarettes, and tobacco..... | 3.3 | .4 | Fruits and vegetables..... | .2 | .2 |
| | | | Furniture— | | |
| | | | Bedroom..... | 1.1 | 1.1 |
| | | | Living room, library, and hall..... | 1.7 | 1.7 |
| | | | Dining room..... | .9 | .9 |
| | | | Kitchen..... | .2 | .2 |
| | | | Other household..... | .2 | .2 |
| | | | Furs and fur goods..... | .8 | .4 |

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 shown in this second column are applicable to the total 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 classifications. 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 for these kinds of business. Such percentages should be used with caution. (See General Definitions.)

An (x) indicates that a percentage for this classification is of no specific use and it has not been computed.

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TABLE 23.—MILWAUKEE—SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 (with food departments)—Continued. | | | Department stores (without food departments)—Continued. | | |
| Groceries— | | | Farm and garden equipment and supplies..... | 0.7 | 0.1 |
| Butter and cheese..... | 0.4 | 0.2 | Flowers, wreaths, etc..... | .6 | .3 |
| Eggs..... | .5 | .5 | Fountain sales and ice cream..... | 1.4 | .8 |
| Lard, cooking fats, etc..... | .2 | .1 | Furniture— | | |
| Flour..... | .4 | .3 | Bedroom..... | .8 | .8 |
| Sugar..... | .1 | .1 | Living room, library, and hall..... | 11.7 | 1.1 |
| Canned goods and other groceries..... | 1.4 | 1.4 | Dining room..... | 6.4 | .6 |
| Hardware..... | .9 | .9 | Kitchen..... | .2 | .1 |
| Home furnishings— | | | Other household..... | 2.2 | 1.8 |
| Draperies, upholstery, and curtains..... | 2.6 | 2.6 | Furs and fur goods..... | .9 | .6 |
| Floor coverings..... | 3.0 | 3.0 | Hardware..... | 2.1 | 1.0 |
| Bedding, mattresses, springs..... | .4 | .4 | Heating and plumbing equipment and supplies..... | 3.8 | .7 |
| China, glassware, and crockery..... | 1.4 | 1.4 | Home furnishings— | | |
| Kitchen utensils..... | 1.4 | 1.4 | Draperies, upholstery, and curtains..... | 4.2 | 4.2 |
| Other home furnishings..... | 3.3 | 3.3 | Floor coverings..... | 6.4 | 6.4 |
| Infants' wear..... | 2.0 | 2.0 | Bedding, mattresses, springs..... | .5 | .3 |
| Jewelry, silverware, and clocks— | | | China, glassware, and crockery..... | .7 | .6 |
| Clocks..... | .2 | .2 | Kitchen utensils..... | .9 | .6 |
| Watches..... | .1 | .1 | Other home furnishings..... | 5.6 | 4.2 |
| Diamond jewelry..... | .1 | .1 | Infants' wear..... | 1.5 | 1.4 |
| Gold and gold-filled jewelry..... | 1.1 | 1.1 | Jewelry, silverware, and clocks..... | 1.7 | 1.7 |
| Plated silverware..... | .5 | .5 | Leather goods, billfolds, purses, gloves, and handbags..... | 1.2 | 1.1 |
| Sterling silverware..... | .1 | .1 | Luggage..... | .2 | .2 |
| Other jewelry..... | 1.0 | .5 | Miscellaneous merchandise..... | (x) | 1.6 |
| Leather goods, billfolds, purses, gloves, and handbags..... | 1.6 | 1.6 | Optical goods..... | .5 | .3 |
| Luggage..... | .6 | .6 | Other musical instruments and accessories..... | .3 | .1 |
| Meats including poultry..... | .7 | .3 | Paints, varnishes, glass, and painters' supplies..... | .9 | .7 |
| Miscellaneous merchandise..... | (x) | .6 | Photographs and records..... | .2 | .1 |
| Optical goods..... | .4 | .2 | Photographic supplies..... | .1 | .1 |
| Paints, varnishes, lacquers..... | .2 | .2 | Radio parts and accessories..... | .5 | .4 |
| Pets (gold fish, etc.)..... | .3 | .2 | Radio sets..... | 1.6 | 1.2 |
| Phonographs and records..... | .2 | .2 | Service..... | 1.2 | .9 |
| Pianos and accessories..... | .2 | .1 | Shoes and other footwear..... | 5.4 | 5.4 |
| Radio sets..... | 1.4 | 1.4 | Men's..... | 0.4 | |
| Receipts from sale of meals..... | 1.1 | 1.1 | Boys' and youths'..... | .4 | |
| Refrigerators (electric and gas)..... | .2 | .2 | Women's..... | 3.3 | |
| Seeds, bulbs, plants, and nursery stock..... | .3 | .2 | Misses' and children's..... | .9 | |
| Service..... | .3 | .3 | Rubber and other footwear..... | .4 | |
| Shoes and other footwear— | | | Sporting goods, gymnasium and playground equipment..... | .8 | .7 |
| Men's..... | .5 | .5 | Stationery, books, and magazines— | | |
| Boys' and youths'..... | .3 | .3 | Books..... | .2 | .1 |
| Women's..... | 1.0 | 1.9 | Magazines and newspapers..... | .1 | .1 |
| Misses' and children's..... | .3 | .1 | Paper and paper goods..... | .7 | .6 |
| Sporting goods, gymnasium and playground equipment..... | .5 | .5 | Other stationery..... | .3 | .2 |
| Stationery and books— | | | Stoves and ranges, gas..... | .5 | .8 |
| Books..... | .5 | .2 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 3.4 | 1.6 |
| Paper and paper goods..... | .4 | .4 | Tires, tubes, and tire accessories..... | 9.7 | .7 |
| Other stationery..... | .4 | .4 | Toilet articles and preparations..... | 3.5 | 2.8 |
| Stoves and ranges, gas..... | .5 | .5 | Toys and games..... | 1.6 | 1.5 |
| Tires, tubes, and tire accessories..... | .2 | .2 | Wall paper..... | .2 | .1 |
| Toilet articles..... | .6 | .3 | Dry goods stores: | | |
| Toiletries and cosmetics..... | 2.8 | 1.5 | (Commodity coverage, 21.4 per cent) | | |
| Toys and games..... | 1.6 | 1.6 | Apparel and accessories, women's, misses', and children's— | | |
| Department stores (without food departments): | | | Children's wear..... | 2.3 | 2.0 |
| (Commodity coverage, 100.0 per cent) | | | Millinery..... | 3.3 | 2.5 |
| Antiques, art goods, gifts..... | 1.7 | .3 | Hosiery..... | 4.5 | 4.5 |
| Apparel and accessories, women's, misses', children's— | | | Coats, suits, and dresses..... | 28.0 | 28.0 |
| Children's wear..... | 2.1 | 1.6 | Underwear, negligees, corsets, etc..... | 5.1 | 4.1 |
| Millinery..... | 2.3 | 2.3 | Other apparel..... | 8.3 | 7.2 |
| Hosiery..... | 3.9 | 3.9 | Clothing and furnishings, men's, and boys'— | | |
| Coats, suits, and dresses..... | 11.2 | 9.3 | Suits..... | 2.9 | 1.0 |
| Underwear, negligees, corsets, etc..... | 5.3 | 5.3 | Overcoats..... | 2.6 | 1.3 |
| Other apparel (except furs)..... | 1.5 | 1.5 | Hats and caps..... | 1.9 | .9 |
| Appliances and supplies, electric— | | | Furnishings..... | 10.3 | 5.1 |
| Household appliances, motor-driven..... | 1.9 | 1.5 | Work clothing..... | 3.8 | 1.9 |
| Household heating appliances, portable..... | .3 | .2 | Other clothing..... | 3.1 | 1.6 |
| Construction materials..... | 1.7 | .3 | Dry goods and notions— | | |
| Other appliances..... | .7 | .2 | Cotton piece goods..... | 10.6 | 10.6 |
| Automotive parts and accessories (except tires and tubes)..... | 4.0 | .7 | Linen goods..... | 2.7 | 2.6 |
| Building materials..... | 10.2 | .1 | Wool and wool-mixed goods..... | 1.5 | 1.4 |
| Cigars, cigarettes, tobacco, and smokers' supplies..... | .6 | .2 | Rayon piece goods..... | 1.4 | 1.4 |
| Clothing and furnishings, men's and boys'— | | | Silk and velvet piece goods..... | 2.7 | 2.6 |
| Suits..... | 2.8 | 2.8 | Notions and small wares..... | 4.7 | 2.0 |
| Overcoats..... | 1.2 | .8 | Other dry goods..... | 7.6 | 4.8 |
| Hats and caps..... | 1.3 | 1.1 | Home furnishings— | | |
| Furnishings..... | 6.3 | 5.5 | Draperies and curtains..... | 7.1 | 4.0 |
| Work clothing..... | .3 | .2 | Floor coverings..... | .6 | .3 |
| Other clothing..... | .5 | .3 | Bedding and mattresses..... | 2.0 | .3 |
| Confectionery and nuts..... | 1.3 | 1.0 | China, glassware, and crockery..... | .9 | .5 |
| Drugs and drug sundries..... | .9 | .2 | Kitchen utensils..... | .2 | .1 |
| Dry goods and notions— | | | Other home furnishings..... | 1.5 | .3 |
| Cotton piece goods..... | 2.3 | 2.3 | Infants' wear..... | 2.3 | 1.1 |
| Linen goods..... | 1.7 | 1.7 | Shoes and other footwear..... | 3.2 | 6.9 |
| Wool and wool-mixed goods..... | .8 | .8 | Men's..... | 1.7 | |
| Rayon piece goods..... | 1.2 | 1.0 | Boys' and youths'..... | .4 | |
| Silk and velvet piece goods..... | 2.3 | 1.9 | Women's..... | 3.9 | |
| Notions and small wares..... | 4.0 | 3.5 | Misses' and children's..... | .9 | |
| Other dry goods..... | 1.1 | .8 | Toys and games..... | | .1 |

An (x) indicates that a percentage for this classification is of no specific use and it has not been computed.

TABLE 23.—MILWAUKEE—SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | | AUTOMOTIVE GROUP—Continued | | |
| General merchandise stores (with food departments): (Commodity coverage, 87.4 per cent) | | | Accessory stores with tires and batteries: (Commodity coverage, 71.7 per cent) | | |
| Groceries..... | 81.6 | 81.6 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 45.7 | 45.7 |
| Home furnishings— | | | Batteries..... | 10.3 | 9.5 |
| Draperies, upholstery, and curtains..... | .2 | .2 | Gasoline..... | 28.7 | 2.5 |
| Floor coverings..... | 2.6 | 2.4 | Miscellaneous merchandise..... | (x) | 2.7 |
| China, glassware, and crockery..... | 1.8 | 1.6 | Oils and greases..... | 2.0 | .8 |
| Kitchen utensils..... | 5.4 | 5.4 | Radio parts and accessories..... | 1.5 | .8 |
| Other home furnishings..... | 4.1 | 3.9 | Radio sets..... | 0.7 | .8 |
| Lighting equipment..... | .2 | .1 | Repairs and service..... | 12.7 | 5.2 |
| Notions and small wares..... | .4 | .4 | Tires and tubes sold to dealers..... | 15.0 | 1.4 |
| Paints, varnishes, lacquers..... | .5 | .4 | Tires, tubes, and tire accessories..... | 31.3 | 20.1 |
| Paper and paper goods..... | .5 | .4 | | | |
| Plated silverware..... | .9 | .8 | Battery and ignition shops—brake repair shops: (Commodity coverage, 63.5 per cent) | | |
| Toiletries and cosmetics..... | 3.0 | 2.8 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 52.2 | 52.2 |
| Variety, 5-and-10, and to-a-dollar stores: 1 (Commodity coverage, 26.2 per cent) | | | Batteries..... | 22.4 | 22.4 |
| Appliances and supplies, electric..... | 5.9 | 5.7 | Gasoline..... | 24.7 | 2.8 |
| Incandescent lamps..... | 1.6 | | Oils and greases..... | 4.0 | .5 |
| Construction materials..... | .9 | | Parts and accessories sold to dealers..... | 27.2 | 1.1 |
| Other appliances..... | 3.2 | | Radio parts and accessories..... | 12.0 | .5 |
| Batteries..... | .5 | .1 | Radio sets..... | 30.6 | 1.2 |
| Bottled beverages..... | 1.7 | .5 | Repairs and service..... | 16.3 | 16.3 |
| Clothing, men's and boys'..... | 2.7 | .2 | Tires, tubes, and tire accessories..... | 7.4 | 3.0 |
| Confectionery and nuts..... | 8.8 | 3.8 | | | |
| Drugs, patent medicines, etc..... | 2.1 | .4 | Tire shops (including tire repairs): (Commodity coverage, 50.6 per cent) | | |
| Dry goods and notions..... | 18.7 | 18.7 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 7.8 | 6.2 |
| Piece goods..... | 3.0 | | Batteries..... | .7 | .2 |
| Notions and small wares..... | 10.4 | | Gasoline..... | 11.1 | 2.4 |
| Other dry goods..... | 4.4 | | Oils and greases..... | 5.5 | 1.2 |
| Farm and garden equipment and supplies..... | 2.6 | .1 | Repairs and service..... | 6.8 | 4.4 |
| Flowers, wreaths, etc..... | .9 | .7 | Tires, tubes, and tire accessories..... | 85.6 | 85.6 |
| Mountain sales and ice cream..... | 17.1 | 10.6 | | | |
| Hardware..... | 11.1 | 11.1 | Filling stations (gasoline and oil): (Commodity coverage, 53.0 per cent) | | |
| Builders' and shelf hardware..... | 1.2 | | Gasoline..... | 88.4 | 68.4 |
| Carpenters' and mechanics' tools..... | 1.2 | | Miscellaneous merchandise..... | (x) | .1 |
| Other hardware..... | 8.7 | | Oils and greases..... | 11.1 | 11.1 |
| Home furnishings— | | | Repairs and service..... | 4.7 | .4 |
| China, glassware, and crockery..... | 4.3 | 4.3 | Filling stations (with tires and accessories): (Commodity coverage, 9.4 per cent) | | |
| Kitchen utensils..... | 7.7 | 2.7 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 1.9 | 1.9 |
| Other home furnishings..... | 1.2 | .7 | Batteries..... | 1.8 | 1.7 |
| Hosiery..... | 6.0 | 1.7 | Gasoline..... | 83.5 | 83.5 |
| Infants' wear..... | .6 | .1 | Miscellaneous merchandise..... | (x) | .2 |
| Jewelry, silverware, and clocks..... | 4.2 | 4.2 | Oils and greases..... | 7.7 | 7.7 |
| Miscellaneous merchandise..... | (x) | 4.5 | Repairs and service..... | 2.3 | 1.7 |
| Musical goods..... | 4.1 | 3.2 | Tires, tubes, and tire accessories..... | 3.4 | 3.3 |
| Paints, varnishes, lacquers..... | 1.2 | 1.2 | | | |
| Painters' supplies..... | .2 | .2 | Motor-cycle dealers: (Commodity coverage, 41.2 per cent) | | |
| Radio parts and accessories..... | .4 | .3 | Gasoline..... | .7 | .6 |
| Seeds, bulbs, plants, and nursery stock..... | .4 | .3 | Motor cycles, bicycles, and accessories..... | 71.8 | 71.8 |
| Stationery, books, and magazines..... | 7.7 | 7.0 | Oils and greases..... | 1.6 | 1.4 |
| Books..... | 0.4 | | Secondhand motor cycles and bicycles..... | 16.8 | 16.8 |
| Paper and paper goods..... | 3.5 | | Service..... | 9.4 | 9.4 |
| Other stationery..... | 3.1 | | Garages (repairs and storage, gasoline, oil, accessories): (Commodity coverage, 33.4 per cent) | | |
| Toilet articles and preparations..... | 5.4 | 5.2 | Automotive parts and accessories (except tires, tubes, and tire accessories)..... | 18.0 | 18.0 |
| Toys and games..... | 6.6 | 6.0 | Batteries..... | 1.5 | .9 |
| | | | Gasoline..... | 18.2 | 11.5 |
| | | | Miscellaneous merchandise..... | (x) | .2 |
| | | | Oils and greases..... | 4.0 | 3.9 |
| | | | Passenger automobiles, new..... | 4.8 | .1 |
| | | | Radio sets..... | 10.7 | .1 |
| | | | Repairs and service..... | 48.9 | 48.9 |
| | | | Storage..... | 30.6 | 13.6 |
| | | | Tires, tubes, and tire accessories..... | 3.8 | 2.2 |
| | | | Used passenger cars..... | 4.2 | .6 |
| | | | | | |
| | | | APPAREL GROUP | | |
| | | | Men's and boys' clothing stores: (Commodity coverage, 75.0 per cent) | | |
| | | | Overcoats..... | 27.3 | 27.3 |
| | | | Service..... | 9.2 | .3 |
| | | | Suits..... | 72.4 | 72.4 |
| | | | Men's and boys' hat stores: (Commodity coverage, 99.0 per cent) | | |
| | | | Furnishings..... | 1.7 | .4 |
| | | | Hats and caps..... | 70.4 | 70.4 |
| | | | Service..... | 38.3 | 29.2 |

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

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 23.—MILWAUKEE—SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Men's furnishings' stores: (Commodity coverage, 35.1 per cent) | | | Men's shoe stores: (Commodity coverage, 49.0 per cent) | | |
| Custom tailoring..... | 20.5 | 3.4 | Furnishings..... | 2.0 | 2.6 |
| Furnishings..... | 63.6 | 63.6 | Miscellaneous merchandise..... | (x) | .2 |
| Hats and caps..... | 26.2 | 22.4 | Shoes and other footwear— | | |
| Other clothing..... | 12.5 | 2.0 | Men's..... | 86.8 | 86.8 |
| Shoes, boys' and youths'..... | 3.1 | 1.0 | Boys' and youths'..... | 13.8 | 6.4 |
| Shoes, men's..... | 15.0 | 4.8 | Rubber and other footwear..... | 5.3 | 4.0 |
| Sporting goods..... | 8.0 | 1.6 | | | |
| Work clothing..... | 8.9 | 1.2 | Women's shoe stores: (Commodity coverage, 61.6 per cent) | | |
| Men's clothing and furnishings stores: (Commodity coverage, 75.9 per cent) | | | Hosiery, women's..... | | |
| Custom tailoring..... | 3.0 | .2 | Rubber and other footwear..... | 4.2 | 1.7 |
| Furnishings..... | 21.9 | 21.9 | Service..... | .6 | .2 |
| Hats and caps..... | 9.7 | 9.1 | Shoes, women's..... | 86.4 | 86.4 |
| Luggage..... | 2.1 | .1 | Family shoe stores (men's, women's, children's): (Commodity coverage, 46.5 per cent) | | |
| Miscellaneous merchandise..... | (x) | .1 | Hosiery, women's..... | | |
| Other clothing..... | 5.8 | 3.9 | Leather goods, billfolds, purses, gloves, and handbags..... | 7.4 | 3.8 |
| Overcoats..... | 13.6 | 13.6 | Miscellaneous merchandise..... | (x) | .3 |
| Service..... | 1.6 | .1 | Other apparel..... | 10.0 | .7 |
| Shoes, men's..... | 10.1 | 1.8 | Service..... | 1.3 | .5 |
| Sporting goods..... | 5.5 | .6 | Shoes and other footwear— | | |
| Suits..... | 43.8 | 43.8 | Men's..... | 19.0 | 19.0 |
| Work clothing..... | 7.1 | 4.8 | Boys' and youths'..... | 5.2 | 2.2 |
| Family clothing stores (men's, women's, children's): (Commodity coverage, 77.1 per cent) | | | Women's..... | | |
| Apparel and accessories, women's, misses', children's— | | | Misses' and children's..... | 51.4 | 51.4 |
| Children's wear..... | 3.6 | 1.1 | Infants'..... | 18.6 | 12.8 |
| Millinery..... | 3.3 | 2.0 | Rubber and other footwear..... | 1.2 | .4 |
| Hosiery..... | 3.0 | 3.6 | FURNITURE AND HOUSEHOLD GROUP | | |
| Coats, suits, and dresses..... | 40.0 | 40.0 | Furniture stores: (Commodity coverage, 60.3 per cent) | | |
| Underwear, negligees, corsets, etc..... | 3.4 | 3.1 | Antiques, art goods, gifts..... | | |
| Other apparel (except furs)..... | 13.7 | 9.1 | Furniture— | | |
| Clothing and furnishings, men's and boys'— | | | Bedroom..... | | |
| Suits..... | 17.3 | 17.3 | Living room, library, and hall..... | | |
| Overcoats..... | 4.5 | 4.5 | Dining room..... | | |
| Hats and caps..... | 2.1 | 1.5 | Kitchen..... | | |
| Furnishings..... | 15.8 | 14.3 | Other household..... | | |
| Other clothing..... | 4.2 | 1.5 | Office and store..... | | |
| Furs and fur goods..... | 6.8 | 1.2 | Home furnishings— | | |
| Infants' wear..... | 4.0 | .1 | Draperies, upholstery, and curtains..... | | |
| Jewelry—costume..... | 2.9 | .6 | Floor coverings..... | | |
| Notions and small wares..... | 4.0 | .1 | Bedding, mattresses, springs..... | | |
| Women's ready-to-wear specialty stores—apparel and accessories: (Commodity coverage, 92.5 per cent) | | | China, glassware, and crockery..... | | |
| Children's wear..... | 20.2 | .2 | Other home furnishings..... | | |
| Coats, suits, and dresses..... | 79.8 | 76.8 | Household appliances, motor-driven (except refrigerators) electric..... | | |
| Custom tailoring, dressmaking..... | 7.8 | .4 | Lighting equipment, electric..... | | |
| Furs and fur goods..... | 12.4 | 8.4 | Luggage..... | | |
| Gift merchandise..... | 1.9 | .3 | Miscellaneous merchandise..... | | |
| Hosiery..... | 6.6 | 2.8 | Office and store equipment..... | | |
| Jewelry—costume..... | 1.0 | .2 | Other appliances, except refrigerators, gas..... | | |
| Leather goods, gloves and handbags..... | 1.4 | .1 | Radio parts and accessories..... | | |
| Millinery..... | 6.8 | 3.0 | Radio sets..... | | |
| Miscellaneous merchandise..... | (x) | .1 | Refrigerators, electric and gas..... | | |
| Other apparel..... | 9.7 | 1.8 | Secondhand furniture..... | | |
| Service..... | 3.4 | .6 | Service..... | | |
| Shoes, women's..... | 14.6 | 2.7 | Stoves and ranges, gas..... | | |
| Underwear, negligees, corsets, etc..... | 5.7 | 2.6 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | | |
| Furriers—fur shops: (Commodity coverage, 68.3 per cent) | | | Tires, tubes, and tire accessories..... | | |
| Furs and fur goods..... | 83.7 | 83.7 | Toys and games..... | | |
| Service..... | 18.3 | 16.3 | Household appliances stores (electric): (Commodity coverage, 85.5 per cent) | | |
| Hosiery shops: (Commodity coverage, 64.3 per cent) | | | Commercial and industrial appliances..... | | |
| Coats, suits, and dresses..... | 11.1 | .2 | Construction materials..... | | |
| Furnishings, men's and boys'..... | 8.5 | 5.3 | Household appliances, motor-driven (except refrigerators)..... | | |
| Hosiery, women's..... | 81.9 | 81.9 | Incandescent lamps..... | | |
| Infants' wear..... | 11.1 | .2 | Lighting equipment..... | | |
| Other apparel, women's..... | 29.7 | 1.2 | Miscellaneous merchandise..... | | |
| Underwear, negligees, corsets, etc..... | 11.5 | 11.2 | Other appliances..... | | |
| Millinery stores: (Commodity coverage, 58.8 per cent) | | | Radio sets..... | | |
| Jewelry, costume..... | 1.3 | .1 | Ranges, water heaters, etc..... | | |
| Millinery..... | 99.9 | 99.9 | Refrigerators..... | | |
| Custom tailors: (Commodity coverage, 48.7 per cent) | | | Service..... | | |
| Custom tailoring, men's and boys'..... | 99.3 | 90.3 | Stoves and ranges, gas..... | | |
| Furnishings, men's and boys'..... | 7.8 | 2.9 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | | |
| Hats and caps, men's and boys'..... | 3.8 | 1.4 | Water heaters, gas..... | | |
| Other clothing, men's and boys'..... | 7.4 | 2.8 | Antique shops: (Commodity coverage, 86.5 per cent) | | |
| Overcoats, men's and boys'..... | 1.6 | .6 | Antiques, art goods, gifts..... | | |
| Service..... | 8.3 | .7 | Floor coverings..... | | |
| Suits, men's and boys'..... | 2.7 | 1.3 | Furniture, household..... | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

TABLE 23.—MILWAUKEE—SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | | LUMBER AND BUILDING GROUP—Continued | | |
| Interior decorators: (Commodity coverage, 93.9 per cent) | | | Lumber and building material dealers—Continued. | | |
| Antiques, art goods, gifts..... | 13.8 | 3.1 | Coal..... | 45.1 | 11.7 |
| Furniture— | | | Miscellaneous merchandise..... | (x) 1.3 | 2.3 |
| Bedroom..... | 12.8 | 12.8 | Wire fencing, gates, and posts..... | 1.3 | .2 |
| Living room, library, and hall..... | 18.4 | 18.4 | Wood, coke, and other fuels..... | 10.5 | 1.8 |
| Dining room..... | 10.9 | 10.9 | Electrical shops (without radio): (Commodity coverage, 61.7 per cent) | | |
| Other household..... | 2.1 | .5 | Commercial and industrial appliances..... | 19.8 | 12.8 |
| Home furnishings— | | | Construction materials..... | 12.3 | 12.3 |
| Draperies, upholstery, and curtains..... | 26.1 | 26.1 | Incandescent lamps..... | 11.0 | 9.6 |
| Floor coverings..... | 15.4 | 15.4 | Lighting equipment..... | 37.8 | 37.8 |
| Bedding, mattresses, springs..... | 1.2 | .2 | Service..... | 42.4 | 27.5 |
| Other home furnishings..... | 1.5 | .3 | Heating appliances and oil burners: (Commodity coverage, 76.7 per cent) | | |
| Lighting equipment, electric..... | 8.0 | 5.5 | Heating equipment and supplies..... | 87.3 | 87.3 |
| Service..... | 11.8 | 0.8 | Paints, varnishes, lacquers..... | 4.1 | .2 |
| Radio and electrical shops: (Commodity coverage, 47.1 per cent) | | | Refrigerators, electric and gas..... | 6.0 | 1.2 |
| Appliances and supplies, electric— | | | Roofing materials..... | 16.0 | 3.8 |
| Household appliances, motor-driven..... | 3.4 | 1.1 | Service..... | 12.3 | 7.2 |
| Household heating appliances, portable..... | .7 | .1 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 3.1 | .3 |
| Lighting equipment..... | 67.6 | 6.6 | Plumbing shops—heating and ventilating: (Commodity coverage, 67.1 per cent) | | |
| Incandescent lamps..... | 1.2 | .2 | Heating and plumbing equipment and supplies..... | 93.6 | 93.6 |
| Construction materials..... | 3.7 | .6 | Service..... | 10.5 | 6.4 |
| Commercial and industrial appliances..... | 8.2 | .2 | Paint and glass shops: (Commodity coverage, 57.2 per cent) | | |
| Other appliances..... | 31.4 | 6.2 | Glass..... | 13.7 | 9.6 |
| Automotive parts and accessories (except tires, tubes, and batteries)..... | 18.5 | 1.2 | Painters' supplies..... | 10.4 | 10.0 |
| Batteries..... | 12.4 | 1.6 | Paints, varnishes, lacquers..... | 73.1 | 65.0 |
| Clocks..... | 1.0 | .1 | Service..... | (x) 6.8 | 6.8 |
| Floor coverings..... | .3 | .1 | Wall paper..... | 14.3 | 8.6 |
| Miscellaneous merchandise..... | (x) 1.4 | 1.4 | OTHER RETAIL STORES | | |
| Radio parts and accessories..... | 19.7 | 19.7 | Hardware stores: (Commodity coverage, 33.0 per cent) | | |
| Radio sets..... | 53.2 | 53.2 | Appliances and supplies, electric— | | |
| Service..... | 6.6 | 1.5 | Household appliances, motor-driven..... | 2.7 | 1.6 |
| Sporting goods..... | 29.2 | 5.9 | Household heating appliances, portable..... | .9 | .5 |
| Tires, tubes, and tire accessories..... | 1.0 | .1 | Incandescent lamps..... | .7 | .1 |
| Toys and games..... | 1.6 | .2 | Bicycles..... | 1.2 | .2 |
| Radio and musical instruments stores: (Commodity coverage, 71.0 per cent) | | | Building materials— | | |
| Furniture, household..... | 13.1 | 1.1 | Roofing materials (except wood shingles)..... | 1.0 | .7 |
| Other musical instruments and accessories..... | 2.8 | 1.6 | Iron and other building metal..... | 13.5 | .9 |
| Phonographs and records..... | 5.1 | 3.3 | Building paper, insulating boards with wood base, etc..... | .9 | .3 |
| Pianos and accessories..... | 35.2 | 32.4 | Clocks..... | .6 | .1 |
| Radio parts and accessories..... | 3.9 | 3.9 | Fertilizers..... | .3 | .1 |
| Radio sets..... | 49.1 | 49.1 | Hardware— | | |
| Service..... | 5.0 | 1.9 | Builders' and shelf hardware..... | 30.3 | 30.3 |
| Sheet music, music books, etc..... | .6 | .1 | Carpenters' and mechanics' tools..... | 5.8 | 5.8 |
| Stringed and band instruments..... | 23.4 | 6.6 | Other hardware..... | 25.2 | 20.5 |
| RESTAURANTS, CAFETERIAS, AND EATING PLACES | | | Heating and plumbing equipment and supplies..... | 35.6 | 4.5 |
| Cafeterias: (Commodity coverage, 55.6 per cent) | | | Home furnishings— | | |
| Cigars, cigarettes, and tobacco..... | 6.7 | 6.7 | Floor coverings..... | 1.1 | .3 |
| Confectionery and nuts..... | 1.5 | .6 | China, glassware, and crockery..... | 3.1 | .6 |
| Fountain sales and ice cream..... | 19.4 | 7.2 | Kitchen utensils..... | 2.5 | 1.4 |
| Magazines and newspapers..... | 3.7 | 1.4 | Miscellaneous merchandise..... | (x) 1.9 | 2.5 |
| Receipts from sale of meals..... | 84.1 | 84.1 | Other farm and garden equipment and supplies..... | 1.9 | .8 |
| Lunch rooms: (Commodity coverage, 6.9 per cent) | | | Paints, varnishes, glass, and painters' supplies: | | |
| Cigars, cigarettes, and tobacco..... | 2.6 | 1.6 | Paints, varnishes, lacquers..... | 7.1 | 4.9 |
| Confectionery and nuts..... | 1.3 | .5 | Glass..... | .8 | .5 |
| Miscellaneous merchandise..... | (x) 2.7 | 2.7 | Painters' supplies..... | .8 | .3 |
| Receipts from sale of meals..... | 95.2 | 95.2 | Professional and scientific instruments and equipment..... | 1.2 | .1 |
| Restaurants with table service: (Commodity coverage, 23.5 per cent) | | | Radio sets and accessories..... | 9.3 | 1.0 |
| Bottled beverages..... | 9.7 | 1.0 | Refrigerators, electric and gas..... | .7 | .7 |
| Cigars, cigarettes, and tobacco..... | 4.0 | 3.8 | Seeds, bulbs, plants, and nursery stock..... | .5 | .2 |
| Confectionery and nuts..... | 4.0 | 1.5 | Service..... | 0.5 | 4.0 |
| Fountain sales and ice cream..... | 9.0 | .5 | Sporting goods, gymnasium and playground equipment..... | 2.0 | .9 |
| Other nonfood products..... | (x) 2.4 | 2.4 | Stoves and ranges, gas..... | 8.3 | 4.2 |
| Receipts from sale of meals..... | 90.8 | 90.8 | Stoves, ranges, heaters, etc. (other than electric or gas)..... | 2.2 | 1.0 |
| LUMBER AND BUILDING GROUP | | | Tires, tubes, and tire accessories..... | 1.1 | .1 |
| Lumber and building material dealers: (Commodity coverage, 99.7 per cent) | | | Toys and games..... | 1.4 | .3 |
| Building materials— | | | Water heaters, gas..... | 1.3 | .4 |
| Brick, terra cotta, tile, etc..... | 7.6 | 1.9 | Wire fencing, gates, and posts..... | 1.0 | .3 |
| Cement..... | 10.6 | 2.7 | Feed stores (flour, feed, grain, fertilizer): (Commodity coverage, 63.9 per cent) | | |
| Lime, plaster, etc..... | 2.8 | .7 | Fertilizers..... | .3 | .1 |
| Lumber (rough and dressed)..... | 80.9 | 66.7 | Flour..... | 10.4 | 8.7 |
| Planing-mill products, woodwork..... | 14.9 | 4.2 | Grain and feed..... | 55.4 | 55.4 |
| Wood shingles and shakes..... | 3.4 | 2.5 | Hay, straw, and alfalfa..... | 33.5 | 33.5 |
| Roofing materials (except wood shingles)..... | 1.5 | 1.1 | Miscellaneous merchandise..... | (x) 7.3 | 7.3 |
| Iron and other building metal..... | 11.9 | 1.6 | | | |
| Building paper, insulating boards with wood base, etc..... | 2.8 | 1.8 | | | |
| Wall boards (except wood base)..... | 1.3 | .8 | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 23.—MILWAUKEE—SALES BY COMMODITIES—Continued

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | |
| Book stores: (Commodity coverage, 62.7 per cent) | | | Jewelry stores—Continued. | | |
| Art goods, gifts..... | 0.4 | 0.1 | Rings, other than diamond..... | 5.2 | 5.2 |
| Books..... | 82.8 | 82.8 | Service..... | 8.8 | 6.2 |
| Magazines and newspapers..... | 26.7 | 14.1 | Stationery, books, and magazines..... | 14.5 | 5.2 |
| Other stationery..... | 5.0 | 1.4 | Sterling silverware..... | 11.2 | 10.9 |
| Paper and paper goods..... | 3.0 | 1.6 | Watches..... | 8.5 | 8.5 |
| Cigar stores (without fountains): (Commodity coverage, 13.7 per cent) | | | Luggage and leather goods stores: (Commodity coverage, 60.3 per cent) | | |
| Cigars, cigarettes, and tobacco..... | 79.9 | 79.9 | Cameras..... | .3 | .1 |
| Confectionery and nuts..... | 4.7 | 4.7 | Leather goods, billfolds, purses, gloves, and handbags..... | 49.2 | 49.2 |
| Lunches..... | 7.4 | 3.2 | Luggage..... | 45.2 | 45.2 |
| Magazines and newspapers..... | 14.8 | 6.4 | Miscellaneous merchandise..... | (x) | 2.1 |
| Smokers' supplies..... | 5.8 | 5.8 | Service..... | 8.0 | 3.3 |
| Coal and wood yards: (Commodity coverage, 90.9 per cent) | | | Smokers' supplies..... | .3 | .1 |
| Building materials, other..... | 7.1 | .6 | News dealers: (Commodity coverage, 46.4 per cent) | | |
| Cement..... | 4.4 | .6 | Magazines and newspapers..... | 75.1 | 75.1 |
| Coal..... | 82.8 | 78.5 | Miscellaneous merchandise..... | (x) | 13.0 |
| Fuel oil..... | 10.9 | 4.4 | Smokers' supplies..... | 27.6 | 11.0 |
| Heating and plumbing equipment and supplies..... | 5.3 | .6 | Office and school supplies: (Commodity coverage, 81.0 per cent) | | |
| Ice..... | 36.9 | .6 | Office and store furniture..... | 9.9 | 8.2 |
| Lime, plaster, etc..... | 4.2 | .5 | Other stationery..... | 41.4 | 35.4 |
| Wood, coke, and other fuels..... | 15.2 | 14.2 | Paper and paper goods..... | 78.4 | 54.4 |
| Drug stores (with fountains): (Commodity coverage, 23.6 per cent) | | | Typewriters and accessories..... | 3.0 | 2.0 |
| Bottled beverages..... | 2.5 | 1.7 | Office and store mechanical appliances dealers (retail): (Commodity coverage, 86.7 per cent) | | |
| Cigars, cigarettes, and tobacco..... | 15.9 | 15.9 | Adding and calculating machines and accessories..... | 55.7 | 39.3 |
| Confectionery and nuts..... | 5.7 | 5.7 | Other office and store mechanical appliances..... | 66.4 | 39.0 |
| Drugs, patent medicines, etc..... | 21.3 | 21.3 | Secondhand office furniture..... | 3.3 | .3 |
| Fountain sales and ice cream..... | 26.7 | 26.7 | Service..... | 9.8 | 8.2 |
| Other merchandise..... | (x) | 1.2 | Stationery..... | 25.0 | 7.8 |
| Prescriptions..... | 11.2 | 11.2 | Typewriters and accessories..... | 20.4 | 5.9 |
| Rubber goods..... | 2.2 | 1.9 | Office and store furniture and equipment dealers: (Commodity coverage, 93.2 per cent) | | |
| Stationery, books, periodicals, etc..... | 4.2 | 3.8 | Adding and calculating machines and accessories..... | 10.4 | 2.2 |
| Surgical and hospital supplies..... | 2.4 | 1.3 | Office and store furniture..... | 76.0 | 76.0 |
| Toilet articles..... | 3.0 | 2.6 | Other office and store equipment..... | 5.7 | 1.2 |
| Toiletries and cosmetics..... | 6.6 | 6.2 | Other stationery..... | 12.0 | 7.7 |
| Florists: (Commodity coverage, 17.1 per cent) | | | Paper and paper goods..... | 27.5 | 8.1 |
| China, glassware, and crockery..... | 2.8 | 1.1 | Secondhand furniture..... | 3.2 | .4 |
| Farm and garden equipment and supplies..... | 5.1 | 1.2 | Service..... | 2.9 | 1.3 |
| Fertilizers..... | 5.0 | 1.1 | Typewriters and accessories..... | 9.7 | 3.1 |
| Flowers, wreaths, etc..... | 81.8 | 81.8 | Typewriter dealers: (Commodity coverage, 29.7 per cent) | | |
| Miscellaneous merchandise..... | (x) | 2.5 | Service..... | 2.7 | 2.7 |
| Seeds, bulbs, plants, and nursery stock..... | 21.5 | 12.3 | Typewriters and accessories..... | 97.3 | 97.3 |
| Camera dealers—photographic supplies: (Commodity coverage, 83.0 per cent) | | | Opticians and optometrists: (Commodity coverage, 46.0 per cent) | | |
| Art goods, gifts..... | 1.1 | .2 | Optical goods..... | 93.0 | 93.0 |
| Cameras..... | 17.7 | 17.7 | Service..... | 11.0 | 7.0 |
| Miscellaneous merchandise..... | (x) | .3 | Sporting goods specialty store: (Commodity coverage, 66.1 per cent) | | |
| Photo-finishing sales..... | 5.5 | 5.5 | Household heating appliances, portable, electric..... | 6.6 | 1.0 |
| Photographic supplies..... | 76.3 | 76.3 | Jewelry..... | .3 | .1 |
| Jewelry stores—installment credit: (Commodity coverage, 100.0 per cent) | | | Other appliances..... | 2.1 | .3 |
| Antiques, art goods, gifts..... | 6.9 | 1.7 | Service..... | .8 | .5 |
| Books..... | 2.3 | .6 | Sporting goods, gymnasium and playground equipment..... | 98.1 | 98.1 |
| Jewelry, silverware, and clocks— | | | Scientific and medical instruments and supplies, at retail: (Commodity coverage, 100.0 per cent) | | |
| Clocks..... | 5.4 | 5.4 | Books..... | .2 | .1 |
| Watches..... | 27.7 | 27.7 | Office and store furniture..... | 18.7 | 3.0 |
| Diamond jewelry..... | 33.2 | 33.2 | Professional and scientific instruments and supplies..... | 53.5 | 50.8 |
| Rings, other than diamond..... | 10.5 | 6.0 | Service..... | 2.4 | 1.4 |
| Gold and gold-filled jewelry..... | 6.0 | 4.3 | Surgical, dental, and hospital supplies..... | 76.3 | 44.7 |
| Plated silverware..... | 4.3 | 1.8 | SECONDHAND STORES | | |
| Sterling silverware..... | 2.5 | 1.5 | Automobile parts and accessories—secondhand: (Commodity coverage, 92.9 per cent) | | |
| Other jewelry..... | 5.2 | 4.8 | Automotive parts and accessories (except tires, tubes, and batteries)..... | 70.7 | 70.7 |
| Leather goods..... | 1.3 | .4 | Batteries..... | 5.3 | 5.2 |
| Optical goods..... | 2.1 | .4 | Miscellaneous merchandise..... | (x) | 6.0 |
| Stationery..... | 1.8 | .1 | Tires, tubes, and tire accessories..... | 16.3 | 16.3 |
| Service..... | 6.0 | 3.2 | Used commercial cars and trucks..... | 1.5 | 1.3 |
| Toilet articles..... | 2.2 | .2 | Used passenger cars..... | .8 | .5 |
| Jewelry stores: (Commodity coverage, 46.8 per cent) | | | | | |
| Clocks..... | 2.1 | 1.9 | | | |
| Diamond jewelry..... | 29.3 | 29.3 | | | |
| Gold and gold-filled jewelry..... | 4.9 | 4.9 | | | |
| Leather goods..... | 1.6 | .7 | | | |
| Novelties..... | 3.7 | .3 | | | |
| Other jewelry..... | 23.8 | 21.4 | | | |
| Plated silverware..... | 6.2 | 5.5 | | | |

(x) Indicates that a percentage for this classification is of no specific use and it has not been computed.

CENSUS OF DISTRIBUTION

TABLE 24.—RACINE—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 (1029) | |
|---|------------------|--|---------------------|-----------|---------------------------------|----------------|---|---------------------------------------|------------------|-------------------------|
| | | | Full time | Part time | Total (full time and part time) | Part time only | | | Amount | Per cent of total sales |
| All groups..... | 1,129 | 1,027 | 2,253 | 709 | \$1,339,732 | \$197,823 | \$1,796,619 | \$5,055,800 | \$10,738,072 | 100.00 |
| Food group..... | 357 | 342 | 559 | 167 | 562,063 | 48,089 | 935,896 | 455,210 | 11,667,878 | 29.13 |
| Candy and confectionery stores..... | 41 | 46 | 18 | 9 | 16,807 | 2,153 | 44,485 | 31,390 | 414,608 | 1.02 |
| Dairy products stores..... | 6 | 4 | 154 | 2 | 327,479 | 240 | 209,602 | 23,300 | 1,001,735 | 4.67 |
| Fruit stores and vegetable markets..... | 15 | 16 | 6 | 11 | 7,835 | 1,986 | 18,804 | 6,840 | 157,159 | 1.39 |
| Grocery stores (without meats)..... | 164 | 132 | 198 | 95 | 250,654 | 22,357 | 335,012 | 206,260 | 4,040,353 | 11.40 |
| Combination stores (groceries and meats)..... | 69 | 73 | 106 | 59 | 145,182 | 16,344 | 173,525 | 95,650 | 2,619,769 | 6.42 |
| Meat markets (including sea foods)..... | 56 | 65 | 74 | 19 | 110,343 | 4,647 | 146,580 | 28,990 | 2,095,088 | 5.14 |
| Bakeries—caterers..... | 3 | 3 | 1 | 2 | 1,152 | 372 | 2,224 | 350 | 13,868 | .03 |
| Other food stores..... | 3 | 3 | 2 | — | 3,511 | — | 2,001 | 440 | 26,298 | .06 |
| General merchandise group..... | 44 | 37 | 448 | 138 | 495,473 | 35,637 | 631,976 | 786,530 | 4,255,534 | 10.45 |
| Department stores..... | 5 | — | 266 | 54 | 325,274 | 18,905 | 301,998 | 375,920 | 2,462,967 | 6.05 |
| Dry goods stores—piece goods stores..... | 21 | 24 | 21 | 14 | 27,105 | 2,721 | 40,048 | 182,330 | 320,257 | .81 |
| General merchandise stores..... | 9 | 8 | 31 | 9 | 30,849 | 3,054 | 53,998 | 115,440 | 443,183 | 1.00 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 9 | 5 | 128 | 61 | 112,251 | 10,857 | 130,052 | 112,840 | 1,020,117 | 2.50 |
| Automotive group..... | 146 | 112 | 373 | 48 | 646,849 | 19,725 | 632,714 | 567,900 | 6,833,161 | 16.78 |
| Motor-vehicle dealers (new and used)..... | 30 | 19 | 223 | 15 | 417,308 | 9,041 | 387,092 | 423,750 | 4,768,855 | 11.71 |
| Accessories, tires, and batteries..... | 22 | 21 | 47 | 8 | 75,273 | 2,071 | 80,964 | 77,730 | 505,681 | 1.24 |
| Filling stations..... | 56 | 26 | 60 | 16 | 93,774 | 5,569 | 101,628 | 53,000 | 1,154,641 | 2.84 |
| Motor cycles, bicycles, and supplies..... | 4 | 6 | 2 | — | 2,540 | — | 4,509 | 10,170 | 45,781 | .11 |
| Garages and repair shops..... | 34 | 40 | 41 | 9 | 58,154 | 2,044 | 52,521 | 22,650 | 358,203 | .88 |
| Apparel group..... | 111 | 68 | 202 | 116 | 347,365 | 32,169 | 525,918 | 817,450 | 3,320,877 | 8.15 |
| Men's and boys' clothing and furnishings stores..... | 29 | 23 | 43 | 22 | 96,229 | 5,784 | 130,748 | 318,330 | 949,143 | 2.33 |
| Family clothing stores—men's, women's, and children's..... | 9 | 9 | 25 | 14 | 41,463 | 3,577 | 54,606 | 54,110 | 325,835 | .80 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 13 | 5 | 50 | 32 | 88,996 | 11,237 | 128,701 | 103,310 | 778,479 | 1.91 |
| Women's accessories stores..... | 14 | 9 | 33 | 9 | 32,657 | 1,111 | 55,168 | 40,140 | 259,546 | .64 |
| Other apparel stores..... | 9 | 7 | 10 | 1 | 12,345 | 60 | 17,937 | 14,550 | 89,206 | .22 |
| Shoe stores..... | 37 | 35 | 41 | 38 | 75,675 | 10,400 | 138,756 | 287,010 | 918,768 | 2.25 |
| Furniture and household group..... | 54 | 48 | 231 | 39 | 420,553 | 10,279 | 452,663 | 620,040 | 2,889,366 | 7.09 |
| Furniture stores..... | 25 | 25 | 106 | 17 | 225,215 | 5,440 | 291,213 | 368,820 | 1,706,722 | 4.19 |
| Floor coverings, draperies, cutrains, and upholstery stores..... | 3 | 2 | 8 | 8 | 17,075 | 1,954 | 12,004 | 16,880 | 74,627 | .18 |
| Household appliances stores..... | 4 | 1 | 55 | — | 69,603 | — | 69,024 | 115,450 | 455,151 | 1.18 |
| Other home furnishings and appliances stores..... | 3 | 2 | 10 | 5 | 15,410 | 787 | 10,370 | 27,650 | 30,089 | .07 |
| Radio and music stores..... | 19 | 18 | 52 | 9 | 92,250 | 2,093 | 70,052 | 91,610 | 544,777 | 1.34 |
| Restaurants, cafeterias, and eating places..... | 208 | 224 | 286 | 57 | 314,992 | 14,791 | 340,595 | 41,710 | 2,088,449 | 5.03 |
| Restaurants, cafeterias, and lunch rooms..... | 72 | 85 | 190 | 24 | 155,625 | 6,161 | 184,093 | 19,510 | 1,135,239 | 2.79 |
| Lunch counters, refreshment stands, etc..... | 134 | 139 | 96 | 33 | 120,367 | 8,630 | 156,442 | 22,200 | 933,210 | 2.29 |
| Lumber and building group..... | 41 | 40 | 159 | 34 | 296,553 | 16,233 | 271,442 | 396,380 | 2,455,933 | 6.10 |
| Lumber and building material dealers..... | 8 | 5 | 73 | 12 | 143,041 | 7,644 | 149,403 | 296,010 | 1,691,160 | 4.15 |
| Electrical shops (without radio)..... | 8 | 13 | 11 | 5 | 20,378 | 1,466 | 15,995 | 12,500 | 134,900 | .33 |
| Heating and plumbing shops..... | 10 | 10 | 44 | 6 | 53,014 | 2,874 | 31,866 | 24,000 | 283,470 | .70 |
| Paint and glass stores..... | 15 | 12 | 31 | 11 | 50,120 | 4,249 | 74,178 | 62,800 | 376,403 | .92 |
| Other retail stores..... | 170 | 156 | 533 | 74 | 609,532 | 20,412 | 866,178 | 1,275,860 | 6,769,366 | 16.59 |
| Hardware stores..... | 17 | 15 | 123 | 2 | 205,878 | 640 | 237,014 | 259,750 | 1,332,111 | 3.27 |
| Farmers' supplies..... | 3 | 3 | 3 | — | 3,950 | — | 3,176 | 11,480 | 59,428 | .15 |
| Bookstores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 32 | 36 | 40 | 12 | 47,651 | 5,610 | 72,089 | 26,840 | 396,815 | .97 |
| Coal and wood yard—ice dealers..... | 10 | 4 | 141 | — | 266,222 | — | 271,776 | 334,930 | 1,945,643 | 4.77 |
| Drug stores..... | 37 | 29 | 113 | 29 | 146,655 | 8,880 | 152,543 | 249,950 | 1,419,105 | 3.49 |
| Florists..... | 9 | 10 | 23 | 10 | 30,519 | 916 | 33,333 | 20,140 | 204,587 | .50 |
| Gifts—novelties, and toys—cameras..... | 4 | 0 | — | — | 225 | 225 | 4,720 | 4,580 | 49,787 | .12 |
| Jewelry stores..... | 15 | 15 | 19 | 2 | 33,884 | 177 | 51,763 | 160,230 | 322,131 | .79 |
| Luggage and leather goods stores..... | 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..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Office, school, and store supplies and equipment dealers..... | 6 | 1 | 20 | 1 | 42,320 | 300 | 30,604 | 37,640 | 289,496 | .66 |
| Opticians and optometrists..... | 3 | 3 | 5 | — | 7,980 | — | 12,023 | 12,850 | 42,158 | .10 |
| 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 classifications (combined)..... | 25 | 26 | 57 | 11 | 79,171 | 2,609 | 79,334 | 80,620 | 475,468 | 1.17 |
| Secondhand stores..... | 10 | 10 | 44 | 6 | 46,446 | 1,578 | 39,599 | 44,120 | 257,403 | .63 |

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

TABLE 25.—RACINE—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 BOLL | | 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..... | 1,139 | 1,057 | 2,883 | 709 | \$4,335,732 | \$157,823 | \$4,798,919 | \$5,055,800 | \$40,738,072 | 109.00 |
| Single-store independents..... | 941 | 1,008 | 1,985 | 439 | 3,081,291 | 133,473 | 3,423,235 | 3,728,500 | 29,844,375 | 73.26 |
| 2-store independents..... | 40 | 27 | 172 | 21 | 300,277 | 6,271 | 259,204 | 319,300 | 1,810,340 | 4.47 |
| 3-store independents..... | 17 | 14 | 46 | 6 | 69,526 | 1,872 | 71,366 | 88,860 | 706,614 | 1.73 |
| Local chains..... | 30 | | 109 | 43 | 170,192 | 12,828 | 221,697 | 157,130 | 1,662,255 | 4.08 |
| Sectional chains..... | 39 | | 106 | 39 | 145,335 | 8,163 | 208,110 | 128,030 | 1,485,317 | 3.64 |
| National chains..... | 54 | | 374 | 156 | 469,279 | 34,672 | 523,462 | 495,210 | 4,608,197 | 11.31 |
| Direct selling (house-to-house)..... | 3 | 2 | 25 | | | | 4,156 | 800 | 51,803 | .13 |
| Curbside markets and stands..... | 3 | 3 | | | | | 1,032 | 160 | 8,676 | .02 |
| Manufacturer-controlled chains..... | 5 | | 21 | 1 | 28,210 | 388 | 14,239 | 25,120 | 96,005 | .24 |
| Other types of operation..... | 7 | 3 | 45 | 1 | 62,787 | 156 | 70,358 | 112,670 | 455,490 | 1.12 |

TABLE 26.—RACINE—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single-store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|---|-------------------------------|-------------|---|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | | Grocery stores (without meats): | | | | | |
| Number of stores..... | 5 | (x) | | (x) | 4 | Number of stores..... | 164 | 117 | 19 | 28 | |
| Annual net sales..... | \$2,462,967 | (x) | | (x) | | Annual net sales..... | \$4,046,353 | \$2,260,621 | \$908,762 | \$1,476,970 | |
| Per cent of total sales..... | 100.00 | (x) | | (x) | | Per cent of total sales..... | 100.00 | 48.65 | 19.56 | 31.79 | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 9 | 3 | | 5 | 1 | Number of stores..... | 69 | 56 | 8 | 5 | |
| Annual net sales..... | \$1,020,117 | \$36,710 | | \$982,887 | \$520 | Annual net sales..... | \$2,613,769 | \$1,789,951 | \$422,463 | \$401,355 | |
| Per cent of total sales..... | 100.00 | 3.60 | | 96.35 | .05 | Per cent of total sales..... | 100.00 | 68.48 | 16.16 | 15.36 | |
| Men's and boys' clothing and furnishings stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 29 | 19 | (x) | (x) | 2 | Number of stores..... | 72 | 70 | 2 | | |
| Annual net sales..... | \$949,143 | \$568,963 | (x) | (x) | | Annual net sales..... | \$1,135,239 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | 59.95 | (x) | (x) | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Family clothing stores—men's, women's, and children's: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 9 | 6 | | 3 | | Number of stores..... | 32 | 29 | 3 | | |
| Annual net sales..... | \$325,835 | \$160,278 | | \$105,559 | | Annual net sales..... | \$396,815 | \$297,434 | \$99,381 | | |
| Per cent of total sales..... | 100.00 | 49.19 | | 50.81 | | Per cent of total sales..... | 100.00 | 74.96 | 25.04 | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 13 | 9 | | 4 | | Number of stations..... | 56 | 25 | 10 | 21 | |
| Annual net sales..... | \$778,478 | \$501,618 | | \$216,861 | | Annual net sales..... | \$1,154,641 | \$522,706 | \$21,057 | \$380,878 | |
| Per cent of total sales..... | 100.00 | 72.14 | | 27.86 | | Per cent of total sales..... | 100.00 | 45.27 | 21.74 | 32.99 | |
| Shoe stores: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 37 | 30 | (x) | 5 | 1 | Number of yards..... | 10 | 9 | 1 | | |
| Annual net sales..... | \$918,768 | \$556,983 | (x) | \$260,156 | (x) | Annual net sales..... | \$1,043,648 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | 60.62 | (x) | 28.32 | (x) | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Furniture stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 25 | 19 | 4 | 1 | 1 | Number of stores..... | 37 | 27 | 8 | 2 | |
| Annual net sales..... | \$1,706,722 | \$856,804 | \$727,057 | (x) | (x) | Annual net sales..... | \$1,419,105 | \$936,012 | (x) | (x) | |
| Per cent of total sales..... | 100.00 | 50.20 | 42.60 | (x) | (x) | Per cent of total sales..... | 100.00 | 65.96 | (x) | (x) | |
| Radio and music stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 19 | 18 | 1 | | | Number of stores..... | 17 | 17 | | | |
| Annual net sales..... | \$544,777 | (x) | (x) | | | Annual net sales..... | \$1,332,111 | \$1,332,111 | | | |
| Per cent of total sales..... | 100.00 | (x) | (x) | | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| | | | | | | Jewelry stores: | | | | | |
| | | | | | | Number of stores..... | 15 | 13 | 2 | | |
| | | | | | | Annual net sales..... | \$322,131 | (x) | (x) | | |
| | | | | | | Per cent of total sales..... | 100.00 | (x) | (x) | | |

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 28.—MADISON—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..... | 973 | 716 | 3,907 | 968 | \$5,953,189 | \$255,172 | \$5,523,996 | \$6,046,670 | \$46,812,662 | 100.00 |
| Single-store independents..... | 700 | 681 | 2,446 | 661 | 3,828,232 | 189,337 | 3,327,129 | 3,852,420 | 28,478,551 | 69.75 |
| 2-store independents..... | 50 | 24 | 261 | 84 | 394,470 | 16,347 | 372,325 | 406,310 | 2,402,842 | 5.13 |
| 3-store independents..... | 26 | 8 | 213 | 26 | 330,871 | 4,230 | 350,789 | 327,570 | 2,912,736 | 6.22 |
| Local chains..... | 49 | ----- | 220 | 29 | 333,994 | 7,355 | 298,422 | 408,820 | 2,806,775 | 6.12 |
| Sectional chains..... | 42 | ----- | 168 | 15 | 193,559 | 1,996 | 189,013 | 190,429 | 1,609,107 | 3.44 |
| National chains..... | 85 | ----- | 472 | 133 | 664,434 | 25,716 | 883,493 | 750,960 | 7,289,584 | 15.57 |
| Direct selling (house-to-house)..... | 4 | ----- | 79 | 13 | 107,321 | 7,800 | 15,011 | 5,760 | 329,950 | .69 |
| Leased-department chains..... | 10 | 2 | 49 | 4 | 57,672 | 970 | 85,216 | 27,270 | 447,771 | .95 |
| Manufacturer-controlled chains..... | 4 | ----- | 38 | ----- | 71,411 | ----- | 25,966 | 28,760 | 209,343 | .45 |
| Other types of operation..... | 3 | 1 | 21 | 3 | 34,165 | 1,551 | 6,665 | 45,380 | 316,858 | .68 |

TABLE 29.—MADISON—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single-store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|---|-------------------------------|-------------|---|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | | Grocery stores (without meats): | | | | | |
| Number of stores..... | 4 | 1 | 1 | 2 | ----- | Number of stores..... | 104 | 79 | 1 | 27 | ----- |
| Annual net sales..... | \$3,198,504 | (x) | (x) | (x) | ----- | Annual net sales..... | \$3,388,555 | \$2,129,253 | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 62.84 | (x) | (x) | ----- |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 5 | ----- | ----- | 5 | ----- | Number of stores..... | 73 | 45 | 8 | 20 | ----- |
| Annual net sales..... | \$2,125,936 | ----- | ----- | \$2,125,936 | ----- | Annual net sales..... | \$3,506,773 | \$1,692,381 | \$431,631 | \$1,382,761 | ----- |
| Per cent of total sales..... | 100.00 | ----- | ----- | 100.00 | ----- | Per cent of total sales..... | 100.00 | 48.26 | 12.31 | 39.43 | ----- |
| Men's and boy's clothing and furnishings stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 30 | 26 | 4 | ----- | ----- | Number of stores..... | 88 | 80 | 1 | 1 | ----- |
| Annual net sales..... | \$1,878,258 | \$1,547,533 | \$330,722 | ----- | ----- | Annual net sales..... | \$2,535,241 | (x) | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | 82.39 | 17.61 | ----- | ----- | Per cent of total sales..... | 100.00 | (x) | (x) | (x) | ----- |
| Family clothing stores—men's, women's, and children's: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 4 | 1 | 2 | 1 | ----- | Number of stores..... | 18 | 14 | 2 | 1 | ----- |
| Annual net sales..... | \$137,800 | (x) | (x) | (x) | ----- | Annual net sales..... | \$255,704 | \$180,641 | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 70.72 | (x) | (x) | ----- |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 22 | 6 | 5 | 10 | 1 | Number of stations..... | 64 | 5 | 26 | 26 | ----- |
| Annual net sales..... | \$1,746,076 | \$276,099 | \$455,096 | \$771,802 | \$244,258 | Annual net sales..... | \$1,960,642 | \$425,869 | \$1,044,496 | \$400,183 | ----- |
| Per cent of total sales..... | 100.00 | 15.75 | 26.06 | 44.20 | 13.99 | Per cent of total sales..... | 100.00 | 21.72 | 53.28 | 25.00 | ----- |
| Shoe stores: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 30 | 13 | 4 | 11 | 2 | Number of yards..... | 11 | 9 | 1 | 1 | ----- |
| Annual net sales..... | \$1,021,200 | \$359,161 | \$186,559 | \$411,598 | \$63,972 | Annual net sales..... | \$1,285,042 | (x) | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | 35.17 | 18.27 | 40.29 | 6.27 | Per cent of total sales..... | 100.00 | (x) | (x) | (x) | ----- |
| Furniture stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 18 | 14 | 2 | 2 | ----- | Number of stores..... | 52 | 33 | 19 | ----- | |
| Annual net sales..... | \$1,182,494 | \$837,195 | (x) | (x) | ----- | Annual net sales..... | \$1,760,931 | \$840,620 | \$620,311 | ----- | |
| Per cent of total sales..... | 100.00 | 70.80 | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 47.74 | 52.26 | ----- | |
| Radio and music stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 17 | 16 | ----- | 1 | ----- | Number of stores..... | 24 | 10 | 8 | ----- | |
| Annual net sales..... | \$553,862 | (x) | ----- | (x) | ----- | Annual net sales..... | \$832,233 | \$375,217 | \$457,016 | ----- | |
| Per cent of total sales..... | 100.00 | (x) | ----- | (x) | ----- | Per cent of total sales..... | 100.00 | 45.09 | 54.91 | ----- | |
| | | | | | | Jewelry stores: | | | | | |
| | | | | | | Number of stores..... | 15 | 15 | ----- | ----- | ----- |
| | | | | | | Annual net sales..... | \$409,441 | \$409,441 | ----- | ----- | ----- |
| | | | | | | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- |

CENSUS OF DISTRIBUTION

TABLE 30.—KENOSHIA—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 | 890 | 723 | 1,646 | 562 | \$2,690,292 | \$97,527 | \$2,921,029 | \$3,151,150 | \$25,030,082 | 100.00 |
| Food group | 234 | 268 | 547 | 121 | 552,212 | 35,588 | 590,087 | 324,290 | 7,440,300 | 29.78 |
| Candy and confectionery stores..... | 33 | 38 | 19 | 13 | 18,250 | 3,726 | 41,141 | 12,740 | 256,268 | 1.02 |
| Dairy products stores ¹ | 4 | 4 | 91 | 1 | 135,922 | 356 | 119,609 | 8,440 | 925,210 | 3.70 |
| Delicatessen stores..... | 4 | 4 | 3 | — | 1,977 | — | 5,912 | 2,810 | 88,319 | .95 |
| Fruit stores and vegetable markets..... | 6 | 9 | 2 | 8 | 4,588 | 2,219 | 7,201 | 1,220 | 64,209 | .26 |
| Grocery stores (without meats)..... | 67 | 59 | 67 | 44 | 91,354 | 12,325 | 150,568 | 117,200 | 1,999,259 | 7.99 |
| Combination stores (groceries and meats)..... | 99 | 132 | 122 | 41 | 166,377 | 14,053 | 184,529 | 166,360 | 3,057,671 | 12.22 |
| Meat markets (including sea foods)..... | 17 | 15 | 38 | 13 | 68,365 | 2,609 | 68,898 | 12,520 | 983,342 | 3.93 |
| Bakeries—caterers..... | 3 | 4 | 4 | — | 4,479 | — | 6,560 | 930 | 30,671 | .12 |
| Other food stores..... | 1 | 1 | 1 | — | 1,500 | 300 | 5,669 | 4,070 | 35,312 | .14 |
| General merchandise group² | 23 | 27 | 282 | 70 | 291,247 | 13,762 | 410,694 | 525,980 | 2,689,496 | 10.67 |
| Dry goods stores—piece goods stores..... | 12 | 14 | 39 | 3 | 28,381 | 1,342 | 45,190 | 103,840 | 326,780 | 1.30 |
| General merchandise stores..... | 8 | 10 | 51 | 15 | 84,863 | 5,967 | 127,429 | 136,320 | 847,722 | 3.39 |
| Variety, 5-and-10, and to-a-dollar stores..... | 7 | 3 | 165 | 44 | 63,023 | 5,473 | 109,915 | 136,060 | 870,304 | 3.48 |
| Automotive group² | 67 | 59 | 242 | 18 | 487,495 | 3,520 | 372,857 | 528,410 | 4,388,388 | 17.33 |
| Motor vehicle dealers (new and used)..... | 15 | 17 | 162 | — | 339,567 | — | 249,782 | 228,860 | 3,252,929 | 13.00 |
| Accessories, tires, and batteries..... | 10 | 11 | 17 | 1 | 24,716 | 110 | 36,701 | 47,000 | 238,180 | .95 |
| Filling stations..... | 32 | 18 | 48 | 13 | 76,355 | 2,344 | 60,601 | 60,601 | 692,463 | 2.77 |
| Garages and repair shops..... | 9 | 12 | 15 | 3 | 26,692 | 991 | 24,088 | 18,790 | 146,203 | .58 |
| Apparel group | 65 | 48 | 147 | 68 | 245,400 | 15,620 | 308,978 | 528,230 | 2,197,921 | 8.78 |
| Men's and boys' clothing and furnishings stores..... | 22 | 15 | 46 | 24 | 107,645 | 4,863 | 98,441 | 277,440 | 867,712 | 3.47 |
| Family clothing stores—men's, women's, children's..... | 6 | 5 | 16 | 3 | 23,735 | 613 | 38,707 | 31,660 | 239,910 | .95 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 11 | 6 | 59 | 12 | 67,041 | 2,890 | 94,530 | 70,209 | 599,823 | 2.40 |
| Women's accessories stores..... | 9 | 6 | 10 | 3 | 9,563 | 323 | 20,468 | 14,680 | 85,869 | .34 |
| Other apparel stores..... | 2 | 2 | 2 | 11 | 4,405 | 3,212 | 1,316 | — | 8,652 | .03 |
| Shoe stores..... | 15 | 12 | 23 | 15 | 33,011 | 3,714 | 55,426 | 132,250 | 306,955 | 1.59 |
| Furniture and household group | 30 | 25 | 110 | 10 | 199,538 | 1,748 | 230,888 | 341,660 | 1,348,575 | 5.39 |
| Furniture stores..... | 17 | 12 | 73 | 6 | 139,056 | 1,063 | 180,864 | 285,080 | 1,045,281 | 4.18 |
| 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..... | 1 | 1 | 1 | — | 1,451 | — | 1,263 | 840 | 6,170 | .03 |
| Radio and music stores..... | 8 | 9 | 17 | 4 | 24,139 | 685 | 34,625 | 34,520 | 193,924 | .77 |
| Restaurants, cafeterias, and eating places | 133 | 157 | 137 | 29 | 141,842 | 5,925 | 190,394 | 23,060 | 1,024,591 | 4.09 |
| Restaurants, cafeterias, and lunch rooms..... | 27 | 33 | 83 | 6 | 70,849 | 1,065 | 73,697 | 6,060 | 431,269 | 1.72 |
| Lunch counters, refreshment stands, etc..... | 106 | 124 | 54 | 23 | 71,093 | 4,860 | 116,697 | 17,000 | 593,322 | 2.37 |
| Lumber and building group² | 24 | 14 | 139 | 13 | 357,232 | 4,232 | 264,509 | 452,110 | 1,960,041 | 7.83 |
| Lumber and building material dealers..... | 9 | 3 | 73 | 6 | 197,304 | 2,187 | 185,409 | 351,270 | 1,315,549 | 5.26 |
| Heating and plumbing shops..... | 5 | 2 | 45 | — | 110,719 | — | 42,039 | 43,110 | 367,522 | 1.47 |
| Paint and glass stores..... | 9 | 9 | 14 | 6 | 24,282 | 1,921 | 28,245 | 51,280 | 209,676 | .83 |
| Other retail stores | 105 | 123 | 249 | 52 | 414,589 | 17,012 | 543,479 | 602,530 | 3,899,030 | 15.58 |
| Hardware stores..... | 13 | 17 | 20 | 2 | 39,917 | 120 | 42,719 | 111,360 | 368,663 | 1.48 |
| Book stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 15 | 15 | 18 | 10 | 20,687 | 2,059 | 28,599 | 15,010 | 222,908 | .89 |
| Coal and wood yards—ice dealers..... | 14 | 21 | 79 | 8 | 140,237 | 3,271 | 164,960 | 60,610 | 1,294,667 | 5.17 |
| Drug stores..... | 22 | 24 | 62 | 21 | 112,235 | 8,040 | 140,878 | 152,240 | 1,075,112 | 4.30 |
| Florists..... | 5 | 8 | 11 | 3 | 12,922 | 552 | 19,834 | 9,260 | 135,828 | .54 |
| Gifts, novelties, and toys—cameras..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 11 | 11 | 22 | 3 | 33,095 | 1,095 | 59,854 | 142,860 | 262,230 | 1.05 |
| Luggage and leather goods stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Office, school, and store supplies and equipment dealers..... | 3 | 4 | 8 | — | 11,611 | — | 13,656 | 20,700 | 132,531 | .53 |
| Sporting goods stores, including athletic and play-ground 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) |
| Miscellaneous classifications (combined)..... | 10 | 15 | 19 | 4 | 35,497 | 1,525 | 52,231 | 44,490 | 274,896 | 1.10 |
| Secondhand stores | 4 | 4 | 13 | 1 | 19,747 | 100 | 11,653 | 26,870 | 150,840 | .60 |

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 WISCONSIN: 1929

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TABLE 31.—KENOSHA—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..... | 690 | 723 | 1,648 | 352 | \$2,690,292 | \$97,527 | \$2,921,029 | \$3,151,150 | \$25,030,062 | 100.00 |
| Single-store independents..... | 572 | 702 | 1,214 | 261 | 2,039,778 | 71,394 | 2,245,162 | 2,427,450 | 19,201,217 | 76.71 |
| 2-store independents..... | 23 | 17 | 75 | 10 | 137,121 | 2,723 | 134,723 | 192,190 | 1,047,942 | 4.19 |
| 3-store independents..... | 7 | 2 | 26 | 5 | 49,443 | 1,686 | 55,419 | 120,509 | 413,431 | 1.65 |
| Local chains..... | 16 | 2 | 42 | 6 | 65,270 | 2,425 | 64,296 | 61,800 | 610,142 | 2.44 |
| Sectional chains..... | 27 | 65 | 26 | 2 | 94,425 | 4,087 | 122,322 | 58,480 | 964,683 | 3.85 |
| National chains..... | 39 | 205 | 73 | 3 | 260,796 | 15,112 | 275,991 | 264,310 | 2,649,750 | 10.59 |
| Manufacturer-controlled chains..... | 4 | 17 | 1 | 1 | 32,133 | 100 | 21,326 | 24,996 | 132,143 | .53 |
| Other types of operation..... | 2 | 2 | 2 | 1 | 1,326 | 1,600 | 1,600 | 1,340 | 10,764 | .04 |

TABLE 32.—KENOSHA—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Totals | Single-store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|---|-------------------------------|-------------|---|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores..... | | | | | | Combination stores (groceries and meats): | | | | | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Number of stores..... | 99 | 91 | (x) 6 | (x) 2 | |
| Number of stores..... | 7 | (x) 2 | | (x) 5 | | Annual net sales..... | \$3,057,671 | \$2,734,775 | (x) | (x) | |
| Annual net sales..... | \$870,394 | (x) | | (x) | | Per cent of total sales..... | 100.00 | 89.44 | (x) | (x) | |
| Per cent of total sales..... | 100.00 | (x) | | (x) | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Men's and boys' clothing and furnishings stores: | | | | | | Number of stores..... | 27 | 27 | | | |
| Number of stores..... | 22 | 18 | (x) 2 | (x) 2 | | Annual net sales..... | \$431,269 | \$431,269 | | | |
| Annual net sales..... | \$867,712 | \$694,151 | (x) | (x) | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Per cent of total sales..... | 100.00 | 80.00 | (x) | (x) | | Cigar stores and cigar stands: | | | | | |
| Family clothing stores—men's, women's, and children's: | | | | | | Number of stores..... | 15 | 11 | (x) 4 | | |
| Number of stores..... | 6 | 4 | | (x) 2 | | Annual net sales..... | \$222,908 | \$95,176 | \$127,732 | | |
| Annual net sales..... | \$238,910 | (x) | | (x) | | Per cent of total sales..... | 100.00 | 42.70 | 57.30 | | |
| Per cent of total sales..... | 100.00 | (x) | | (x) | | Filling stations: | | | | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Number of stations..... | 32 | 12 | (x) 16 | | |
| Number of stores..... | 11 | 7 | | (x) 4 | | Annual net sales..... | \$692,463 | \$335,818 | \$95,747 | \$260,898 | |
| Annual net sales..... | \$599,823 | \$426,518 | | \$173,305 | \$8,190 | Per cent of total sales..... | 100.00 | 48.49 | 13.83 | 37.68 | |
| Per cent of total sales..... | 100.00 | 71.11 | | 28.89 | | Coal and wood yards—ice dealers: | | | | | |
| Shoe stores: | | | | | | Number of yards..... | 14 | 14 | | | |
| Number of stores..... | 15 | 10 | | 4 | 1 | Annual net sales..... | \$1,294,667 | \$1,294,667 | | | |
| Annual net sales..... | \$306,956 | \$187,591 | | \$201,174 | \$8,190 | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Per cent of total sales..... | 100.00 | 47.26 | | 50.08 | 2.06 | Drug stores: | | | | | |
| Furniture stores: | | | | | | Number of stores..... | 22 | 17 | (x) 4 | (x) 1 | |
| Number of stores..... | 17 | 12 | (x) 5 | | | Annual net sales..... | \$1,075,112 | \$802,861 | (x) | (x) | |
| Annual net sales..... | \$1,045,281 | \$401,439 | \$583,842 | | | Per cent of total sales..... | 100.00 | 74.68 | (x) | (x) | |
| Per cent of total sales..... | 100.00 | 44.14 | 55.86 | | | Hardware stores: | | | | | |
| Radio and music stores: | | | | | | Number of stores..... | 13 | 13 | | | |
| Number of stores..... | 8 | 7 | | (x) 1 | | Annual net sales..... | \$368,663 | \$368,663 | | | |
| Annual net sales..... | \$103,924 | (x) | | (x) | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Per cent of total sales..... | 100.00 | (x) | | (x) | | Jewelry stores: | | | | | |
| Grocery stores (without meats): | | | | | | Number of stores..... | 11 | 9 | (x) 2 | | |
| Number of stores..... | 67 | 43 | (x) 4 | (x) 20 | | Annual net sales..... | \$262,230 | (x) | (x) | | |
| Annual net sales..... | \$1,999,259 | \$631,038 | \$90,781 | \$1,277,440 | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | 31.56 | 4.54 | 63.90 | | | | | | | |

CENSUS OF DISTRIBUTION

TABLE 33.—OSHKOSH—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..... | 630 | 647 | 2,292 | 436 | \$2,754,699 | \$94,001 | \$2,614,778 | \$2,972,710 | \$23,244,211 | 100.00 |
| Food group ¹ | 209 | 214 | 319 | 104 | 399,638 | 20,912 | 399,850 | 292,730 | 5,410,054 | 23.27 |
| Candy and confectionery stores..... | 23 | 25 | 46 | 13 | 43,481 | 1,748 | 39,103 | 11,730 | 277,284 | 1.19 |
| Dairy products stores ² | 9 | 10 | 4 | | 2,908 | | 6,582 | 840 | 82,040 | .35 |
| Fruit stores and vegetable markets..... | 5 | 8 | 1 | 1 | 820 | 300 | 3,530 | 1,430 | 64,538 | .28 |
| Grocery stores (without meats)..... | 102 | 104 | 126 | 55 | 140,166 | 10,624 | 183,390 | 209,940 | 2,870,230 | 12.35 |
| Combination stores (groceries and meats)..... | 7 | 8 | 25 | 7 | 23,354 | 1,433 | 22,265 | 23,960 | 376,755 | 1.62 |
| Meat markets (including sea foods)..... | 44 | 41 | 91 | 25 | 123,101 | 5,902 | 115,112 | 39,650 | 1,546,870 | 6.65 |
| Bakeries—caterers..... | 10 | 13 | 24 | 5 | 33,348 | 905 | 21,837 | 4,060 | 173,241 | .75 |
| Other food stores..... | 1 | 1 | | | | | 250 | 30 | 2,600 | .01 |
| General merchandise group..... | 14 | 7 | 293 | 114 | 340,276 | 14,350 | 414,364 | 377,290 | 2,553,494 | 10.99 |
| Department stores..... | 5 | 2 | 212 | 66 | 263,933 | 7,204 | 300,933 | 312,610 | 1,760,385 | 7.62 |
| Dry goods stores—piece goods stores..... | 4 | 4 | 22 | 10 | 15,255 | 650 | 24,553 | 23,240 | 111,700 | .48 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 5 | 1 | 64 | 38 | 63,083 | 6,493 | 83,878 | 41,440 | 672,340 | 2.89 |
| Automotive group..... | 101 | 89 | 298 | 42 | 450,109 | 13,103 | 409,047 | 408,050 | 4,833,412 | 19.03 |
| Motor vehicle dealers (new and used)..... | 20 | 23 | 107 | 5 | 328,924 | 2,475 | 259,358 | 293,090 | 3,164,227 | 13.61 |
| Accessories, tires, and batteries..... | 14 | 12 | 31 | 10 | 51,125 | 2,024 | 52,621 | 62,910 | 390,086 | 1.68 |
| Filling stations..... | 41 | 23 | 52 | 21 | 80,728 | 6,038 | 75,629 | 33,830 | 937,311 | 4.03 |
| Motor cycles, bicycles, and supplies..... | 9 | 9 | 4 | 3 | 6,255 | 938 | 9,473 | 14,170 | 50,938 | .22 |
| Garages and repair shops..... | 17 | 20 | 12 | 3 | 13,077 | 634 | 11,966 | 4,060 | 90,250 | .39 |
| Apparel group..... | 65 | 51 | 298 | 46 | 353,233 | 11,408 | 380,698 | 606,240 | 2,582,252 | 11.11 |
| Men's and boys' clothing and furnishings stores..... | 14 | 13 | 38 | 4 | 67,185 | 1,080 | 97,385 | 193,260 | 722,022 | 3.11 |
| Family clothing stores—men's, women's, children's..... | 4 | 3 | 10 | 3 | 12,467 | 402 | 18,776 | 20,070 | 98,138 | .42 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 10 | 6 | 110 | 8 | 93,469 | 1,233 | 121,118 | 102,720 | 817,992 | 3.52 |
| Women's accessories stores..... | 17 | 14 | 83 | 10 | 99,918 | 4,293 | 60,961 | 84,010 | 330,411 | 1.42 |
| Other apparel stores..... | 8 | 9 | 16 | | 17,019 | | 6,847 | 9,070 | 82,424 | .35 |
| Shoe stores..... | 12 | 6 | 39 | 15 | 63,224 | 4,390 | 75,611 | 187,210 | 531,265 | 2.29 |
| Furniture and household group ¹ | 36 | 27 | 138 | 11 | 192,810 | 2,234 | 152,343 | 297,680 | 1,231,161 | 5.30 |
| Furniture stores..... | 11 | 7 | 30 | 3 | 59,716 | 390 | 80,746 | 145,640 | 452,897 | 1.95 |
| Floor coverings, draperies, curtains, and upholstery stores..... | 3 | 4 | 1 | 1 | 1,250 | 250 | 3,902 | 7,350 | 31,443 | .14 |
| Household appliances stores..... | 4 | | 27 | 1 | 32,001 | 250 | 14,182 | 30,110 | 179,044 | .77 |
| Radio and music stores..... | 16 | 13 | 72 | 6 | 93,011 | 1,344 | 52,715 | 92,840 | 505,575 | 2.18 |
| Restaurants, cafeterias, and eating places..... | 85 | 86 | 132 | 24 | 111,210 | 5,865 | 119,361 | 24,500 | 787,621 | 3.39 |
| Restaurants, cafeterias, and lunch rooms..... | 26 | 30 | 89 | 12 | 67,366 | 3,033 | 64,754 | 9,680 | 402,496 | 1.73 |
| Lunch counters, refreshment stands, etc..... | 59 | 56 | 43 | 12 | 43,844 | 2,832 | 55,107 | 14,920 | 385,125 | 1.66 |
| Lumber and building group..... | 37 | 29 | 464 | 50 | 432,440 | 9,652 | 274,140 | 263,120 | 2,878,361 | 12.38 |
| Lumber and building material dealers..... | 10 | 5 | 340 | 39 | 250,746 | 3,464 | 193,604 | 193,860 | 2,049,106 | 8.82 |
| Electrical shops (without radio)..... | 7 | 11 | 14 | 6 | 22,658 | 3,169 | 11,660 | 12,130 | 134,099 | .58 |
| Heating and plumbing shops..... | 13 | 10 | 77 | 2 | 118,205 | 716 | 45,402 | 52,480 | 478,916 | 2.06 |
| Paint and glass stores..... | 7 | 3 | 33 | 3 | 43,831 | 2,303 | 23,474 | 34,650 | 216,640 | .92 |
| Other retail stores..... | 126 | 123 | 343 | 63 | 467,094 | 16,075 | 454,584 | 662,020 | 3,130,263 | 13.47 |
| Hardware stores..... | 5 | 8 | 30 | 1 | 36,446 | 200 | 36,010 | 72,400 | 259,935 | 1.12 |
| Hardware and farm implement stores..... | 4 | 3 | 7 | | 9,529 | | 11,263 | 40,000 | 109,312 | .48 |
| Farmers' supplies..... | 6 | 8 | 13 | 2 | 16,008 | 490 | 15,391 | 19,960 | 127,053 | .55 |
| Book stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 18 | 16 | 17 | 16 | 21,827 | 3,306 | 31,091 | 27,000 | 176,830 | .76 |
| Coal and wood yards—ice dealers..... | 6 | 5 | 44 | | 64,517 | | 88,241 | 48,360 | 501,944 | 2.16 |
| Drug stores..... | 15 | 11 | 58 | 11 | 86,299 | 4,481 | 67,485 | 140,500 | 573,624 | 2.47 |
| Florists..... | 7 | 9 | 19 | 6 | 24,094 | 1,144 | 23,814 | 13,870 | 117,672 | .50 |
| Gifts—novelties and toys—cameras..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 8 | 7 | 30 | 4 | 42,585 | 562 | 49,933 | 117,140 | 258,766 | 1.11 |
| 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..... | 3 | 3 | 1 | 1 | 543 | 75 | 4,711 | 1,470 | 48,532 | .21 |
| Office, school, and store supplies and equipment dealers..... | 8 | 3 | 28 | 3 | 28,383 | 635 | 17,270 | 30,120 | 158,817 | .68 |
| Opticians and optometrists..... | 4 | 4 | 2 | | 1,031 | | 6,462 | 2,730 | 31,438 | .14 |
| Sporting goods stores, including athletic and playground equipment..... | 3 | 2 | 7 | | 14,620 | | 5,047 | 23,030 | 52,067 | .22 |
| Stationers and printers..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Miscellaneous classifications (combined)..... | 28 | 33 | 78 | 19 | 113,982 | 5,182 | 88,272 | 95,800 | 661,772 | 2.42 |
| secondhand stores..... | 7 | 6 | 6 | 2 | 7,146 | 398 | 9,911 | 11,180 | 37,593 | .16 |

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 WISCONSIN: 1929

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TABLE 34.—OSHKOSH—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..... | 680 | 647 | 2,292 | 458 | \$2,754,666 | \$94,001 | \$2,614,778 | \$2,972,710 | \$23,244,211 | 100.00 |
| Single-store independents..... | 540 | 624 | 1,238 | 232 | 1,592,674 | 57,057 | 1,487,248 | 1,814,530 | 14,056,843 | 60.48 |
| 2-store independents..... | 18 | 12 | 221 | 32 | 283,661 | 6,559 | 223,606 | 308,960 | 1,731,615 | 7.45 |
| 3-store independents..... | 14 | 1 | 50 | 12 | 118,587 | 2,630 | 163,855 | 204,540 | 992,477 | 4.27 |
| Local chains..... | 30 | 6 | 375 | 67 | 292,331 | 10,266 | 241,397 | 196,130 | 2,688,602 | 11.57 |
| Sectional chains..... | 26 | | 79 | 16 | 116,547 | 3,581 | 144,284 | 131,580 | 1,041,236 | 4.48 |
| National chains..... | 28 | | 182 | 93 | 214,674 | 13,066 | 343,150 | 273,970 | 2,187,653 | 9.41 |
| Direct selling (house-to-house)..... | 6 | 2 | 67 | 1 | 76,976 | 450 | 20,605 | 3,810 | 249,215 | 1.07 |
| Leased-department chains..... | 4 | | 9 | 1 | 12,389 | 162 | 22,107 | 3,490 | 72,926 | .31 |
| Manufacturer-controlled chains..... | 3 | | 34 | | 35,834 | | 13,413 | 12,840 | 102,291 | .44 |
| Other types of operation..... | 5 | 2 | 7 | 2 | 10,893 | 280 | 9,073 | 22,860 | 121,323 | .52 |

TABLE 35.—OSHKOSH—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 | Local multi-units including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single-store independents | Local multi-units including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|--|-------------------------------|-------------|---|-------------|---------------------------|--|-------------------------------|-------------|
| Department stores: | | | | | | Grocery stores (without meats): | | | | | |
| Number of stores..... | 5 | 1 | 1 | 3 | | Number of stores..... | 108 | 83 | 8 | 16 | 1 |
| Annual net sales..... | \$1,760,385 | (x) | (x) | (x) | | Annual net sales..... | \$2,870,296 | \$1,933,598 | \$237,236 | \$694,462 | \$15,000 |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | | Per cent of total sales..... | 100.00 | 67.37 | 8.25 | 23.85 | .52 |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 5 | 1 | 1 | 3 | | Number of stores..... | 7 | 7 | | | |
| Annual net sales..... | \$872,349 | (x) | (x) | (x) | | Annual net sales..... | \$376,755 | \$376,755 | | | |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Men's and boys' clothing and furnishings stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 14 | 10 | 2 | 2 | | Number of stores..... | 26 | 26 | | | |
| Annual net sales..... | \$722,022 | \$402,810 | (x) | (x) | | Annual net sales..... | \$402,496 | \$402,496 | | | |
| Per cent of total sales..... | 100.00 | 63.25 | (x) | (x) | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Family clothing stores—men's, women's, children's: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 4 | 2 | 1 | 1 | | Number of stores..... | 18 | 17 | 1 | | |
| Annual net sales..... | \$98,193 | (x) | (x) | (x) | | Annual net sales..... | \$176,830 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 10 | 4 | 2 | 4 | | Number of stations..... | 41 | 17 | 14 | 10 | |
| Annual net sales..... | \$817,962 | \$424,379 | (x) | (x) | | Annual net sales..... | \$937,311 | \$338,556 | \$354,102 | \$244,653 | |
| Per cent of total sales..... | 100.00 | 51.83 | (x) | (x) | | Per cent of total sales..... | 100.00 | 36.12 | 37.78 | 26.10 | |
| Shoe stores: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 12 | 6 | 1 | 5 | | Number of yards..... | 6 | 6 | | | |
| Annual net sales..... | \$531,265 | \$194,471 | (x) | (x) | | Annual net sales..... | \$501,044 | \$501,044 | | | |
| Per cent of total sales..... | 100.00 | 36.61 | (x) | (x) | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Furniture stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 11 | 7 | 2 | 2 | | Number of stores..... | 15 | 11 | 3 | 1 | |
| Annual net sales..... | \$452,897 | \$204,407 | (x) | (x) | | Annual net sales..... | \$573,624 | \$267,315 | (x) | (x) | |
| Per cent of total sales..... | 100.00 | 45.13 | (x) | (x) | | Per cent of total sales..... | 100.00 | 51.83 | (x) | (x) | |
| Radio and music stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 16 | 16 | | | | Number of stores..... | 8 | 7 | 1 | | |
| Annual net sales..... | \$505,575 | \$505,575 | | | | Annual net sales..... | \$259,935 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| | | | | | | Jewelry stores: | | | | | |
| | | | | | | Number of stores..... | 8 | 7 | 1 | | |
| | | | | | | Annual net sales..... | \$259,760 | (x) | (x) | | |
| | | | | | | Per cent of total sales..... | 100.00 | (x) | (x) | | |

CENSUS OF DISTRIBUTION

TABLE 36.—LA CROSSE—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..... | 713 | 655 | 1,936 | 462 | \$2,626,311 | \$101,033 | \$2,485,196 | \$3,510,930 | \$24,495,081 | 100.00 |
| Food group..... | 177 | 194 | 277 | 57 | 303,557 | 13,547 | 291,572 | 268,700 | 5,731,254 | 23.40 |
| Candy and confectionery stores..... | 29 | 32 | 31 | 7 | 22,922 | 2,027 | 27,461 | 18,020 | 331,179 | 1.35 |
| Dairy products stores ¹ | 7 | 7 | 42 | 2 | 44,245 | 150 | 45,907 | 3,820 | 506,480 | 2.07 |
| Fruit stores and vegetable markets..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Grocery stores (without meats)..... | 75 | 80 | 90 | 29 | 101,228 | 6,550 | 85,927 | 131,450 | 2,282,926 | 9.32 |
| Combination stores (groceries and meats)..... | 42 | 47 | 65 | 14 | 74,954 | 3,773 | 65,936 | 96,240 | 1,602,183 | 6.54 |
| Meat markets (including sea foods)..... | 21 | 25 | 45 | 5 | 57,658 | 1,017 | 52,110 | 14,770 | 942,566 | 3.85 |
| Bakeries—caterers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| General merchandise group..... | 26 | 22 | 254 | 78 | 288,588 | 7,613 | 390,500 | 567,450 | 2,684,300 | 10.96 |
| Department stores..... | 5 | | 169 | 29 | 203,855 | 1,943 | 287,367 | 410,630 | 1,716,730 | 7.01 |
| Dry goods stores—piece goods stores..... | 14 | 18 | 14 | 20 | 14,286 | 1,892 | 20,337 | 72,000 | 255,996 | 1.04 |
| General merchandise stores..... | 4 | 4 | 7 | 25 | 12,650 | 2,400 | 13,921 | 31,150 | 119,339 | .49 |
| Variety, 5-and-10, and to-a-dollar stores..... | 3 | | 64 | 13 | 57,797 | 1,678 | 62,875 | 53,670 | 592,235 | 2.42 |
| Automotive group..... | 111 | 54 | 351 | 35 | 522,174 | 9,252 | 498,330 | 572,680 | 5,706,046 | 23.30 |
| Motor vehicle dealers (new and used)..... | 19 | 13 | 200 | 8 | 305,760 | 2,379 | 320,131 | 353,860 | 3,801,383 | 15.89 |
| Accessories, tires, and batteries..... | 17 | 14 | 37 | 8 | 52,769 | 1,716 | 44,215 | 138,260 | 307,876 | 1.26 |
| Filling stations..... | 49 | 27 | 84 | 10 | 129,554 | 3,031 | 112,806 | 66,430 | 1,342,607 | 5.48 |
| Motor cycles, bicycles, and supplies..... | 4 | 5 | 1 | 1 | 1,240 | 200 | 2,040 | 3,570 | 14,700 | .08 |
| Garages and repair shops..... | 21 | 24 | 27 | 4 | 31,033 | 1,156 | 17,782 | 9,000 | 144,990 | .69 |
| Other automotive establishments..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Apparel group..... | 70 | 54 | 198 | 56 | 315,169 | 12,538 | 353,722 | 709,250 | 2,815,900 | 10.88 |
| Men's and boys' clothing and furnishings stores..... | 12 | 11 | 46 | 9 | 95,041 | 2,133 | 65,840 | 289,270 | 757,638 | 3.00 |
| Family clothing stores—men's, women's, children's..... | 6 | 3 | 22 | 9 | 40,324 | 1,949 | 48,736 | 121,410 | 324,060 | 1.33 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 15 | 10 | 67 | 13 | 80,603 | 2,546 | 128,869 | 114,040 | 765,890 | 3.13 |
| Women's accessories stores..... | 12 | 8 | 14 | 4 | 16,596 | 461 | 25,178 | 34,590 | 137,040 | .56 |
| Other apparel stores..... | 7 | 8 | 12 | 3 | 10,107 | 1,550 | 6,365 | 10,080 | 71,320 | .29 |
| Shoe stores..... | 18 | 14 | 37 | 18 | 63,498 | 3,899 | 78,734 | 109,200 | 568,443 | 2.28 |
| Furniture and household group..... | 30 | 28 | 104 | 6 | 154,270 | 1,719 | 163,598 | 240,720 | 1,055,559 | 4.31 |
| Furniture stores..... | 7 | 7 | 16 | 2 | 26,908 | 230 | 34,906 | 84,740 | 305,656 | 1.25 |
| Floor coverings, draperies, curtains, and upholstery stores..... | 3 | 3 | 5 | | 4,626 | | 2,473 | 3,150 | 10,428 | .08 |
| Household appliances stores..... | 6 | 4 | 45 | 1 | 73,647 | 507 | 53,780 | 79,670 | 365,393 | 1.49 |
| Other home furnishings and appliances stores..... | 4 | 4 | 11 | | 15,990 | | 9,970 | 17,930 | 52,179 | .21 |
| Radio and music stores..... | 10 | 10 | 27 | 3 | 33,069 | 982 | 62,514 | 55,230 | 312,903 | 1.28 |
| Restaurants, cafeterias, and eating places..... | 106 | 109 | 251 | 20 | 218,743 | 4,778 | 178,561 | 30,900 | 1,268,011 | 5.13 |
| Restaurants, cafeterias, and lunch rooms..... | 47 | 47 | 199 | 16 | 158,969 | 3,825 | 120,438 | 22,930 | 893,714 | 3.61 |
| Lunch counters, refreshment stands, etc..... | 59 | 62 | 52 | 4 | 57,774 | 953 | 56,123 | 7,970 | 374,297 | 1.52 |
| Lumber and building group..... | 59 | 60 | 153 | 41 | 282,400 | 12,501 | 144,551 | 220,450 | 1,549,838 | 6.33 |
| Lumber and building material dealers..... | 10 | 6 | 87 | 8 | 134,312 | 2,091 | 88,241 | 164,460 | 1,005,995 | 4.11 |
| Electrical shops (without radio)..... | 8 | 7 | 22 | 1 | 30,910 | 450 | 14,417 | 9,500 | 156,553 | .64 |
| Heating and plumbing shops..... | 14 | 15 | 31 | 6 | 52,680 | 2,587 | 21,468 | 17,700 | 188,056 | .77 |
| Paint and glass stores..... | 27 | 22 | 43 | 26 | 64,492 | 7,373 | 20,425 | 28,790 | 100,034 | .81 |
| Other retail stores ² | 128 | 128 | 371 | 160 | 542,608 | 36,513 | 469,821 | 829,990 | 3,823,751 | 15.61 |
| Hardware stores..... | 10 | 9 | 35 | 4 | 53,080 | 479 | 29,550 | 227,090 | 413,287 | 1.69 |
| Hardware and farm implement stores..... | 5 | 6 | 7 | | 10,366 | | 4,989 | 26,310 | 122,940 | .50 |
| Farmers' supplies..... | 3 | 2 | 44 | 23 | 51,151 | 3,489 | 75,178 | 110,010 | 368,002 | 1.50 |
| Cigar stores and cigar stands..... | 18 | 19 | 33 | 17 | 42,787 | 4,920 | 40,035 | 31,140 | 331,061 | 1.35 |
| Coal and wood yards—ice dealers..... | 14 | 12 | 77 | 84 | 146,220 | 10,687 | 91,159 | 55,820 | 848,682 | 3.47 |
| Drug stores..... | 16 | 18 | 36 | 8 | 51,348 | 2,504 | 47,037 | 118,270 | 490,943 | 2.00 |
| Florists..... | 7 | 8 | 22 | 3 | 25,154 | 1,022 | 20,413 | 11,710 | 107,320 | .44 |
| Gifts—novelties and toys—cameras..... | 4 | 6 | | 3 | 756 | | 9,655 | 13,560 | 41,786 | .17 |
| Jewelry stores..... | 10 | 9 | 22 | 1 | 40,187 | 150 | 38,866 | 119,730 | 242,465 | .99 |
| Music stores (without radio)..... | 3 | 3 | 3 | | 1,456 | | 1,761 | 9,810 | 10,470 | .04 |
| News dealers..... | 5 | 6 | 5 | 12 | 5,838 | 1,762 | 6,606 | 8,850 | 122,278 | .50 |
| Office, school, and store supplies and equipment dealers..... | 6 | 3 | 16 | 1 | 26,989 | 300 | 21,729 | 29,790 | 163,205 | .67 |
| Miscellaneous classifications (combined)..... | 25 | 25 | 67 | 9 | 85,726 | 1,094 | 78,997 | 64,050 | 544,343 | 2.22 |
| Secondhand stores..... | 6 | 6 | 7 | 3 | 10,772 | 2,242 | 6,551 | 16,790 | 70,022 | .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.

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 37.—LA CROSSE—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..... | 713 | 685 | 1,998 | 462 | \$2,636,311 | \$101,033 | \$2,485,196 | \$3,516,930 | \$24,495,081 | 100.00 |
| Single-store independents..... | 625 | 677 | 1,432 | 372 | 1,878,389 | 83,531 | 1,674,538 | 2,440,790 | 17,941,618 | 73.25 |
| 2-store independents..... | 14 | 6 | 63 | 4 | 85,124 | 1,153 | 83,954 | 190,430 | 886,802 | 3.62 |
| 3-store independents..... | 4 | 4 | 44 | 4 | 70,083 | 1,250 | 69,723 | 112,630 | 597,956 | 2.44 |
| Local chains..... | 5 | 5 | 33 | 4 | 48,619 | 1,775 | 47,710 | 93,410 | 549,729 | 2.24 |
| Sectional chains..... | 29 | 29 | 129 | 11 | 186,963 | 1,244 | 205,486 | 237,000 | 1,501,541 | 6.13 |
| National chains..... | 25 | 25 | 185 | 40 | 210,584 | 7,212 | 232,548 | 237,000 | 1,973,895 | 8.06 |
| Leased-department chains..... | 4 | 1 | 16 | 4 | 16,642 | 954 | 23,580 | 17,140 | 113,968 | .46 |
| Other types of operation..... | 7 | 1 | 94 | 23 | 139,907 | 3,911 | 100,657 | 187,840 | 920,572 | 3.80 |

TABLE 38.—LA CROSSE—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single-store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|---|-------------------------------|-------------|---|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 5 | | 2 | | 3 | Number of stores..... | 42 | 41 | 1 | | |
| Annual net sales..... | \$1,716,730 | (x) | | (x) | | Annual net sales..... | \$1,602,183 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | (x) | | (x) | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 3 | | | 3 | | Number of stores..... | 47 | 45 | | 2 | |
| Annual net sales..... | \$592,235 | | | \$592,235 | | Annual net sales..... | \$583,714 | (x) | | (x) | |
| Per cent of total sales..... | 100.00 | | | 100.00 | | Per cent of total sales..... | 100.00 | (x) | | (x) | |
| Men's and boys' clothing and furnishings stores: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 12 | 12 | | | | Number of stores..... | 18 | 17 | | 1 | |
| Annual net sales..... | \$757,638 | \$757,638 | | | | Annual net sales..... | \$331,061 | (x) | | (x) | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | Per cent of total sales..... | 100.00 | (x) | | (x) | |
| Family clothing stores—men's, women's, and children's: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 6 | 4 | 2 | | | Number of stations..... | 49 | 23 | 3 | 23 | |
| Annual net sales..... | \$324,069 | (x) | (x) | | | Annual net sales..... | \$1,342,697 | \$460,360 | \$73,448 | \$808,889 | |
| Per cent of total sales..... | 100.00 | (x) | (x) | | | Per cent of total sales..... | 100.00 | 34.29 | 5.47 | 60.24 | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 15 | 9 | 2 | 1 | 3 | Number of yards..... | 14 | 14 | | | |
| Annual net sales..... | \$765,890 | \$257,463 | (x) | (x) | \$297,950 | Annual net sales..... | \$848,582 | \$848,582 | | | |
| Per cent of total sales..... | 100.00 | 33.62 | (x) | (x) | 35.90 | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Shoe stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 18 | 11 | 3 | 4 | | Number of stores..... | 16 | 15 | | 1 | |
| Annual net sales..... | \$558,443 | \$275,157 | \$172,546 | \$110,741 | | Annual net sales..... | \$490,943 | (x) | | (x) | |
| Per cent of total sales..... | 100.00 | 49.27 | 30.90 | 19.83 | | Per cent of total sales..... | 100.00 | (x) | | (x) | |
| Furniture stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 7 | 7 | | | | Number of stores..... | 10 | 9 | 1 | | |
| Annual net sales..... | \$305,656 | \$305,656 | | | | Annual net sales..... | \$413,287 | (x) | (x) | | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | Per cent of total sales..... | 100.00 | (x) | (x) | | |
| Radio and music stores: | | | | | | Jewelry stores: | | | | | |
| Number of stores..... | 10 | 10 | | | | Number of stores..... | 10 | 10 | | | |
| Annual net sales..... | \$312,903 | \$312,903 | | | | Annual net sales..... | \$242,465 | \$242,465 | | | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | Per cent of total sales..... | 100.00 | 100.00 | | | |
| Grocery stores (without meats): | | | | | | | | | | | |
| Number of stores..... | 75 | 67 | 3 | 5 | | | | | | | |
| Annual net sales..... | \$2,292,929 | \$1,862,472 | \$94,500 | \$325,954 | | | | | | | |
| Per cent of total sales..... | 100.00 | 81.58 | 4.14 | 14.28 | | | | | | | |

CENSUS OF DISTRIBUTION

TABLE 39.—SHEBOYGAN—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..... | 561 | 566 | 2,063 | 953 | \$2,850,424 | \$100,207 | \$2,504,955 | \$3,427,720 | \$24,193,693 | 100.00 |
| Food group¹..... | 151 | 167 | 327 | 51 | 416,060 | 11,507 | 400,865 | 249,030 | 6,063,098 | 25.00 |
| Candy and confectionery stores..... | 13 | 15 | 7 | 5 | 7,669 | 1,704 | 16,107 | 6,400 | 143,882 | .59 |
| Dairy products stores ¹ | 4 | 2 | 106 | | 154,185 | | 154,802 | 22,550 | 1,413,141 | 5.84 |
| Grocery stores (without meats)..... | 79 | 87 | 62 | 24 | 58,548 | 5,195 | 85,562 | 134,160 | 1,874,993 | 7.75 |
| Combination stores (groceries and meats)..... | 19 | 16 | 67 | 6 | 1,064 | | 58,573 | 43,470 | 1,051,696 | 4.35 |
| Meat markets (including sea foods)..... | 31 | 43 | 68 | 12 | 93,427 | 2,298 | 70,174 | 28,300 | 1,452,515 | 0.00 |
| Bakeries—caterers..... | 3 | 3 | 6 | 1 | 7,920 | 416 | 5,292 | 410 | 25,398 | .11 |
| Other food stores..... | 1 | | 8 | 3 | 12,534 | 920 | 6,129 | 13,890 | 46,463 | .19 |
| General merchandise group..... | 14 | 11 | 710 | 143 | 826,302 | 35,823 | 599,036 | 664,550 | 5,795,526 | 23.95 |
| Department stores..... | 5 | 2 | 643 | 119 | 759,569 | 31,551 | 505,146 | 755,870 | 5,078,146 | 20.09 |
| General merchandise stores (including 2 general stores)..... | 6 | 9 | 23 | 3 | 21,271 | 607 | 27,882 | 60,710 | 279,597 | 1.15 |
| Variety, 5-and-10, and to-a-dollar stores..... | 3 | | 44 | 21 | 45,462 | 3,655 | 69,058 | 47,070 | 437,783 | 1.81 |
| Automotive group..... | 86 | 48 | 295 | 21 | 504,029 | 6,940 | 407,305 | 381,780 | 4,161,191 | 17.20 |
| Motor-vehicle dealers (new and used)..... | 20 | 10 | 189 | | 339,535 | | 294,820 | 282,390 | 2,933,200 | 12.12 |
| Accessories, tires, and batteries..... | 19 | 29 | 25 | 4 | 37,839 | 579 | 51,741 | 77,680 | 364,076 | 1.51 |
| Filling stations..... | 35 | 3 | 68 | 16 | 108,643 | 5,568 | 48,400 | 13,650 | 778,765 | 3.21 |
| Garages and repair shops..... | 12 | 15 | 13 | 2 | 18,012 | 853 | 12,344 | 8,170 | 88,150 | .36 |
| Apparel group..... | 69 | 53 | 137 | 41 | 200,833 | 9,491 | 269,228 | 492,420 | 1,728,648 | 7.14 |
| Men's and boys' clothing and furnishings stores..... | 15 | 10 | 39 | 9 | 73,242 | 1,780 | 66,683 | 170,830 | 518,460 | 2.14 |
| Family clothing stores—men's, women's, children's..... | 4 | 1 | 26 | 3 | 41,476 | 1,300 | 65,427 | 78,420 | 273,377 | 1.13 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 7 | 5 | 27 | 13 | 35,654 | 3,701 | 44,171 | 29,670 | 306,609 | 1.27 |
| Women's accessories stores..... | 7 | 6 | 14 | 2 | 15,902 | 395 | 27,535 | 40,990 | 178,977 | .74 |
| Other apparel stores..... | 7 | 8 | 3 | | 3,380 | | 4,745 | 2,570 | 32,624 | .13 |
| Shoe stores..... | 29 | 23 | 28 | 14 | 31,279 | 2,396 | 60,267 | 169,940 | 418,601 | 1.73 |
| Furniture and household group¹..... | 29 | 20 | 111 | 16 | 178,320 | 6,186 | 188,931 | 310,510 | 1,373,687 | 5.68 |
| Furniture stores..... | 16 | 15 | 37 | 14 | 77,328 | 5,421 | 120,436 | 107,149 | 779,365 | 3.22 |
| Household appliances stores..... | 4 | | 27 | | 37,839 | | 17,005 | 39,050 | 216,707 | .90 |
| Radio and music stores..... | 8 | 4 | 47 | 1 | 62,833 | 445 | 51,190 | 70,120 | 373,840 | 1.54 |
| Restaurants, cafeterias, and eating places..... | 131 | 136 | 117 | 29 | 128,408 | 7,252 | 194,547 | 90,660 | 1,250,281 | 5.17 |
| Restaurants, cafeterias, and lunch rooms..... | 19 | 27 | 73 | 10 | 74,410 | 3,278 | 63,305 | 5,110 | 559,783 | 2.20 |
| Lunch counters, refreshment stands, etc..... | 102 | 109 | 44 | 19 | 53,998 | 3,974 | 131,242 | 15,580 | 697,498 | 2.88 |
| Lumber and building group¹..... | 12 | 6 | 118 | 12 | 193,844 | 10,303 | 158,455 | 433,870 | 1,313,250 | 5.44 |
| Lumber and building material dealers..... | 4 | | 67 | | 114,541 | | 128,293 | 384,430 | 986,142 | 4.08 |
| Heating and plumbing shops..... | 4 | 2 | 24 | 3 | 29,921 | 2,450 | 10,701 | 46,320 | 186,043 | .77 |
| Paint and glass stores..... | 3 | 4 | 21 | 1 | 36,662 | 313 | 11,128 | 9,190 | 75,810 | .31 |
| Other retail stores..... | 76 | 62 | 252 | 79 | 397,048 | 12,465 | 233,167 | 616,460 | 2,486,549 | 10.28 |
| Hardware stores..... | 9 | 4 | 81 | 2 | 137,259 | 523 | 69,634 | 177,190 | 664,425 | 2.75 |
| Hardware and farm implement stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Farmers' supplies..... | 8 | 6 | 14 | 4 | 13,456 | 547 | 16,163 | 31,500 | 215,621 | .89 |
| Book stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 6 | 7 | 5 | 2 | 10,720 | 900 | 11,381 | 2,650 | 50,346 | .21 |
| Coal and wood yards—ice dealers..... | 5 | 2 | 35 | 6 | 54,856 | 2,173 | 38,715 | 63,400 | 373,112 | 1.54 |
| Drug stores..... | 16 | 10 | 33 | 16 | 52,671 | 4,770 | 49,192 | 96,030 | 439,959 | 1.82 |
| Florists..... | 4 | 6 | 27 | 1 | 39,252 | 465 | 33,054 | 48,850 | 107,381 | .44 |
| Gifts—novelties and toys—cameras..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 9 | 8 | 22 | 8 | 35,545 | 376 | 19,650 | 133,810 | 245,013 | 1.01 |
| 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 | 1 | 5 | 1 | 5,462 | 111 | 5,305 | 5,760 | 29,243 | .12 |
| Sporting goods stores, including athletic and playground equipment..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Stations and printers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Miscellaneous classifications (combined)..... | 8 | 11 | 13 | 8 | 17,577 | 1,018 | 16,531 | 23,070 | 142,072 | .59 |
| Secondhand stores..... | 3 | 3 | 1 | 1 | 1,092 | 260 | 3,371 | 5,750 | 18,473 | .08 |

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 WISCONSIN: 1929

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TABLE 40.—SHEBOYGAN—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 | 561 | 500 | 2,063 | 593 | \$2,850,434 | \$160,237 | \$2,594,955 | \$3,427,729 | \$24,193,693 | 100.00 |
| Single-store independents..... | 459 | 484 | 1,129 | 230 | 1,637,315 | 65,985 | 1,605,832 | 2,284,750 | 15,153,451 | 62.76 |
| 2-store independents..... | 22 | 14 | 500 | 88 | 626,609 | 18,435 | 492,625 | 598,050 | 4,447,433 | 18.38 |
| 3-store independents..... | 7 | 5 | 51 | 5 | 55,573 | 2,352 | 64,622 | 62,690 | 720,037 | 2.98 |
| Local chains..... | 33 | 1 | 126 | 14 | 292,885 | 2,816 | 191,803 | 135,040 | 1,454,932 | 6.01 |
| Sectional chains..... | 10 | ----- | 15 | 1 | 22,795 | 130 | 22,122 | 27,059 | 213,689 | .88 |
| National chains..... | 22 | ----- | 207 | 54 | 298,514 | 10,284 | 235,585 | 273,323 | 1,859,468 | 7.69 |
| Leased-department chains..... | 5 | 2 | 17 | 1 | 22,678 | ----- | 23,694 | 9,650 | 129,724 | .54 |
| Other types of operation..... | 3 | ----- | 22 | ----- | 31,755 | ----- | 12,732 | 33,560 | 184,599 | .76 |

TABLE 41.—SHEBOYGAN—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single-store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|--|-------------|---------------------------|---|-------------------------------|-------------|--|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | | Grocery stores (without meats): | | | | | |
| Number of stores..... | 5 | 1 | 1 | 3 | ----- | Number of stores..... | 79 | 72 | 4 | ----- | 1 |
| Annual net sales..... | \$5,078,146 | (x) | (x) | (x) | ----- | Annual net sales..... | \$1,874,993 | \$1,632,606 | \$62,164 | (x) | (x) |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 87.67 | 3.32 | (x) | (x) |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 3 | ----- | ----- | 3 | ----- | Number of stores..... | 19 | 13 | 5 | ----- | 1 |
| Annual net sales..... | \$437,783 | ----- | ----- | \$437,783 | ----- | Annual net sales..... | \$1,051,696 | \$531,393 | \$450,157 | ----- | \$70,236 |
| Per cent of total sales..... | 100.00 | ----- | ----- | 100.00 | ----- | Per cent of total sales..... | 100.00 | 50.52 | 42.80 | ----- | 6.68 |
| Men's and boys' clothing and furnishings stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 15 | 12 | 1 | 1 | 1 | Number of stores..... | 19 | 19 | ----- | ----- | ----- |
| Annual net sales..... | \$518,460 | \$385,131 | (x) | (x) | (x) | Annual net sales..... | \$552,783 | \$552,783 | ----- | ----- | ----- |
| Per cent of total sales..... | 100.00 | 74.28 | (x) | (x) | (x) | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- |
| Family clothing stores—men's, women's, children's: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 4 | 3 | ----- | 1 | ----- | Number of stores..... | 6 | 6 | ----- | ----- | ----- |
| Annual net sales..... | \$273,377 | (x) | ----- | (x) | ----- | Annual net sales..... | \$50,346 | \$50,346 | ----- | ----- | ----- |
| Per cent of total sales..... | 100.00 | (x) | ----- | (x) | ----- | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 7 | 4 | ----- | 1 | 2 | Number of stations..... | 35 | 3 | 19 | 13 | ----- |
| Annual net sales..... | \$306,609 | \$179,604 | ----- | (x) | (x) | Annual net sales..... | \$775,765 | \$94,093 | \$515,312 | \$166,450 | ----- |
| Per cent of total sales..... | 100.00 | 58.58 | ----- | (x) | (x) | Per cent of total sales..... | 100.00 | 12.12 | 66.42 | 21.46 | ----- |
| Shoe stores: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 29 | 21 | 4 | 4 | ----- | Number of yards..... | 5 | 5 | ----- | ----- | ----- |
| Annual net sales..... | \$418,601 | \$187,819 | \$82,241 | \$148,541 | ----- | Annual net sales..... | \$373,112 | \$373,112 | ----- | ----- | ----- |
| Per cent of total sales..... | 100.00 | 44.87 | 19.65 | 35.48 | ----- | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- |
| Furniture stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 16 | 14 | 2 | ----- | ----- | Number of stores..... | 16 | 13 | 3 | ----- | ----- |
| Annual net sales..... | \$779,365 | (x) | (x) | ----- | ----- | Annual net sales..... | \$439,051 | \$355,671 | \$84,388 | ----- | ----- |
| Per cent of total sales..... | 100.00 | (x) | (x) | ----- | ----- | Per cent of total sales..... | 100.00 | 80.82 | 19.18 | ----- | ----- |
| Radio and music stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 8 | 8 | ----- | ----- | ----- | Number of stores..... | 9 | 9 | ----- | ----- | ----- |
| Annual net sales..... | \$373,840 | \$373,840 | ----- | ----- | ----- | Annual net sales..... | \$664,425 | \$664,425 | ----- | ----- | ----- |
| Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | ----- |
| | | | | | | Jewelry stores: | | | | | |
| | | | | | | Number of stores..... | 1 | 7 | 2 | ----- | ----- |
| | | | | | | Annual net sales..... | \$245,012 | (x) | (x) | ----- | ----- |
| | | | | | | Per cent of total sales..... | 100.00 | (x) | (x) | ----- | ----- |

CENSUS OF DISTRIBUTION

TABLE 42.—GREEN BAY—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 | | | 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 | Per cent of total sales |
| All groups..... | 501 | 481 | 2,013 | 318 | \$2,708,647 | \$58,725 | \$2,551,968 | \$3,244,970 | \$23,924,055 | 100.00 |
| Food group ¹ | 134 | 135 | 235 | 76 | 281,177 | 15,370 | 275,821 | 218,390 | 4,213,448 | 17.61 |
| Candy and confectionery stores..... | 10 | 11 | 12 | 8 | 8,922 | 1,034 | 15,075 | 6,690 | 91,532 | .38 |
| Fruit stores and vegetable markets..... | 5 | 6 | 17 | 5 | 19,859 | 798 | 19,088 | 7,730 | 302,887 | 1.27 |
| Grocery stores (without meats)..... | 80 | 85 | 71 | 36 | 82,530 | 6,730 | 102,257 | 125,440 | 1,842,848 | 7.70 |
| Combination stores (groceries and meats)..... | 18 | 16 | 89 | 10 | 106,554 | 1,922 | 79,765 | 65,370 | 1,127,631 | 4.71 |
| Meat markets (including sea foods)..... | 20 | 15 | 46 | 17 | 63,312 | 4,836 | 57,506 | 13,000 | 842,030 | 3.52 |
| General stores—groceries with apparel or dry goods..... | 6 | 9 | 12 | 2 | 9,505 | 79 | 11,300 | 31,230 | 244,774 | 1.02 |
| General merchandise group..... | 19 | 17 | 387 | 98 | 457,624 | 8,918 | 385,271 | 649,220 | 3,287,711 | 13.62 |
| Department stores..... | 6 | | 281 | 70 | 339,915 | 6,817 | 276,070 | 497,880 | 2,223,509 | 9.20 |
| Dry goods stores—piece goods stores..... | 3 | 3 | 54 | 6 | 61,986 | 178 | 57,971 | 86,300 | 377,821 | 1.58 |
| General merchandise stores..... | 5 | 10 | 9 | 4 | 10,096 | 360 | 7,454 | 18,050 | 175,520 | .74 |
| Variety, 5-and-10, and to-a-dollar stores..... | 5 | 4 | 43 | 18 | 45,627 | 1,563 | 43,776 | 46,990 | 480,861 | 2.01 |
| Automotive group ¹ | 82 | 61 | 372 | 11 | 611,667 | 3,240 | 409,250 | 518,610 | 5,896,279 | 24.65 |
| Motor-vehicle dealers (new and used)..... | 16 | 12 | 251 | 2 | 438,279 | 319 | 293,263 | 409,390 | 4,379,233 | 18.31 |
| Accessories, tires, and batteries..... | 13 | 13 | 33 | 3 | 41,523 | 533 | 31,981 | 55,320 | 436,163 | 1.82 |
| Filling stations..... | 32 | 13 | 53 | 3 | 84,904 | 1,088 | 52,422 | 29,380 | 861,493 | 3.60 |
| Garages and repair shops..... | 19 | 21 | 33 | 3 | 45,089 | 700 | 30,052 | 19,180 | 196,543 | .82 |
| Apparel group..... | 70 | 70 | 244 | 50 | 363,062 | 12,977 | 421,343 | 680,290 | 2,955,916 | 12.36 |
| Men's and boys' clothing and furnishings stores..... | 18 | 19 | 49 | 13 | 97,348 | 2,745 | 119,282 | 256,120 | 840,515 | 3.54 |
| Family clothing stores—men's, women's, children's..... | 4 | 3 | 16 | 5 | 22,663 | 920 | 47,016 | 32,780 | 242,075 | 1.01 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 12 | 15 | 77 | 14 | 110,257 | 3,502 | 120,053 | 160,170 | 955,234 | 3.99 |
| Women's accessories stores..... | 17 | 14 | 51 | 2 | 53,986 | 404 | 52,506 | 37,030 | 320,566 | 1.34 |
| Other apparel stores..... | 4 | 6 | 13 | 4 | 18,986 | 2,285 | 10,199 | 13,040 | 61,448 | .26 |
| Shoe stores..... | 15 | 13 | 38 | 12 | 59,812 | 3,121 | 72,287 | 100,250 | 530,078 | 2.22 |
| Furniture and household group..... | 27 | 25 | 143 | 11 | 210,839 | 4,919 | 192,223 | 249,600 | 1,411,559 | 5.90 |
| Furniture stores..... | 12 | 13 | 47 | 4 | 82,361 | 1,673 | 112,947 | 154,090 | 753,261 | 3.15 |
| Floor coverings, draperies, curtains, and upholstery stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Household appliances stores..... | 3 | (x) | 23 | 4 | 33,280 | 2,500 | 20,223 | 33,990 | 233,302 | .97 |
| Other home furnishings and appliances stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Radio and music stores..... | 8 | 9 | 33 | 2 | 43,769 | 380 | 47,505 | 53,190 | 287,362 | 1.20 |
| Restaurants, cafeterias, and eating places..... | 37 | 39 | 100 | 9 | 68,011 | 1,793 | 80,423 | 13,680 | 428,728 | 1.79 |
| Restaurants, cafeterias, and lunch rooms..... | 19 | 21 | 74 | 5 | 48,973 | 613 | 49,073 | 10,170 | 280,052 | 1.21 |
| Lunch counters, refreshment stands, etc..... | 18 | 18 | 26 | 4 | 19,038 | 1,180 | 31,350 | 3,490 | 139,676 | .58 |
| Lumber and building group ¹ | 22 | 28 | 169 | 13 | 242,890 | 3,028 | 262,803 | 290,180 | 1,628,859 | 6.81 |
| Lumber and building material dealers..... | 9 | 12 | 109 | 2 | 159,769 | 108 | 206,159 | 175,800 | 1,197,878 | 5.01 |
| Heating and plumbing shops..... | 5 | 8 | 39 | 9 | 50,855 | 2,189 | 28,187 | 18,880 | 260,700 | 1.09 |
| Paint and glass stores..... | 6 | 6 | 14 | 1 | 21,659 | 100 | 20,655 | 22,380 | 112,177 | .47 |
| Other retail stores..... | 104 | 97 | 351 | 48 | 461,893 | 8,401 | 513,532 | 685,790 | 3,886,781 | 16.24 |
| Hardware stores..... | 10 | 17 | 32 | 3 | 43,548 | 565 | 55,006 | 132,860 | 403,306 | 1.69 |
| Hardware and farm implement stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Farmers' supplies..... | 5 | 7 | 8 | 2 | 14,472 | 75 | 26,608 | 9,210 | 350,782 | 1.50 |
| Book stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 7 | 4 | 14 | 4 | 18,508 | 405 | 23,871 | 8,560 | 115,140 | .48 |
| Coal and wood yards—ice dealers..... | 3 | | 23 | | 33,618 | | 35,459 | 8,120 | 208,127 | .87 |
| Drug stores..... | 28 | 32 | 83 | 16 | 104,069 | 3,801 | 132,785 | 198,060 | 956,493 | 4.00 |
| Florists..... | 4 | 4 | 11 | 3 | 7,877 | 371 | 22,693 | 2,490 | 107,664 | .45 |
| Gifts—novelties and toys—cameras..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 12 | 13 | 17 | 7 | 35,367 | 877 | 45,305 | 109,380 | 268,205 | 1.12 |
| 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..... | 5 | 2 | 39 | | 28,700 | | 23,024 | 14,820 | 233,877 | .98 |
| Office, school, and store supplies and equipment dealers..... | 7 | 1 | 47 | | 90,891 | | 38,885 | 49,050 | 481,096 | 2.01 |
| Opticians and optometrists..... | 2 | (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) |
| Miscellaneous classifications (includes 1 second-hand store)..... | 10 | 7 | 39 | 9 | 39,836 | 1,240 | 34,039 | 30,370 | 209,615 | .87 |

¹ 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 WISCONSIN: 1929

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TABLE 43.—GREEN BAY—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..... | 501 | 481 | 2,013 | 318 | \$2,706,647 | \$58,725 | \$2,551,968 | \$3,244,970 | \$23,924,055 | 100.00 |
| Single-store independents..... | 383 | 453 | 1,227 | 198 | 1,557,111 | 34,472 | 1,660,518 | 2,206,830 | 15,120,342 | 63.20 |
| 2-store independents..... | 27 | 19 | 315 | 38 | 459,353 | 5,793 | 372,720 | 500,340 | 3,848,002 | 16.09 |
| 3-store independents..... | 9 | 5 | 61 | 2 | 76,277 | 250 | 56,196 | 73,140 | 498,448 | 2.08 |
| Local chains..... | 32 | 4 | 79 | 17 | 124,971 | 4,837 | 111,189 | 73,950 | 1,232,879 | 5.16 |
| Sectional chains..... | 20 | — | 66 | 8 | 101,842 | 1,474 | 104,799 | 72,030 | 929,134 | 3.98 |
| National chains..... | 21 | — | 171 | 50 | 209,408 | 9,295 | 206,918 | 259,370 | 1,787,967 | 7.47 |
| Manufacturer-controlled chains..... | 4 | — | 30 | — | 65,989 | — | 19,895 | 28,460 | 204,164 | .85 |
| Other types of operation..... | 5 | — | 64 | 5 | 81,696 | 2,604 | 19,731 | 20,850 | 303,119 | 1.27 |

TABLE 44.—GREEN BAY—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 | Local multi-units, including local chains | Sectional and national chains | KIND OF BUSINESS | Total | Single-store independents | Local multi-units, including local chains | Sectional and national chains |
|---|-------------|---------------------------|---|-------------------------------|---|-------------|---------------------------|---|-------------------------------|
| Department stores: | | | | | Combination stores (groceries and meats): | | | | |
| Number of stores..... | 6 | 2 | 1 | 3 | Number of stores..... | 18 | 13 | 4 | 1 |
| Annual net sales..... | \$2,223,509 | (x) | (x) | \$525,710 | Annual net sales..... | \$1,127,631 | \$605,740 | (x) | (x) |
| Per cent of total sales..... | 100.00 | (x) | (x) | 23.64 | Per cent of total sales..... | 100.00 | 53.72 | (x) | (x) |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | Restaurants, cafeterias, and lunch rooms: | | | | |
| Number of stores..... | 5 | 3 | — | 2 | Number of stores..... | 19 | 19 | — | — |
| Annual net sales..... | \$480,861 | (x) | — | (x) | Annual net sales..... | \$289,052 | \$289,052 | — | — |
| Per cent of total sales..... | 100.00 | (x) | — | (x) | Per cent of total sales..... | 100.00 | 100.00 | — | — |
| Men's and boys' clothing and furnishings stores: | | | | | Cigar stores and cigar stands: | | | | |
| Number of stores..... | 18 | 16 | 2 | — | Number of stores..... | 7 | 4 | 2 | 1 |
| Annual net sales..... | \$846,515 | (x) | (x) | — | Annual net sales..... | \$115,140 | \$51,760 | (x) | (x) |
| Per cent of total sales..... | 100.00 | (x) | (x) | — | Per cent of total sales..... | 100.00 | 44.95 | (x) | (x) |
| Family clothing stores—men's, women's, and children's: | | | | | Filling stations: | | | | |
| Number of stores..... | 4 | 2 | 1 | 1 | Number of stations..... | 32 | 7 | 10 | 15 |
| Annual net sales..... | \$242,075 | (x) | (x) | (x) | Annual net sales..... | \$861,433 | \$206,075 | \$318,663 | \$336,695 |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | Per cent of total sales..... | 100.00 | 23.92 | 36.99 | 39.09 |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | Coal and wood yards—ice dealers: | | | | |
| Number of stores..... | 12 | 6 | 3 | 3 | Number of yards..... | 3 | 3 | — | — |
| Annual net sales..... | \$955,234 | \$359,618 | \$263,798 | \$331,818 | Annual net sales..... | \$203,127 | \$203,127 | — | — |
| Per cent of total sales..... | 100.00 | 37.65 | 27.61 | 34.74 | Per cent of total sales..... | 100.00 | 100.00 | — | — |
| Shoe stores: | | | | | Drug stores: | | | | |
| Number of stores..... | 15 | 12 | — | 3 | Number of stores..... | 28 | 22 | 6 | — |
| Annual net sales..... | \$530,078 | \$340,950 | — | \$189,128 | Annual net sales..... | \$959,493 | \$671,468 | \$285,025 | — |
| Per cent of total sales..... | 100.00 | 64.32 | — | 35.68 | Per cent of total sales..... | 100.00 | 70.20 | 29.80 | — |
| Furniture stores: | | | | | Hardware stores: | | | | |
| Number of stores..... | 12 | 9 | 2 | 1 | Number of stores..... | 10 | 10 | — | — |
| Annual net sales..... | \$753,251 | \$425,180 | (x) | (x) | Annual net sales..... | \$403,306 | \$403,306 | — | — |
| Per cent of total sales..... | 100.00 | 56.45 | (x) | (x) | Per cent of total sales..... | 100.00 | 100.00 | — | — |
| Radio and music stores: | | | | | Jewelry stores: | | | | |
| Number of stores..... | 8 | 7 | 1 | — | Number of stores..... | 12 | 10 | 2 | — |
| Annual net sales..... | \$287,302 | (x) | (x) | — | Annual net sales..... | \$268,205 | (x) | (x) | — |
| Per cent of total sales..... | 100.00 | (x) | (x) | — | Per cent of total sales..... | 100.00 | (x) | (x) | — |
| Grocery stores (without meats): | | | | | | | | | |
| Number of stores..... | 80 | 64 | 13 | 3 | | | | | |
| Annual net sales..... | \$1,842,848 | \$1,276,727 | \$354,126 | \$211,995 | | | | | |
| Per cent of total sales..... | 100.00 | 69.28 | 19.22 | 11.50 | | | | | |

CENSUS OF DISTRIBUTION

TABLE 45.—SUPERIOR—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..... | 573 | 686 | 1,464 | 334 | \$1,993,825 | \$82,537 | \$1,991,671 | \$2,612,430 | \$18,342,557 | 100.00 |
| Food group..... | 213 | 223 | 255 | 79 | 863,422 | 20,120 | 373,870 | 316,300 | 5,598,011 | 50.52 |
| Candy and confectionery stores ¹ | 89 | 93 | 31 | 13 | 22,132 | 3,105 | 50,377 | 44,350 | 576,328 | 8.14 |
| Dairy products stores ² | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Delicatessen stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Fruit stores and vegetable markets..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Grocery stores (without meats) ¹ | 56 | 55 | 38 | 18 | 39,135 | 5,927 | 69,052 | 64,200 | 1,083,341 | 5.01 |
| Combination stores (groceries and meats)..... | 50 | 54 | 170 | 44 | 269,435 | 9,350 | 214,665 | 195,220 | 3,572,865 | 10.48 |
| Meat markets (including sea foods)..... | 12 | 16 | 15 | 3 | 17,616 | 1,088 | 24,080 | 9,870 | 265,503 | 1.44 |
| Bakeries—caterers..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| General merchandise group..... | 26 | 13 | 230 | 79 | 200,020 | 15,437 | 239,650 | 433,370 | 1,939,136 | 10.57 |
| Department stores..... | 3 | 3 | 164 | 56 | 202,028 | 12,013 | 150,203 | 325,450 | 1,262,220 | 6.88 |
| Dry goods stores—piece goods stores..... | 3 | 3 | 6 | 2 | 4,486 | 507 | 10,325 | 19,920 | 70,606 | .38 |
| General merchandise stores..... | 10 | 10 | 3 | — | 3,314 | — | 10,628 | 27,990 | 175,986 | .96 |
| Variety, 5-and-10, and to-a-dollar stores..... | 4 | — | 57 | 21 | 49,742 | 2,917 | 68,494 | 60,010 | 430,284 | 2.35 |
| Automotive group..... | 78 | 63 | 190 | 49 | 336,042 | 11,208 | 276,653 | 227,770 | 3,080,032 | 16.79 |
| Motor-vehicle dealers (new and used)..... | 18 | 17 | 114 | 36 | 220,966 | 5,942 | 158,639 | 156,080 | 2,057,960 | 11.22 |
| Accessories, tires, and batteries..... | 9 | 8 | 19 | 2 | 28,798 | 975 | 31,197 | 20,800 | 218,069 | 1.19 |
| Filling stations..... | 39 | 26 | 36 | 6 | 47,395 | 2,851 | 61,965 | 25,760 | 627,820 | 3.42 |
| Garages and repair shops..... | 10 | 12 | 21 | 5 | 38,883 | 1,440 | 24,822 | 10,130 | 176,183 | .96 |
| Apparel group..... | 60 | 48 | 148 | 33 | 217,366 | 11,789 | 287,354 | 648,110 | 1,800,141 | 9.86 |
| Men's and boys' clothing and furnishings stores..... | 22 | 21 | 43 | 15 | 86,437 | 6,061 | 121,316 | 848,310 | 797,656 | 4.35 |
| Family clothing stores—men's, women's, children's..... | 4 | — | 15 | 5 | 25,062 | 1,696 | 34,560 | 38,420 | 139,423 | .76 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 7 | 7 | 33 | 2 | 32,107 | 225 | 45,374 | 115,280 | 354,594 | 1.93 |
| Women's accessories stores..... | 7 | 4 | 18 | 1 | 16,634 | 180 | 24,894 | 14,660 | 88,370 | .48 |
| Other apparel stores..... | 6 | 6 | 12 | 1 | 16,199 | 500 | 18,178 | 17,860 | 109,107 | .60 |
| Shoe stores..... | 14 | 8 | 27 | 9 | 40,927 | 3,127 | 43,032 | 110,580 | 319,991 | 1.74 |
| Furniture and household group..... | 19 | 14 | 119 | 8 | 135,973 | 3,014 | 213,838 | 317,280 | 1,146,210 | 6.25 |
| Furniture stores..... | 10 | 9 | 57 | 5 | 63,965 | 1,708 | 142,205 | 246,080 | 725,151 | 3.95 |
| Household appliances stores..... | 3 | 1 | 16 | 1 | 31,168 | 306 | 14,819 | 23,810 | 79,705 | .44 |
| Radio and music stores..... | 6 | 4 | 46 | 2 | 40,820 | 1,000 | 56,812 | 47,440 | 341,354 | 1.86 |
| Restaurants, cafeterias, and eating places..... | 52 | 60 | 158 | 4 | 115,394 | 1,188 | 99,891 | 15,960 | 736,075 | 4.01 |
| Restaurants, cafeterias, and lunch rooms..... | 31 | 39 | 133 | 4 | 91,228 | 1,188 | 74,393 | 9,960 | 573,254 | 3.12 |
| Lunch counters, refreshment stands, etc..... | 21 | 21 | 25 | — | 24,166 | — | 25,498 | 6,000 | 162,821 | .89 |
| Lumber and building group..... | 27 | 12 | 159 | 34 | 275,552 | 7,972 | 165,672 | 192,570 | 1,722,949 | 9.40 |
| Lumber and building material dealers..... | 15 | 6 | 79 | 10 | 152,920 | 2,119 | 120,748 | 160,300 | 1,298,104 | 7.08 |
| Heating and plumbing shops..... | 9 | 4 | 74 | 24 | 112,367 | 5,853 | 39,859 | 27,560 | 381,536 | 2.08 |
| Paint and glass stores..... | 3 | 2 | 6 | — | 10,265 | — | 5,065 | 4,710 | 43,309 | .24 |
| Other retail stores..... | 99 | 98 | 193 | 44 | 286,606 | 11,634 | 316,462 | 441,210 | 2,266,878 | 12.36 |
| Hardware stores..... | 13 | 13 | 27 | 3 | 39,061 | 860 | 51,992 | 106,780 | 436,874 | 2.38 |
| Hardware and farm implement stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Farmers' supplies..... | 4 | 4 | 2 | — | 2,540 | — | 4,095 | 5,930 | 120,908 | .66 |
| Cigar stores and cigar stands ¹ | 18 | 17 | 11 | 4 | 11,616 | 851 | 18,362 | 7,060 | 105,266 | .58 |
| Coal and wood yards—ice dealers..... | 13 | 12 | 57 | 14 | 97,873 | 6,130 | 67,242 | 21,120 | 492,335 | 2.69 |
| Drug stores..... | 20 | 20 | 40 | 8 | 52,221 | 2,356 | 71,034 | 144,100 | 531,609 | 2.90 |
| Florists..... | 3 | 5 | 6 | 9 | 11,005 | 798 | 12,155 | 2,860 | 64,749 | .35 |
| Gifts—novelties and toys—cameras..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 9 | 8 | 15 | — | 23,884 | — | 24,033 | 88,780 | 135,300 | .74 |
| Music stores (without radio)..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| News dealers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Office, school, and store supplies and equipment dealers..... | 3 | 3 | 4 | 1 | 3,866 | 46 | 9,743 | 7,090 | 40,142 | .22 |
| Opticians and optometrists..... | 4 | 2 | 5 | 1 | 9,092 | 43 | 8,652 | 6,540 | 55,394 | .30 |
| Miscellaneous classifications (combined)..... | 8 | 9 | 20 | 3 | 28,594 | 450 | 36,055 | 24,760 | 189,474 | 1.03 |
| Secondhand stores..... | 7 | 7 | 2 | 4 | 3,250 | 475 | 8,183 | 21,860 | 44,125 | .24 |

¹ The presence of a large number of combination confectionery-grocery-cigar stores may affect any comparison of these individual classifications. The stores were classified in accordance with their popular designation as confectionery stores. They should receive due consideration in any food or tobacco study.

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

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 46.—SUPERIOR—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..... | 573 | 530 | 1,494 | 334 | \$1,993,825 | \$82,837 | \$1,981,571 | \$2,612,430 | \$18,342,557 | 100.00 |
| Single-store independents..... | 508 | 526 | 1,220 | 290 | 1,634,100 | 72,578 | 1,637,117 | 2,268,490 | 15,614,810 | 85.13 |
| 2-store independents..... | 16 | 8 | 75 | 7 | 157,622 | 1,815 | 108,897 | 123,620 | 1,196,990 | 6.53 |
| Local chains..... | 4 | 17 | 17 | — | 19,850 | — | 32,497 | 33,790 | 202,151 | 1.10 |
| Sectional chains..... | 31 | — | 58 | 17 | 78,747 | 5,486 | 105,460 | 73,929 | 757,202 | 4.13 |
| National chains..... | 7 | — | 62 | 20 | 57,950 | 2,953 | 79,691 | 84,860 | 474,082 | 2.58 |
| Leased-department chains..... | 3 | — | 10 | — | 14,221 | — | 5,736 | 17,480 | 35,994 | .20 |
| Other types of operation..... | 4 | 2 | 13 | — | 11,335 | — | 12,773 | 8,270 | 61,238 | .33 |

TABLE 47.—SUPERIOR—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 | Local multi-units, including local chains | Sectional and national chains | Other types | KIND OF BUSINESS | Total | Single store independents | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|-------------|---------------------------|---|-------------------------------|-------------|---|-------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | | Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 3 | 3 | — | — | — | Number of stores..... | 50 | 47 | (x) | 2 | 1 |
| Annual net sales..... | \$1,262,220 | \$1,262,220 | — | — | — | Annual net sales..... | \$3,572,865 | \$3,294,719 | (x) | (x) | — |
| Per cent of total sales..... | 100.00 | 100.00 | — | — | — | Per cent of total sales..... | 100.00 | 92.22 | (x) | (x) | — |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 4 | — | — | 4 | — | Number of stores..... | 31 | 31 | — | — | — |
| Annual net sales..... | \$430,284 | — | — | \$430,284 | — | Annual net sales..... | \$573,254 | \$573,254 | — | — | — |
| Per cent of total sales..... | 100.00 | — | — | 100.00 | — | Per cent of total sales..... | 100.00 | 100.00 | — | — | — |
| Men's and boys' clothing and furnishings stores: | | | | | | Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 22 | 19 | (x) | 2 | 1 | Number of stores..... | 18 | 17 | — | — | 1 |
| Annual net sales..... | \$797,656 | \$731,565 | (x) | (x) | — | Annual net sales..... | \$105,266 | (x) | — | (x) | — |
| Per cent of total sales..... | 100.00 | 91.72 | (x) | (x) | — | Per cent of total sales..... | 100.00 | (x) | — | (x) | — |
| Family clothing stores—men's, women's, and children's: | | | | | | Filling stations: | | | | | |
| Number of stores..... | 4 | 2 | — | 1 | 1 | Number of stations..... | 39 | 22 | (x) | 1 | 16 |
| Annual net sales..... | \$130,423 | (x) | — | (x) | \$4,449 | Annual net sales..... | \$627,820 | \$310,475 | (x) | (x) | — |
| Per cent of total sales..... | 100.00 | (x) | — | (x) | 3.19 | Per cent of total sales..... | 100.00 | 49.45 | (x) | (x) | — |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | Coal and wood yards—ice dealers: | | | | | |
| Number of stores..... | 7 | 5 | (x) | 2 | — | Number of yards..... | 13 | 13 | — | — | — |
| Annual net sales..... | \$354,594 | (x) | (x) | — | — | Annual net sales..... | \$492,335 | \$492,335 | — | — | — |
| Per cent of total sales..... | 100.00 | (x) | (x) | — | — | Per cent of total sales..... | 100.00 | 100.00 | — | — | — |
| Shoe stores: | | | | | | Drug stores: | | | | | |
| Number of stores..... | 14 | 6 | — | 3 | 4 | Number of stores..... | 20 | 20 | — | — | — |
| Annual net sales..... | \$319,991 | \$58,338 | \$127,000 | \$124,926 | \$9,727 | Annual net sales..... | \$531,609 | \$531,609 | — | — | — |
| Per cent of total sales..... | 100.00 | 18.23 | 39.69 | 39.04 | 3.04 | Per cent of total sales..... | 100.00 | 100.00 | — | — | — |
| Furniture stores: | | | | | | Hardware stores: | | | | | |
| Number of stores..... | 10 | 9 | (x) | 1 | — | Number of stores..... | 13 | 12 | (x) | 1 | — |
| Annual net sales..... | \$725,151 | (x) | (x) | — | — | Annual net sales..... | \$436,874 | (x) | (x) | — | — |
| Per cent of total sales..... | 100.00 | (x) | (x) | — | — | Per cent of total sales..... | 100.00 | (x) | (x) | — | — |
| Radio and music stores: | | | | | | Jewelry stores: | | | | | |
| Number of stores..... | 6 | 6 | — | — | — | Number of stores..... | 9 | 9 | — | — | — |
| Annual net sales..... | \$341,354 | \$341,354 | — | — | — | Annual net sales..... | \$135,390 | \$135,390 | — | — | — |
| Per cent of total sales..... | 100.00 | 100.00 | — | — | — | Per cent of total sales..... | 100.00 | 100.00 | — | — | — |
| Grocery stores (without meats): | | | | | | | | | | | |
| Number of stores..... | 56 | 51 | — | 5 | — | | | | | | |
| Annual net sales..... | \$1,033,341 | \$903,489 | — | \$179,852 | — | | | | | | |
| Per cent of total sales..... | 100.00 | 83.40 | — | 16.60 | — | | | | | | |

CENSUS OF DISTRIBUTION

TABLE 48.—WEST ALLIS—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..... | 424 | 418 | 789 | 128 | \$1,278,251 | \$38,680 | \$1,324,103 | \$1,644,430 | \$14,474,483 | 100.00 |
| Food group..... | 141 | 144 | 110 | 69 | 169,542 | 19,736 | 227,073 | 143,060 | 3,601,492 | 24.88 |
| Candy and confectionery stores..... | 9 | 10 | 6 | 6 | 1,204 | 1,204 | 8,120 | 5,010 | 56,078 | .39 |
| Delicatessen stores..... | 6 | 6 | 3 | 3 | 2,390 | 2,390 | 4,779 | 3,680 | 32,352 | .22 |
| Fruit stores and vegetable markets..... | 4 | 5 | 3 | 4 | 3,695 | 1,275 | 6,997 | 1,100 | 82,553 | .57 |
| Grocery stores (without meats)..... | 46 | 37 | 35 | 40 | 62,225 | 9,547 | 80,655 | 61,590 | 1,147,287 | 7.93 |
| Combination stores (groceries and meats)..... | 61 | 71 | 52 | 15 | 68,018 | 5,505 | 90,577 | 67,190 | 1,856,186 | 12.82 |
| Meat markets (including sea foods)..... | 11 | 11 | 13 | 4 | 29,290 | 2,145 | 17,533 | 4,270 | 392,405 | 2.71 |
| Bakeries—caterers..... | 4 | 4 | 4 | 4 | 2,600 | 2,600 | 3,412 | 820 | 34,631 | .24 |
| General merchandise group ¹ | 15 | 12 | 34 | 17 | 42,944 | 3,850 | 54,581 | 129,530 | 496,589 | 3.43 |
| Dry goods stores—piece goods stores..... | 11 | 11 | 3 | 1 | 2,202 | 525 | 13,606 | 67,460 | 93,900 | .65 |
| Variety, 5-and-10, and to-a-dollar stores..... | 3 | 1 | 16 | 1 | 15,542 | 150 | 19,717 | 20,160 | 143,312 | .99 |
| Automotive group..... | 52 | 38 | 171 | 15 | 281,068 | 5,588 | 279,094 | 173,730 | 2,913,552 | 20.13 |
| Motor vehicle dealers (new and used)..... | 11 | 4 | 112 | 2 | 200,248 | 710 | 220,727 | 138,220 | 2,101,723 | 14.52 |
| Filling stations..... | 34 | 23 | 30 | 13 | 47,574 | 4,876 | 50,974 | 30,030 | 647,044 | 4.47 |
| Garages and repair shops..... | 7 | 6 | 29 | 2 | 33,244 | 2,002 | 7,393 | 4,580 | 104,785 | 1.14 |
| Apparel group..... | 25 | 23 | 23 | 10 | 33,578 | 2,713 | 57,879 | 163,320 | 493,800 | 3.41 |
| Men's and boys' clothing and furnishings stores..... | 6 | 3 | 5 | 2 | 8,986 | 416 | 19,727 | 41,700 | 160,211 | 1.11 |
| Family clothing stores—men's, women's, children's..... | 5 | 8 | 3 | 1 | 3,037 | 451 | 6,489 | 48,320 | 103,957 | .75 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 3 | 2 | 7 | 7 | 8,700 | 1,846 | 13,460 | 17,500 | 82,000 | .57 |
| Women's accessories stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Other apparel stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Shoe stores..... | 8 | 7 | 5 | 7 | 10,905 | 1,846 | 16,253 | 53,050 | 128,150 | .88 |
| Furniture and household group..... | 12 | 11 | 27 | 4 | 53,475 | 1,284 | 72,177 | 64,410 | 522,243 | 3.61 |
| Furniture stores..... | 5 | 5 | 8 | 3 | 16,805 | 1,084 | 37,147 | 34,360 | 215,188 | 1.49 |
| 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..... | 4 | 4 | 13 | 1 | 28,500 | 200 | 22,804 | 25,380 | 190,005 | 1.31 |
| Restaurants, cafeterias, and eating places..... | 104 | 124 | 57 | 5 | 48,607 | 1,172 | 107,805 | 10,850 | 569,620 | 3.94 |
| Restaurants, cafeterias, and lunch rooms..... | 12 | 16 | 39 | 2 | 30,915 | 572 | 24,701 | 3,760 | 186,340 | 1.29 |
| Lunch counters, refreshment stands, etc..... | 92 | 108 | 18 | 3 | 17,692 | 600 | 83,104 | 7,090 | 383,274 | 2.65 |
| Lumber and building group..... | 11 | 4 | 279 | 8 | 538,120 | 2,339 | 352,911 | 629,330 | 4,438,405 | 30.66 |
| Lumber and building material dealers..... | 4 | 4 | 252 | 8 | 474,076 | 2,339 | 327,558 | 587,930 | 4,151,859 | 28.68 |
| Electrical shops (without radio)..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Heating and plumbing shops..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Paint and glass stores..... | 4 | 1 | 3 | 3 | 3,065 | 3,065 | 5,193 | 14,500 | 41,658 | .29 |
| Other retail stores..... | 64 | 60 | 88 | 8 | 110,919 | 2,339 | 172,583 | 329,800 | 1,438,792 | 9.94 |
| Hardware stores..... | 9 | 8 | 10 | 8 | 18,654 | 1,276 | 14,276 | 152,130 | 175,644 | 1.21 |
| Farmers' supplies..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 5 | 5 | 1 | 1 | 1,180 | 1,180 | 2,216 | 720 | 16,389 | .11 |
| Coal and wood yards—ice dealers..... | 4 | 3 | 18 | 1 | 23,841 | 23,841 | 36,989 | 13,820 | 242,760 | 1.68 |
| Drug stores..... | 22 | 23 | 36 | 7 | 43,230 | 2,139 | 66,141 | 89,630 | 564,170 | 3.90 |
| Florists..... | 3 | 3 | 3 | 3 | 1,760 | 1,760 | 3,831 | 550 | 22,399 | .15 |
| Jewelry stores..... | 6 | 5 | 8 | 8 | 9,804 | 9,804 | 25,627 | 41,050 | 107,311 | .74 |
| Sporting goods stores, including athletic and playground equipment..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Miscellaneous classifications—includes 2 secondhand stores (combined)..... | 11 | 11 | 5 | 1 | 5,473 | 200 | 16,449 | 10,030 | 174,228 | 1.21 |

¹ 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 WISCONSIN: 1929

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TABLE 49.—WEST ALLIS—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..... | 424 | 416 | 789 | 128 | \$1,278,251 | \$36,680 | \$1,324,103 | \$1,644,450 | \$14,474,493 | 100.00 |
| Single-store independents..... | 372 | 410 | 414 | 61 | 624,079 | 19,168 | 804,642 | 859,120 | 8,146,743 | 56.28 |
| 2-store independents..... | 6 | 3 | 28 | ----- | 39,863 | ----- | 51,952 | 49,100 | 404,314 | 2.79 |
| 3-store independents..... | 9 | 2 | 24 | 2 | 27,095 | 416 | 54,558 | 68,870 | 326,601 | 2.26 |
| Local chains..... | 10 | 1 | 21 | 10 | 32,375 | 3,134 | 39,688 | 23,670 | 353,430 | 2.44 |
| Sectional chains..... | 12 | ----- | 240 | 5 | 442,438 | 707 | 297,296 | 655,910 | 3,928,464 | 27.14 |
| National chains..... | 13 | ----- | 56 | 50 | 104,231 | 13,255 | 94,595 | 83,840 | 1,206,791 | 8.34 |
| Other types of operation..... | 2 | ----- | 6 | ----- | 8,170 | ----- | 10,462 | 3,920 | 108,250 | .75 |

TABLE 50.—WEST ALLIS—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

[An (x) indicates that the amount must be withheld to avoid disclosure of individual operations or that no stores reported under this classification]

| KIND OF BUSINESS | Total | Single-store independents | Local multi-units including local chains | Sectional and national chains | KIND OF BUSINESS | Total | Single-store independents | Local multi-units including local chains | Sectional and national chains |
|---|-------------|---------------------------|--|-------------------------------|---|-------------|---------------------------|--|-------------------------------|
| Department stores..... | (x) | (x) | (x) | (x) | Combination stores (groceries and meats): | | | | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | Number of stores..... | 61 | 58 | 2 | 1 |
| Number of stores..... | 3 | 1 | 1 | 1 | Annual net sales..... | \$1,856,186 | \$1,469,019 | (x) | (x) |
| Annual net sales..... | \$143,312 | (x) | (x) | (x) | Per cent of total sales..... | 100.00 | 79.14 | (x) | (x) |
| Per cent of total sales..... | 100.00 | (x) | (x) | (x) | Restaurants, cafeterias, and lunch rooms: | | | | |
| Men's and boys' clothing and furnishings stores: | | | | | Number of stores..... | 12 | 11 | 1 | ----- |
| Number of stores..... | 6 | 3 | 3 | ----- | Annual net sales..... | \$186,346 | (x) | (x) | ----- |
| Annual net sales..... | \$160,211 | \$34,031 | \$125,580 | ----- | Per cent of total sales..... | 100.00 | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | 21.62 | 78.38 | ----- | Cigar stores and cigar stands: | | | | |
| Family clothing stores—men's, women's, and children's: | | | | | Number of stores..... | 5 | 5 | ----- | ----- |
| Number of stores..... | 5 | 5 | ----- | ----- | Annual net sales..... | \$16,389 | \$16,389 | ----- | ----- |
| Annual net sales..... | \$108,987 | \$108,987 | ----- | ----- | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- |
| Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | Filling stations: | | | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | Number of stations..... | 34 | 24 | 4 | 6 |
| Number of stores..... | 3 | 2 | 1 | ----- | Annual net sales..... | \$647,044 | \$465,753 | \$75,578 | \$105,713 |
| Annual net sales..... | \$82,000 | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 71.98 | 11.68 | 16.34 |
| Per cent of total sales..... | 100.00 | (x) | (x) | ----- | Coal and wood yards—ice dealers: | | | | |
| Shoe stores: | | | | | Number of yards..... | 4 | 4 | ----- | ----- |
| Number of stores..... | 8 | 6 | 2 | ----- | Annual net sales..... | \$242,760 | \$242,760 | ----- | ----- |
| Annual net sales..... | \$128,150 | (x) | (x) | ----- | Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- |
| Per cent of total sales..... | 100.00 | (x) | (x) | ----- | Drug stores: | | | | |
| Furniture stores: | | | | | Number of stores..... | 22 | 21 | ----- | 1 |
| Number of stores..... | 5 | 5 | ----- | ----- | Annual net sales..... | \$564,170 | (x) | ----- | (x) |
| Annual net sales..... | \$215,188 | \$215,188 | ----- | ----- | Per cent of total sales..... | 100.00 | (x) | ----- | (x) |
| Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | Hardware stores: | | | | |
| Radio and music stores: | | | | | Number of stores..... | 9 | 8 | 1 | ----- |
| Number of stores..... | 4 | 4 | ----- | ----- | Annual net sales..... | \$175,644 | (x) | (x) | ----- |
| Annual net sales..... | \$190,005 | \$190,005 | ----- | ----- | Per cent of total sales..... | 100.00 | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | 100.00 | ----- | ----- | Jewelry stores: | | | | |
| Grocery stores (without meats): | | | | | Number of stores..... | 6 | 5 | 1 | ----- |
| Number of stores..... | 46 | 33 | ----- | 13 | Annual net sales..... | \$107,311 | (x) | (x) | ----- |
| Annual net sales..... | \$1,147,287 | \$336,991 | ----- | \$760,296 | Per cent of total sales..... | 100.00 | (x) | (x) | ----- |
| Per cent of total sales..... | 100.00 | 33.73 | ----- | 66.27 | | | | | |

CENSUS OF DISTRIBUTION

TABLE 51.—COMBINED CITIES—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

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

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..... | 4,429 | 4,194 | 13,182 | 2,739 | \$17,614,853 | \$669,673 | \$17,651,755 | \$24,248,460 | \$172,388,730 | 100.00 |
| Food group..... | 1,232 | 1,236 | 2,199 | 621 | 2,614,229 | 145,639 | 3,066,964 | 1,977,460 | 41,263,928 | 23.93 |
| Candy and confectionery stores..... | 162 | 184 | 157 | 63 | 136,528 | 16,127 | 231,689 | 83,310 | 1,538,631 | .89 |
| Dairy products stores ¹ | 37 | 31 | 289 | 10 | 423,750 | 1,799 | 447,600 | 30,460 | 3,225,436 | 1.87 |
| Delicatessen stores..... | 10 | 12 | 13 | 7 | 19,025 | 1,655 | 18,546 | 9,100 | 181,817 | .10 |
| Fruit stores and vegetable markets..... | 34 | 35 | 81 | 23 | 88,030 | 5,873 | 149,352 | 39,960 | 1,437,830 | .84 |
| Grocery stores (without meats)..... | 490 | 469 | 595 | 277 | 659,854 | 56,931 | 878,028 | 900,620 | 14,456,416 | 8.39 |
| Combination stores (groceries and meats)..... | 309 | 339 | 517 | 183 | 642,269 | 45,725 | 699,426 | 649,480 | 12,450,388 | 7.22 |
| Meat markets (including sea foods)..... | 154 | 176 | 365 | 75 | 553,197 | 16,767 | 495,031 | 155,730 | 7,359,204 | 4.27 |
| Bakeries—caterers..... | 28 | 33 | 58 | 11 | 55,685 | 2,512 | 53,216 | 11,420 | 386,996 | .22 |
| Other food stores..... | 8 | 7 | 25 | 2 | 34,991 | 760 | 33,106 | 25,060 | 218,110 | .13 |
| General stores..... | 21 | 19 | 130 | 11 | 141,273 | 1,730 | 100,807 | 332,760 | 2,062,254 | 1.20 |
| General merchandise group..... | 151 | 82 | 2,291 | 692 | 2,426,131 | 120,611 | 2,650,249 | 4,497,600 | 22,247,061 | 12.91 |
| Department stores..... | 37 | 6 | 1,401 | 310 | 1,568,914 | 81,685 | 1,774,808 | 2,821,840 | 14,285,241 | 8.29 |
| Dry goods stores—piece goods stores..... | 32 | 24 | 236 | 59 | 273,421 | 11,286 | 274,757 | 613,740 | 2,205,116 | 1.28 |
| General merchandise stores..... | 39 | 40 | 128 | 35 | 165,059 | 5,485 | 159,287 | 671,580 | 1,976,950 | 1.15 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 43 | 12 | 516 | 168 | 414,746 | 22,453 | 441,397 | 480,440 | 3,778,784 | 2.19 |
| Automotive group..... | 715 | 567 | 2,300 | 246 | 3,551,250 | 86,815 | 3,493,241 | 3,594,640 | 38,739,419 | 22.47 |
| Motor vehicle dealers (new and used)..... | 187 | 177 | 1,454 | 77 | 2,294,934 | 31,028 | 2,285,630 | 2,627,170 | 26,697,200 | 15.49 |
| Automobile dealers with farm implements and machinery..... | 3 | 1 | 64 | 7 | 100,375 | 750 | 68,526 | 137,420 | 704,237 | .41 |
| Accessories, tires, and batteries..... | 114 | 109 | 222 | 36 | 306,049 | 12,191 | 343,221 | 424,150 | 2,726,044 | 1.68 |
| Filling stations..... | 302 | 144 | 383 | 87 | 585,933 | 29,150 | 609,553 | 280,280 | 7,268,169 | 4.22 |
| Motor cycles, bicycles, and supplies..... | 8 | 10 | 5 | 5 | 7,883 | 1,374 | 6,252 | 10,250 | 75,617 | .04 |
| Garages and repair shops..... | 104 | 129 | 172 | 34 | 262,111 | 12,316 | 185,059 | 160,420 | 1,259,152 | .73 |
| Apparel group..... | 452 | 259 | 1,065 | 342 | 1,565,877 | 79,216 | 1,997,442 | 3,982,309 | 13,915,440 | 8.07 |
| Men's and boys' clothing and furnishings stores..... | 112 | 97 | 221 | 77 | 400,998 | 20,742 | 671,823 | 1,659,480 | 4,458,300 | 2.58 |
| Family clothing stores—men's, women's, children's..... | 28 | 20 | 94 | 14 | 138,707 | 3,243 | 193,541 | 316,880 | 1,114,272 | .65 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 79 | 56 | 325 | 82 | 367,560 | 19,137 | 502,793 | 517,810 | 3,539,841 | 2.05 |
| Women's accessories stores..... | 84 | 55 | 147 | 49 | 161,098 | 10,551 | 191,655 | 201,470 | 1,075,067 | .63 |
| Other apparel stores..... | 37 | 35 | 87 | 7 | 114,073 | 2,156 | 51,242 | 41,290 | 385,928 | .22 |
| Shoe stores..... | 113 | 87 | 221 | 113 | 353,441 | 23,387 | 486,389 | 1,215,870 | 3,342,032 | 1.94 |
| Furniture and household group..... | 225 | 161 | 737 | 107 | 1,144,069 | 28,641 | 1,204,043 | 2,167,250 | 6,825,447 | 5.12 |
| Furniture stores..... | 82 | 71 | 285 | 36 | 492,354 | 10,173 | 688,391 | 1,312,900 | 4,659,256 | 2.70 |
| Floor coverings, draperies, curtains, and upholstery stores..... | 5 | 5 | 18 | 4 | 28,050 | 361 | 18,614 | 54,750 | 147,570 | .09 |
| Household appliances stores..... | 46 | 18 | 205 | 22 | 301,435 | 7,379 | 186,381 | 325,010 | 1,724,840 | 1.00 |
| Other home furnishings and appliances stores..... | 16 | 19 | 8 | 7 | 8,813 | 1,792 | 24,607 | 32,000 | 100,747 | .08 |
| Radio and music stores..... | 79 | 78 | 221 | 38 | 314,277 | 8,336 | 286,050 | 471,990 | 2,163,034 | 1.25 |
| Restaurants, cafeterias, and eating places..... | 535 | 615 | 663 | 165 | 962,127 | 39,148 | 833,821 | 138,819 | 5,732,421 | 3.32 |
| Restaurants, cafeterias, and lunch rooms..... | 198 | 241 | 789 | 119 | 657,466 | 29,136 | 611,743 | 66,180 | 3,782,258 | 2.19 |
| Lunch counters, refreshment stands, etc..... | 348 | 374 | 194 | 46 | 204,661 | 10,012 | 327,088 | 72,639 | 1,950,563 | 1.13 |
| Lumber and building group..... | 244 | 224 | 1,463 | 106 | 2,265,544 | 42,041 | 1,420,893 | 2,319,100 | 15,105,699 | 8.76 |
| Lumber and building material dealers..... | 77 | 39 | 647 | 64 | 1,140,681 | 30,765 | 892,326 | 1,677,380 | 10,155,299 | 5.80 |
| Electrical shops (without radio)..... | 21 | 23 | 32 | 6 | 66,751 | 1,533 | 35,802 | 41,480 | 346,435 | .20 |
| Heating and plumbing shops..... | 94 | 169 | 508 | 26 | 806,769 | 6,193 | 341,599 | 356,610 | 3,466,802 | 2.01 |
| Paint and glass stores..... | 52 | 56 | 196 | 11 | 281,703 | 3,530 | 148,156 | 243,630 | 1,137,073 | .66 |
| Other retail stores..... | 505 | 611 | 2,127 | 542 | 2,923,369 | 118,135 | 2,820,941 | 5,248,150 | 24,251,190 | 14.07 |
| Hardware stores..... | 80 | 77 | 334 | 50 | 539,069 | 18,655 | 459,861 | 1,355,710 | 4,151,298 | 2.41 |
| Hardware and farm implement stores..... | 23 | 23 | 66 | 3 | 96,831 | 960 | 95,328 | 283,800 | 1,116,826 | .65 |
| Farmers' supplies..... | 64 | 68 | 138 | 21 | 142,485 | 3,490 | 138,437 | 347,720 | 2,644,250 | 1.48 |
| Book stores..... | 10 | 9 | 39 | 14 | 35,356 | 1,211 | 37,110 | 116,700 | 301,518 | .17 |
| Cigar stores and cigar stands..... | 94 | 103 | 115 | 93 | 133,334 | 20,790 | 98,369 | 216,976 | 1,430,514 | .86 |
| Coal and wood yard—ice dealers..... | 71 | 66 | 434 | 52 | 653,471 | 17,911 | 489,259 | 427,800 | 4,513,289 | 2.62 |
| Drug stores..... | 140 | 131 | 378 | 85 | 574,398 | 26,192 | 577,734 | 1,067,639 | 4,742,652 | 2.75 |
| Florists..... | 51 | 57 | 182 | 38 | 229,273 | 4,042 | 188,051 | 113,220 | 806,725 | .52 |
| Gift shops, novelties, and toys..... | 10 | 14 | 7 | 7 | 7,231 | 1,169 | 7,231 | 14,160 | 101,970 | .06 |
| Jewelry stores..... | 73 | 74 | 125 | 45 | 213,565 | 7,946 | 240,863 | 796,390 | 1,496,671 | .87 |
| Luggage and leather goods stores..... | 9 | 9 | 7 | 1 | 7,657 | 569 | 16,089 | 45,660 | 115,611 | .07 |
| Music stores (without radio)..... | 7 | 5 | 10 | 2 | 15,114 | 280 | 15,614 | 38,230 | 73,887 | .04 |
| News dealers..... | 25 | 13 | 71 | 69 | 44,695 | 3,854 | 49,712 | 30,430 | 404,800 | .24 |
| Office, school, and store supplies and equipment dealers..... | 16 | 14 | 32 | 4 | 53,137 | 770 | 50,144 | 82,390 | 385,507 | .22 |
| Opticians and optometrists..... | 9 | 9 | 5 | 2 | 7,207 | 185 | 17,572 | 11,860 | 93,144 | .05 |
| Sporting goods stores, including athletic and playground equipment..... | 15 | 19 | 15 | 3 | 16,325 | 837 | 29,069 | 59,700 | 264,647 | .15 |
| Stationers and printers..... | 5 | 12 | 7 | 8 | 7,347 | 709 | 9,113 | 24,730 | 73,617 | .04 |
| Miscellaneous classifications (combined)..... | 106 | 114 | 161 | 45 | 217,150 | 8,756 | 251,844 | 314,980 | 1,494,835 | .87 |
| Secondhand stores..... | 27 | 34 | 29 | 9 | 33,711 | 2,494 | 27,613 | 60,330 | 264,721 | .15 |

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

RETAIL DISTRIBUTION IN WISCONSIN: 1929

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TABLE 52.—COMBINED CITIES—RETAIL DISTRIBUTION, BY TYPES OF OPERATION
ALL CITIES OF 10,000 TO 30,000 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 | 4,435 | 4,134 | 13,182 | 2,730 | \$17,211,320 | \$398,875 | \$17,611,755 | \$24,245,465 | \$17,392,739 | 100.00 |
| Single-store independents | 3,700 | 4,051 | 9,504 | 1,960 | 12,856,378 | 489,149 | 12,527,049 | 18,600,563 | 125,866,746 | 73.01 |
| 2-store independents | 135 | 97 | 769 | 130 | 1,071,710 | 37,857 | 1,001,298 | 1,324,470 | 9,451,928 | 5.48 |
| 3-store independents | 59 | 29 | 216 | 39 | 365,849 | 9,995 | 355,557 | 446,210 | 3,547,150 | 2.05 |
| Local chains | 144 | 12 | 583 | 107 | 814,256 | 21,874 | 555,260 | 741,450 | 7,962,645 | 4.62 |
| Sectional chains | 159 | | 667 | 86 | 785,158 | 16,082 | 1,142,367 | 1,294,080 | 10,498,159 | 6.07 |
| National chains | 173 | | 1,149 | 456 | 1,342,632 | 85,588 | 1,355,056 | 1,517,770 | 13,130,731 | 7.62 |
| Direct selling (house-to-house) | 5 | 4 | 46 | 1 | 43,655 | 250 | 15,419 | 11,980 | 141,497 | .08 |
| Leased departments—Independently operated | 5 | 2 | 15 | 7 | 27,210 | 559 | 19,659 | 51,510 | 160,365 | .09 |
| Leased-department chains | 19 | | 41 | 9 | 60,569 | 1,327 | 71,929 | 32,400 | 367,742 | .22 |
| Utility-operated retail stores | 15 | | 89 | 8 | 193,147 | 3,681 | 87,525 | 177,530 | 822,434 | .44 |
| Manufacturer-controlled chains | 12 | | 65 | | 102,062 | | 32,270 | 63,000 | 264,623 | .15 |
| Other types of operation | 2 | 8 | 5 | 7 | 8,294 | 410 | 11,155 | 16,830 | 109,627 | .06 |

TABLE 53.—COMBINED CITIES—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION
ALL CITIES OF 10,000 TO 30,000 POPULATION COMBINED

[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 | Local multi-units, including local chains | Sectional and national chains | Other types |
|---|--------------|---------------------------|---|-------------------------------|-------------|
| Department stores: | | | | | |
| Number of stores | 37 | 29 | 3 | 14 | |
| Annual net sales | \$14,285,211 | \$8,228,242 | \$1,122,865 | \$6,934,134 | |
| Per cent of total sales | 100.00 | 43.60 | 7.86 | 48.54 | |
| Variety, 5-and-10, and 10-a-dollar stores: | | | | | |
| Number of stores | 43 | 11 | 1 | 31 | |
| Annual net sales | \$3,778,784 | (x) | (x) | \$3,592,273 | |
| Per cent of total sales | 100.00 | (x) | (x) | 95.06 | |
| Men's and boys' clothing and furnishings stores: | | | | | |
| Number of stores | 112 | 100 | 7 | 5 | |
| Annual net sales | \$4,458,300 | \$3,785,842 | \$518,133 | \$154,325 | |
| Per cent of total sales | 100.00 | 84.92 | 11.62 | 3.46 | |
| Family clothing stores—men's, women's and children's: | | | | | |
| Number of stores | 25 | 16 | 6 | 5 | 1 |
| Annual net sales | \$1,114,272 | \$625,545 | \$222,368 | \$179,216 | \$86,113 |
| Per cent of total sales | 100.00 | 56.23 | 19.95 | 16.08 | 7.73 |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | |
| Number of stores | 79 | 49 | 18 | 8 | 4 |
| Annual net sales | \$3,539,841 | \$2,068,312 | \$734,725 | \$517,800 | \$228,044 |
| Per cent of total sales | 100.00 | 58.14 | 20.76 | 14.63 | 6.47 |
| Shoe stores: | | | | | |
| Number of stores | 113 | 74 | 15 | 20 | 4 |
| Annual net sales | \$3,342,032 | \$1,869,670 | \$671,418 | \$731,557 | \$69,387 |
| Per cent of total sales | 100.00 | 55.94 | 20.09 | 21.89 | 2.08 |
| Furniture stores: | | | | | |
| Number of stores | 82 | 68 | 2 | 12 | |
| Annual net sales | \$4,659,236 | \$3,665,119 | (x) | (x) | |
| Per cent of total sales | 100.00 | 78.66 | (x) | (x) | |
| Radio and music stores: | | | | | |
| Number of stores | 79 | 72 | 5 | 2 | |
| Annual net sales | \$2,163,034 | \$1,892,574 | (x) | (x) | |
| Per cent of total sales | 100.00 | 87.49 | (x) | (x) | |
| Grocery stores (without meats): | | | | | |
| Number of stores | 490 | 404 | 33 | 53 | |
| Annual net sales | \$14,450,416 | \$9,482,827 | \$1,501,473 | \$3,412,116 | |
| Per cent of total sales | 100.00 | 65.60 | 10.80 | 23.60 | |
| Combination stores (groceries and meats): | | | | | |
| Number of stores | 309 | 271 | 15 | 23 | |
| Annual net sales | \$12,450,383 | \$9,233,521 | \$944,101 | \$2,272,760 | |
| Per cent of total sales | 100.00 | 74.16 | 7.58 | 18.26 | |
| Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores | 105 | 180 | 8 | 1 | |
| Annual net sales | \$3,782,258 | \$3,547,494 | (x) | (x) | |
| Per cent of total sales | 100.00 | 93.79 | (x) | (x) | |
| Cigar stores and cigar stands: | | | | | |
| Number of stores | 94 | 88 | 3 | 3 | |
| Annual net sales | \$1,480,544 | \$1,317,821 | \$85,293 | \$74,430 | |
| Per cent of total sales | 100.00 | 89.01 | 5.90 | 5.03 | |
| Filling stations: | | | | | |
| Number of stations | 302 | 138 | 78 | 86 | |
| Annual net sales | \$7,263,169 | \$2,933,477 | \$2,525,680 | \$1,809,000 | |
| Per cent of total sales | 100.00 | 40.36 | 34.75 | 24.89 | |
| Coal and wood yards—ice dealers: | | | | | |
| Number of yards | 71 | 70 | 1 | | |
| Annual net sales | \$4,513,289 | (x) | (x) | | |
| Per cent of total sales | 100.00 | (x) | (x) | | |
| Drug stores: | | | | | |
| Number of stores | 140 | 124 | 15 | 1 | |
| Annual net sales | \$4,742,652 | \$3,966,336 | (x) | (x) | |
| Per cent of total sales | 100.00 | 83.63 | (x) | (x) | |
| Hardware stores: | | | | | |
| Number of stores | 80 | 70 | 10 | | |
| Annual net sales | \$1,151,298 | \$868,974 | \$482,324 | | |
| Per cent of total sales | 100.00 | 85.83 | 41.86 | | |
| Jewelry stores: | | | | | |
| Number of stores | 73 | 72 | 1 | | |
| Annual net sales | \$1,496,671 | (x) | (x) | | |
| Per cent of total sales | 100.00 | (x) | (x) | | |

CENSUS OF DISTRIBUTION

TABLE 54.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED

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..... | 23,123 | 21,035 | 28,534 | 9,077 | \$22,533,574 | \$1,950,412 | \$20,310,733 | \$24,402,370 | \$163,904,312 | 106.09 |
| Food group..... | 2,855 | 3,911 | 3,321 | 1,377 | 8,603,625 | 301,193 | 5,024,575 | 4,857,670 | 76,375,241 | 12.25 |
| Candy and confectionery stores..... | 667 | 734 | 310 | 271 | 247,477 | 40,107 | 519,907 | 322,630 | 4,599,508 | .98 |
| Dairy products stores ¹ | 97 | 104 | 159 | 30 | 149,227 | 7,093 | 218,067 | 51,010 | 1,830,216 | .40 |
| Delicatessen stores..... | 5 | 5 | 1 | 2 | 657 | 110 | 5,520 | 4,740 | 42,846 | .01 |
| Fruit stores and vegetable markets..... | 31 | 29 | 30 | 16 | 36,848 | 4,281 | 50,768 | 27,620 | 608,554 | .12 |
| Grocery stores (without meats)..... | 1,429 | 1,407 | 1,050 | 533 | 1,191,933 | 113,861 | 1,623,726 | 2,521,330 | 28,147,604 | 5.99 |
| Combination stores (groceries and meats)..... | 697 | 775 | 961 | 239 | 1,155,682 | 69,757 | 1,375,340 | 1,356,680 | 24,248,526 | 5.16 |
| Meat markets (including sea foods)..... | 570 | 650 | 596 | 100 | 752,577 | 41,465 | 931,579 | 1,465,080 | 14,695,310 | 3.13 |
| Bakeries—caterers..... | 150 | 169 | 297 | 60 | 283,747 | 13,617 | 264,890 | 109,130 | 2,057,885 | .44 |
| Other food stores..... | 9 | 8 | 7 | 6 | 10,481 | 1,212 | 8,763 | 12,850 | 97,793 | .02 |
| General stores..... | 2,244 | 2,502 | 3,325 | 513 | 3,409,657 | 182,118 | 4,244,108 | 18,678,520 | 75,122,524 | 15.99 |
| General merchandise group..... | 464 | 385 | 2,279 | 718 | 2,473,716 | 127,639 | 2,432,250 | 7,528,750 | 27,633,031 | 5.55 |
| Department stores..... | 57 | 21 | 639 | 221 | 1,145,143 | 43,658 | 940,322 | 2,648,710 | 11,265,612 | 2.40 |
| Dry goods stores—piece goods stores..... | 100 | 109 | 259 | 61 | 297,271 | 17,250 | 334,319 | 1,308,100 | 3,207,202 | .70 |
| General merchandise stores..... | 147 | 125 | 675 | 222 | 678,496 | 43,893 | 720,048 | 2,781,620 | 9,639,250 | 2.10 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 100 | 150 | 409 | 184 | 352,806 | 22,848 | 437,561 | 730,320 | 3,630,937 | .75 |
| Automotive group..... | 4,137 | 4,263 | 6,070 | 1,335 | 8,221,873 | 360,033 | 7,866,001 | 11,781,090 | 108,186,019 | 23.02 |
| Motor vehicle dealers (new and used)..... | 1,230 | 1,452 | 3,635 | 506 | 5,085,913 | 157,092 | 4,689,790 | 7,949,160 | 67,442,169 | 14.35 |
| Automobile dealers with farm implements and machinery..... | 92 | 99 | 363 | 51 | 550,614 | 15,825 | 493,251 | 1,243,460 | 6,005,262 | 1.47 |
| Accessories, tires, and batteries..... | 220 | 249 | 180 | 67 | 208,136 | 15,212 | 312,701 | 478,020 | 2,843,975 | .60 |
| Filling stations..... | 1,648 | 1,320 | 1,234 | 407 | 1,570,680 | 90,394 | 1,610,259 | 1,175,770 | 22,564,958 | 4.80 |
| Motor cycles, bicycles, and supplies..... | 5 | 5 | 1 | 1 | 192 | 192 | 1,782 | 2,250 | 9,355 | .00 |
| Garages and repair shops..... | 934 | 1,109 | 646 | 294 | 787,329 | 79,018 | 734,574 | 913,400 | 8,304,495 | 1.78 |
| Other automotive establishments..... | 8 | 9 | 12 | 9 | 15,109 | 1,400 | 17,643 | 19,030 | 115,815 | .02 |
| Apparel group..... | 1,020 | 1,030 | 882 | 356 | 1,021,271 | 77,664 | 1,649,630 | 5,858,620 | 15,234,446 | 3.24 |
| Men's and boys' clothing and furnishing stores..... | 240 | 245 | 266 | 112 | 382,248 | 22,462 | 639,929 | 2,545,770 | 5,542,195 | 1.18 |
| Family clothing stores—men's, women's, children's..... | 79 | 82 | 131 | 34 | 159,498 | 10,299 | 213,816 | 915,820 | 2,205,994 | .47 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 164 | 117 | 112 | 63 | 129,221 | 15,069 | 218,969 | 471,930 | 2,183,290 | .46 |
| Women's accessories stores..... | 209 | 223 | 94 | 49 | 88,366 | 8,433 | 128,379 | 270,160 | 1,125,580 | .24 |
| Other apparel stores..... | 85 | 92 | 87 | 14 | 70,745 | 2,829 | 74,465 | 87,020 | 496,586 | .11 |
| Shoe stores..... | 303 | 321 | 192 | 84 | 242,193 | 18,772 | 374,072 | 1,567,920 | 3,680,801 | .78 |
| Furniture and household group ¹ | 754 | 785 | 936 | 310 | 1,248,565 | 69,973 | 1,779,068 | 4,272,660 | 15,374,968 | 3.27 |
| Furniture stores..... | 428 | 478 | 461 | 165 | 656,538 | 34,002 | 1,219,248 | 3,277,930 | 10,106,805 | 2.15 |
| Household appliances stores..... | 95 | 42 | 197 | 44 | 253,439 | 13,223 | 199,010 | 432,270 | 2,183,943 | .46 |
| Other home furnishings and appliances stores..... | 19 | 13 | 2 | 2 | 2,414 | 300 | 7,051 | 18,820 | 60,709 | .01 |
| Radio and music stores..... | 220 | 251 | 276 | 99 | 336,154 | 22,453 | 362,589 | 543,610 | 3,033,361 | .65 |
| Restaurants, cafeterias, and eating places..... | 2,781 | 2,952 | 2,091 | 596 | 1,612,631 | 168,658 | 2,342,450 | 670,760 | 15,724,352 | 3.35 |
| Restaurants, cafeterias, and lunch rooms..... | 1,042 | 1,160 | 1,556 | 587 | 1,132,000 | 108,437 | 1,202,201 | 378,580 | 8,977,995 | 1.91 |
| Lunch counters, refreshment stands, etc..... | 1,739 | 1,822 | 515 | 587 | 480,631 | 59,621 | 1,140,249 | 292,180 | 6,746,357 | 1.44 |
| Lumber and building group..... | 1,189 | 685 | 3,151 | 738 | 4,622,462 | 202,428 | 3,970,459 | 10,930,320 | 47,580,468 | 10.19 |
| Lumber and building material dealers..... | 765 | 419 | 2,423 | 493 | 3,552,452 | 134,399 | 3,414,863 | 10,154,890 | 42,452,440 | 9.03 |
| Electrical shops (without radio)..... | 71 | 84 | 101 | 21 | 119,471 | 8,442 | 108,008 | 150,000 | 887,998 | .19 |
| Heating and plumbing shops..... | 212 | 243 | 452 | 187 | 652,574 | 49,037 | 365,216 | 469,540 | 3,702,126 | .79 |
| Paint and glass stores..... | 82 | 92 | 175 | 35 | 197,965 | 9,950 | 85,372 | 162,890 | 837,895 | .18 |
| Other retail stores..... | 3,585 | 4,235 | 4,853 | 2,413 | 3,914,991 | 449,710 | 6,088,278 | 19,731,030 | 87,722,985 | 18.87 |
| Hardware stores..... | 590 | 700 | 943 | 290 | 1,270,853 | 77,607 | 1,227,725 | 4,821,090 | 14,241,736 | 3.03 |
| Hardware and farm implement stores..... | 617 | 738 | 949 | 331 | 1,213,854 | 74,986 | 1,358,016 | 5,152,210 | 20,206,877 | 4.32 |
| Farmers' supplies..... | 762 | 721 | 951 | 341 | 1,204,347 | 85,093 | 1,468,770 | 3,409,190 | 27,437,832 | 5.84 |
| Book stores..... | 12 | 12 | 18 | 8 | 13,447 | 1,160 | 15,485 | 59,850 | 178,786 | .04 |
| Cigar stores and cigar stands..... | 349 | 398 | 158 | 175 | 199,463 | 36,647 | 355,090 | 167,310 | 2,457,908 | .52 |
| Coal and wood yards—ice dealers..... | 201 | 224 | 463 | 600 | 505,133 | 57,028 | 472,949 | 371,000 | 4,097,082 | .87 |
| Drug stores..... | 560 | 596 | 696 | 313 | 854,949 | 67,670 | 1,088,685 | 3,176,060 | 11,073,176 | 2.36 |
| Florists..... | 34 | 32 | 67 | 15 | 67,588 | 2,847 | 71,718 | 47,550 | 313,519 | .07 |
| Gifts—novelties and toys—cameras..... | 47 | 49 | 43 | 30 | 34,531 | 4,473 | 53,402 | 143,220 | 381,712 | .08 |
| Jewelry stores..... | 308 | 335 | 145 | 65 | 191,726 | 10,471 | 337,804 | 1,288,160 | 2,040,061 | .46 |
| Luggage and leather goods stores..... | 4 | 4 | 2 | 1 | 2,380 | 104 | 3,357 | 20,650 | 31,252 | .01 |
| Music stores (without radio)..... | 15 | 18 | 10 | 3 | 9,512 | 735 | 13,084 | 41,490 | 108,306 | .02 |
| News dealers..... | 34 | 30 | 78 | 61 | 49,945 | 5,964 | 40,950 | 25,490 | 389,562 | .08 |
| Office, school, and store supplies and equipment dealers..... | 6 | 5 | 4 | 2 | 4,261 | 343 | 6,852 | 11,540 | 47,651 | .01 |
| Opticians and optometrists..... | 3 | 3 | | | | | 2,967 | 2,760 | 16,289 | .00 |
| Sporting goods stores, including athletic and playground equipment..... | 18 | 20 | 9 | 7 | 7,973 | 890 | 20,593 | 60,230 | 165,807 | .04 |
| Stationers and printers..... | 6 | 6 | 5 | 1 | 5,940 | 500 | 9,301 | 14,370 | 66,514 | .02 |
| Miscellaneous classifications (combined)..... | 316 | 338 | 282 | 110 | 279,074 | 23,192 | 404,470 | 912,560 | 3,778,225 | .80 |
| Secondhand stores..... | 53 | 61 | 32 | 18 | 39,449 | 4,481 | 47,914 | 86,450 | 345,378 | .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 WISCONSIN: 1929

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TABLE 55.—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..... | 20, 123 | 21, 035 | 26, 934 | 0, 077 | \$32, 333, 574 | \$1, 950, 412 | \$36, 519, 732 | \$34, 402, 370 | \$169, 904, 312 | 100. 00 |
| Single-store independents..... | 10, 228 | 18, 265 | 18, 877 | 6, 969 | 22, 425, 224 | 1, 476, 085 | 26, 238, 132 | 66, 887, 120 | 315, 857, 557 | 67. 22 |
| 2-store independents..... | 262 | 137 | 815 | 150 | 1, 080, 365 | 32, 925 | 848, 193 | 2, 498, 770 | 12, 355, 282 | 2. 63 |
| 3-store independents..... | 114 | 36 | 276 | 52 | 370, 575 | 11, 443 | 352, 367 | 841, 160 | 4, 063, 698 | . 83 |
| Local chains..... | 519 | 24 | 1, 412 | 239 | 1, 852, 345 | 54, 637 | 1, 750, 318 | 4, 291, 510 | 21, 954, 597 | 4. 65 |
| Sectional chains..... | 294 | ----- | 544 | 160 | 807, 731 | 19, 122 | 710, 136 | 1, 149, 239 | 9, 020, 836 | 1. 92 |
| National chains..... | 251 | ----- | 968 | 350 | 1, 183, 626 | 79, 012 | 1, 059, 066 | 1, 296, 260 | 14, 430, 910 | 3. 07 |
| Other types of operation: | | | | | | | | | | |
| Direct selling (house-to-house)..... | 15 | 14 | 1 | ----- | 1, 000 | ----- | 10, 349 | 8, 150 | 62, 655 | . 02 |
| Roadside markets and stands ¹ | 6 | 0 | 1 | ----- | 480 | ----- | 1, 223 | 610 | 11, 300 | ----- |
| Itinerant vendors..... | 4 | 4 | ----- | 2 | 73 | 73 | 1, 018 | 380 | 11, 235 | ----- |
| Industrial stores (including commis- saries)..... | 7 | 3 | 28 | 1 | 42, 160 | 250 | 22, 630 | 148, 370 | 792, 463 | . 17 |
| Leased-department chains..... | 4 | 2 | 4 | ----- | 2, 610 | ----- | 1, 881 | 1, 160 | 15, 869 | ----- |
| Utility-operated retail stores..... | 57 | 2 | 152 | 33 | 183, 358 | 10, 039 | 145, 724 | 352, 520 | 1, 506, 169 | . 32 |
| Manufacturer-controlled chains..... | 5 | 1 | 12 | 1 | 19, 932 | 249 | 7, 354 | 37, 030 | 105, 333 | . 02 |
| Cooperative stores ¹ | 62 | ----- | 184 | 42 | 259, 352 | 10, 371 | 193, 608 | 735, 130 | 4, 025, 846 | . 86 |
| Cooperative buying associations ¹ | 62 | ----- | 149 | 37 | 260, 161 | 10, 344 | 159, 070 | 422, 749 | 4, 084, 861 | . 87 |
| Retailers—country buyers ¹ | 2, 048 | 2, 342 | 2, 800 | 938 | 2, 989, 054 | 209, 749 | 3, 824, 935 | 14, 450, 400 | 69, 850, 765 | 14. 86 |
| Retailers—wholesalers ¹ | 182 | 104 | 710 | 140 | 912, 578 | 34, 412 | 960, 334 | 1, 187, 220 | 11, 793, 986 | 2. 51 |
| All other types..... | 3 | 5 | 1 | 14 | 2, 650 | 1, 650 | 3, 455 | 3, 610 | 17, 920 | ----- |

¹ These classifications used only in rural areas and cities having less than 10,000 inhabitants. These stores are usually independently operated.

CENSUS OF DISTRIBUTION

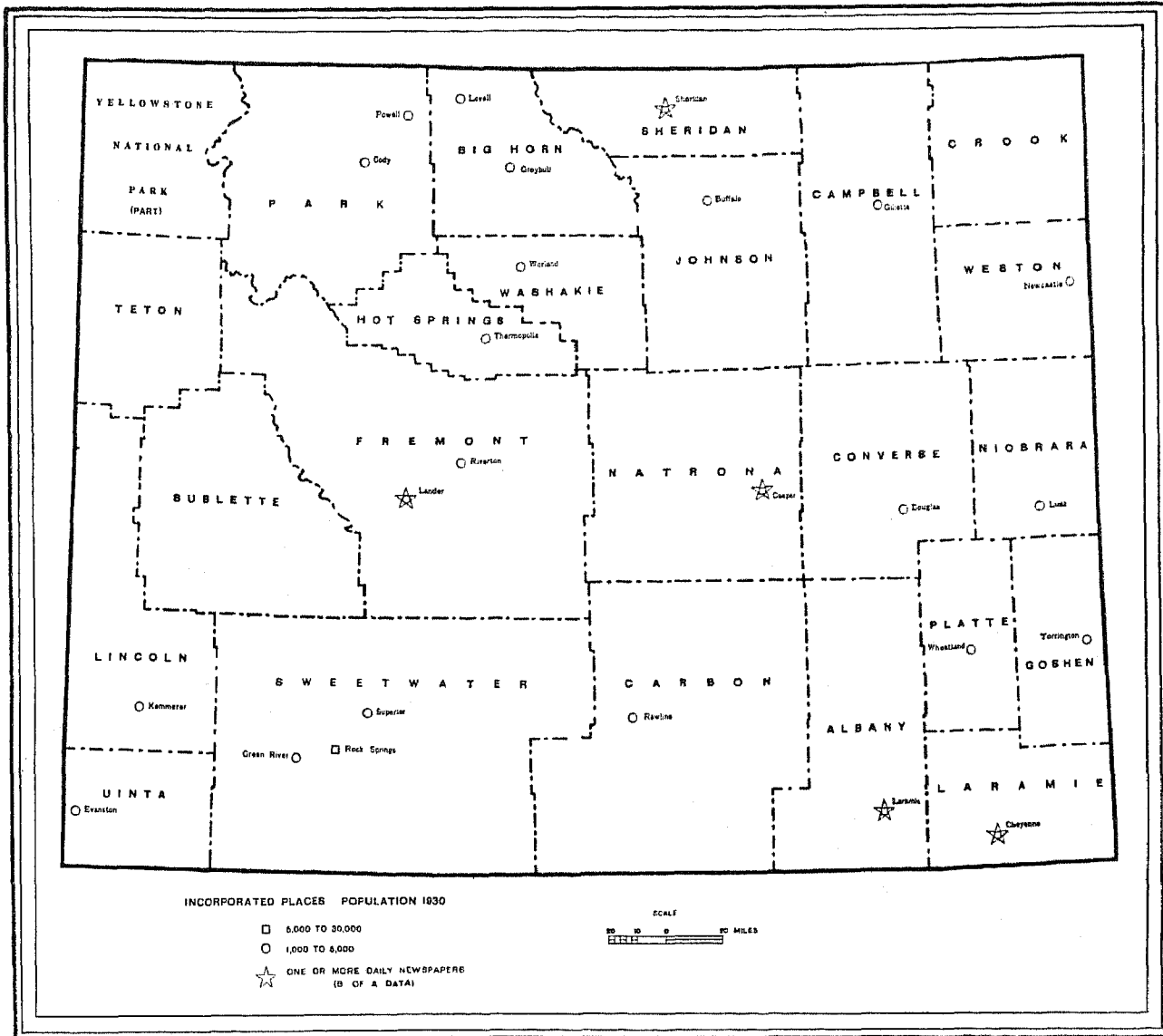
TABLE 56.—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION

ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED

[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 inde- pendents | Local multi-units including local chains | Sectional and national chains | Other types |
|--|--------------|--------------------------------|--|----------------------------------|-------------|
| Department stores: | | | | | |
| Number of stores..... | 57 | 21 | 9 | 20 | 7 |
| Annual net sales..... | \$11,295,612 | \$3,798,671 | \$2,841,743 | \$2,778,427 | \$1,876,771 |
| Per cent of total sales..... | 100.00 | 33.63 | 25.16 | 24.60 | 16.61 |
| Variety, 5-and-10, and 10-dollar stores: | | | | | |
| Number of stores..... | 160 | 109 | 11 | 38 | 2 |
| Annual net sales..... | \$3,530,937 | \$1,344,309 | \$186,239 | \$1,063,038 | \$87,351 |
| Per cent of total sales..... | 100.00 | 38.07 | 5.27 | 55.60 | 1.06 |
| Men's and boys' clothing and furnishings stores: | | | | | |
| Number of stores..... | 240 | 221 | 11 | 7 | 1 |
| Annual net sales..... | \$5,542,195 | \$5,001,744 | \$363,253 | \$179,198 | \$8,000 |
| Per cent of total sales..... | 100.00 | 90.25 | 6.37 | 3.23 | .15 |
| Family clothing stores—men's, women's, and children's: | | | | | |
| Number of stores..... | 79 | 64 | 13 | — | 2 |
| Annual net sales..... | \$2,205,994 | \$1,854,617 | \$311,933 | — | \$30,444 |
| Per cent of total sales..... | 100.00 | 84.07 | 14.14 | — | 1.70 |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | |
| Number of stores..... | 104 | 99 | 5 | — | — |
| Annual net sales..... | \$2,183,240 | \$2,069,637 | \$83,653 | — | — |
| Per cent of total sales..... | 100.00 | 96.17 | 3.83 | — | — |
| Shoe stores: | | | | | |
| Number of stores..... | 303 | 290 | 9 | — | 4 |
| Annual net sales..... | \$3,050,801 | \$3,449,903 | \$155,675 | — | \$75,233 |
| Per cent of total sales..... | 100.00 | 93.73 | 4.23 | — | 2.04 |
| Furniture stores: | | | | | |
| Number of stores..... | 428 | 412 | 10 | 1 | 5 |
| Annual net sales..... | \$10,106,865 | \$9,711,063 | \$226,035 | (x) | (x) |
| Per cent of total sales..... | 100.00 | 96.08 | 2.24 | (x) | (x) |
| Radio and music stores: | | | | | |
| Number of stores..... | 220 | 215 | 3 | — | 2 |
| Annual net sales..... | \$3,033,361 | \$2,871,945 | \$108,139 | — | \$53,277 |
| Per cent of total sales..... | 100.00 | 94.68 | 3.56 | — | 1.76 |
| Grocery stores (without meats): | | | | | |
| Number of stores..... | 1,429 | 908 | 41 | 131 | 349 |
| Annual net sales..... | \$28,147,004 | \$13,133,335 | \$1,379,381 | \$6,733,792 | \$6,901,036 |
| Per cent of total sales..... | 100.00 | 46.66 | 4.90 | 23.02 | 24.52 |
| Combination stores (groceries and meats): | | | | | |
| Number of stores..... | 697 | 471 | 13 | 40 | 173 |
| Annual net sales..... | \$24,248,526 | \$13,332,436 | \$1,080,086 | \$3,850,120 | \$5,979,884 |
| Per cent of total sales..... | 100.00 | 54.98 | 4.46 | 15.90 | 24.66 |
| Restaurants, cafeterias, and lunch rooms: | | | | | |
| Number of stores..... | 1,042 | 1,038 | 1 | 3 | — |
| Annual net sales..... | \$8,977,995 | \$8,926,672 | (x) | (x) | (x) |
| Per cent of total sales..... | 100.00 | 99.43 | (x) | (x) | (x) |
| Cigar stores and cigar stands: | | | | | |
| Number of stores..... | 349 | 345 | 4 | — | — |
| Annual net sales..... | \$2,457,908 | \$2,436,658 | \$21,250 | — | — |
| Per cent of total sales..... | 100.00 | 99.13 | .87 | — | — |
| Filling stations: | | | | | |
| Number of stations..... | 1,648 | 1,146 | 237 | 216 | 40 |
| Annual net sales..... | \$22,564,958 | \$11,729,446 | \$4,403,140 | \$4,006,048 | \$2,426,324 |
| Per cent of total sales..... | 100.00 | 51.98 | 19.52 | 17.75 | 10.75 |
| Coal and wood yards—ice dealers: | | | | | |
| Number of yards..... | 201 | 186 | 1 | 1 | 13 |
| Annual net sales..... | \$4,097,082 | \$3,789,897 | (x) | (x) | (x) |
| Per cent of total sales..... | 100.00 | 92.50 | (x) | (x) | (x) |
| Drug stores: | | | | | |
| Number of stores..... | 560 | 542 | 15 | — | 3 |
| Annual net sales..... | \$11,073,178 | \$10,537,476 | \$405,222 | — | \$70,478 |
| Per cent of total sales..... | 100.00 | 95.16 | 3.66 | — | .64 |
| Hardware stores: | | | | | |
| Number of stores..... | 590 | 574 | 9 | — | 7 |
| Annual net sales..... | \$14,241,736 | \$13,695,636 | \$289,048 | — | \$257,052 |
| Per cent of total sales..... | 100.00 | 96.17 | 2.03 | — | 1.80 |
| Jewelry stores: | | | | | |
| Number of stores..... | 308 | 307 | — | — | 1 |
| Annual net sales..... | \$2,640,061 | \$2,569,513 | — | — | \$70,548 |
| Per cent of total sales..... | 100.00 | 97.33 | — | — | 2.67 |

WYOMING



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THE STATE

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13 } These tables, showing sales analyzed by kind of busi-
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withdrawn from the State reports in this volume,
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RETAIL DISTRIBUTION IN WYOMING: 1929

1457

TABLE 1.—THE STATE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS

NUMBER OF STORES, PERSONNEL, PAY ROLL, 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 (See Table 15 for commodity analysis) | 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 | 2,983 | 2,963 | 6,718 | 1,038 | \$3,669,049 | \$266,167 | \$17,957,660 | \$103,437,254 | 100.00 |
| Food group | 553 | 594 | 832 | 144 | 1,136,653 | 32,740 | 1,420,030 | 18,182,267 | 17.58 |
| Candy and confectionery stores: | | | | | | | | | |
| Candy stores—nut stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Confectionery stores (candy and fountain)..... | 71 | 83 | 69 | 19 | 71,051 | 2,980 | 94,220 | 950,837 | .92 |
| Dairy products dealers: | | | | | | | | | |
| Dairy products stores (including ice cream)..... | 4 | 4 | 7 | 1 | 10,345 | 211 | 1,650 | 160,824 | .16 |
| Egg and poultry dealers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Milk dealers ¹ | 8 | 17 | 30 | 1 | 48,897 | 200 | 2,560 | 270,540 | .26 |
| Delectessen stores..... | 6 | 11 | 26 | 3 | 24,689 | 840 | 19,080 | 224,610 | .22 |
| Fruit stores and vegetable markets..... | 3 | 3 | 4 | 1 | 700 | 100 | 1,950 | 26,150 | .03 |
| Grocery stores (without meats)..... | 223 | 216 | 254 | 41 | 239,723 | 6,435 | 636,550 | 6,736,556 | 6.51 |
| Combination stores: | | | | | | | | | |
| Grocery stores with meats..... | 113 | 118 | 193 | 42 | 300,019 | 10,025 | 372,390 | 5,056,478 | 4.89 |
| Meat markets with groceries..... | 49 | 55 | 107 | 16 | 157,907 | 6,191 | 191,950 | 2,496,913 | 2.41 |
| Meat markets (including sea food): | | | | | | | | | |
| Fish markets—sea foods..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Meat markets..... | 47 | 52 | 83 | 9 | 121,859 | 3,227 | 66,360 | 1,729,548 | 1.67 |
| Bakeries—bakery goods stores..... | 23 | 28 | 51 | 8 | 59,087 | 2,558 | 32,000 | 429,145 | .42 |
| Other food stores: | | | | | | | | | |
| Farm products stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Bottled waters and beverages..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| General stores | 268 | 274 | 741 | 88 | 1,120,238 | 18,952 | 3,423,500 | 16,187,732 | 15.65 |
| General stores—groceries with apparel..... | 15 | 16 | 16 | 1 | 17,050 | 180 | 60,530 | 313,680 | .30 |
| General stores—groceries with dry goods..... | 94 | 100 | 194 | 28 | 285,784 | 6,422 | 758,140 | 4,640,272 | 4.50 |
| General stores—groceries with other merchandise..... | 159 | 158 | 531 | 59 | 817,404 | 13,350 | 2,604,550 | 11,224,780 | 10.85 |
| General merchandise group² | 32 | 49 | 540 | 124 | 686,670 | 24,448 | 1,666,200 | 7,287,506 | 7.03 |
| Department stores: | | | | | | | | | |
| With food departments..... | 5 | 4 | 54 | 5 | 100,420 | 525 | 289,110 | 1,042,244 | 1.01 |
| Without food departments..... | 13 | 16 | 164 | 60 | 242,630 | 13,764 | 617,750 | 2,669,283 | 2.58 |
| Dry-goods stores..... | 21 | 22 | 89 | 5 | 100,279 | 600 | 403,550 | 1,236,567 | 1.19 |
| General merchandise stores: | | | | | | | | | |
| With food department..... | 3 | 4 | 21 | 1 | 41,010 | 600 | 63,970 | 397,583 | .38 |
| Without food departments..... | 21 | 5 | 70 | 30 | 107,710 | 6,458 | 350,000 | 1,237,377 | 1.20 |
| Variety, 5-and-10, and to-a-dollar stores..... | 17 | 12 | 130 | 18 | 84,566 | 3,102 | 124,450 | 760,770 | .74 |
| Automotive group | 635 | 656 | 1,504 | 147 | 2,369,653 | 43,664 | 2,840,510 | 26,905,015 | 26.01 |
| Motor-vehicle dealers: | | | | | | | | | |
| Automobile salesrooms—new and trade-in..... | 169 | 143 | 677 | 35 | 1,667,395 | 15,943 | 2,023,090 | 18,714,682 | 18.09 |
| Used-car establishments (including trucks)..... | 4 | 6 | 7 | 2 | 9,400 | 416 | 10,850 | 100,628 | .10 |
| Automobile dealers with farm implements and machinery..... | 9 | 17 | 23 | 1 | 32,780 | 300 | 117,500 | 550,801 | .53 |
| Accessories, tires, and batteries: | | | | | | | | | |
| Accessory stores with tires and batteries..... | 13 | 16 | 31 | 5 | 51,319 | 505 | 102,210 | 406,211 | .48 |
| Battery and ignition shops—brake repair shops..... | 22 | 24 | 26 | 3 | 27,592 | 1,147 | 39,760 | 240,261 | .23 |
| Tire shops (including tire repairs)..... | 28 | 30 | 31 | 5 | 48,824 | 980 | 98,060 | 577,444 | .56 |
| Filling stations: | | | | | | | | | |
| Filling stations—gasoline and oil..... | 86 | 70 | 99 | 13 | 130,267 | 4,177 | 57,660 | 1,541,874 | 1.49 |
| Filling stations with tires and accessories..... | 83 | 97 | 98 | 35 | 123,751 | 8,859 | 157,700 | 1,990,872 | 1.93 |
| Filling stations with other merchandise..... | 64 | 75 | 39 | 20 | 36,963 | 3,470 | 55,350 | 701,104 | .68 |
| Motor cycles, bicycles, and supplies: | | | | | | | | | |
| Bicycles, motor cycles, and supplies stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Garages and repair shops: | | | | | | | | | |
| Body, fender, and paint shops..... | 6 | 6 | 9 | 1 | 13,245 | 300 | 3,650 | 51,706 | .05 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 138 | 169 | 161 | 28 | 224,682 | 7,867 | 175,300 | 1,907,132 | 1.86 |
| Radiator shops (including repairs)..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Apparel group | 214 | 208 | 327 | 45 | 470,267 | 11,833 | 1,926,480 | 5,354,797 | 5.18 |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | |
| Men's and boys' clothing stores..... | 9 | 10 | 2 | 1 | 2,550 | 100 | 88,160 | 153,684 | .15 |
| Men's furnishings stores..... | 13 | 12 | 9 | 2 | 15,716 | 225 | 100,180 | 293,175 | .28 |
| Men's clothing and furnishings stores..... | 44 | 44 | 83 | 10 | 133,888 | 2,972 | 792,310 | 1,858,457 | 1.79 |
| Clothing stores—men's, women's, and children's..... | 18 | 12 | 30 | 6 | 67,066 | 1,785 | 349,700 | 651,956 | .63 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 57 | 57 | 86 | 13 | 121,107 | 3,218 | 327,280 | 1,470,319 | 1.42 |
| Women's accessories stores: | | | | | | | | | |
| Corset and lingerie shops..... | 4 | 5 | 3 | 1 | 3,084 | 100 | 8,900 | 42,699 | .04 |
| Furriers—fur shops..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Hosiery shops..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Millinery stores..... | 13 | 16 | 5 | 3 | 4,321 | 744 | 12,000 | 82,530 | .08 |
| Other apparel stores: | | | | | | | | | |
| Children's specialty shops..... | 4 | 4 | 4 | 1 | 7,431 | 300 | 15,640 | 67,847 | .07 |
| Custom tailors..... | 21 | 22 | 25 | 1 | 23,479 | 30 | 29,950 | 134,065 | .13 |
| Infants' wear shops..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Shoe stores—men's, women's, and children's..... | 26 | 23 | 34 | 9 | 60,651 | 2,199 | 198,040 | 618,176 | .51 |

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.

CENSUS OF DISTRIBUTION

TABLE 1.—THE STATE—RETAIL DISTRIBUTION BY KINDS OF BUSINESS—Continued

NUMBER OF STORES, PERSONNEL, PAY ROLL, 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 (See Table 15 for commodity analysis) | 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 |
| Furniture and household group | 133 | 69 | 355 | 66 | \$523, 153 | \$13, 672 | \$1, 196, 790 | \$1, 315, 787 | 4. 17 |
| Furniture stores: | | | | | | | | | |
| Furniture stores..... | 29 | 27 | 83 | 6 | 151, 557 | 1, 699 | 379, 890 | 1, 311, 646 | 1. 27 |
| Furniture and undertaker..... | 8 | 9 | 15 | 4 | 23, 322 | 1, 450 | 123, 740 | 348, 312 | . 33 |
| Furniture and hardware stores..... | 25 | 19 | 61 | 7 | 94, 241 | 2, 250 | 319, 040 | 972, 008 | . 64 |
| Floor coverings, draperies, curtains, and upholstery stores: | | | | | | | | | |
| Draperies, curtains, and upholstery stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Household appliances stores: | | | | | | | | | |
| Household appliances stores (electrical)..... | 15 | 2 | 63 | 2 | 120, 532 | 25 | 73, 230 | 404, 005 | . 30 |
| Household appliances stores..... | 9 | (x) | 19 | 5 | 41, 034 | 687 | 71, 040 | 249, 050 | . 24 |
| Other home furnishings and appliances stores: | | | | | | | | | |
| Brushes and brooms..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Picture and framing stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Awnings, flags, banners, window shades, and tents..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Radio and music stores: | | | | | | | | | |
| Radio and electrical shops..... | 27 | 20 | 19 | 36 | 23, 176 | 5, 346 | 82, 920 | 289, 261 | . 28 |
| Radio and musical instrument stores..... | 15 | 9 | 55 | 5 | 72, 000 | 1, 421 | 134, 330 | 644, 459 | . 62 |
| Restaurants, cafeterias, and eating places | 393 | 891 | 943 | 61 | 924, 522 | 12, 000 | 115, 590 | 4, 952, 780 | 4. 79 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | |
| Lunch rooms..... | 129 | 142 | 161 | 21 | 124, 066 | 4, 354 | 20, 350 | 922, 784 | . 69 |
| Restaurants with table service (including 2 cafeterias)..... | 193 | 161 | 701 | 27 | 710, 094 | 4, 209 | 64, 470 | 3, 466, 208 | 3. 35 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | |
| Refreshment stands..... | 6 | 7 | 10 | 1 | 7, 144 | 2 | 6, 240 | 40, 310 | . 05 |
| Fountain-lunches..... | 7 | 8 | 23 | 5 | 27, 133 | 1, 432 | 7, 910 | 126, 920 | . 12 |
| Lunch counters..... | 25 | 26 | 33 | 6 | 35, 763 | 1, 603 | 6, 250 | 207, 742 | . 20 |
| Soft-drink stands..... | 37 | 44 | 15 | 1 | 20, 322 | 200 | 10, 370 | 179, 816 | . 18 |
| Lumber and building group | 183 | 98 | 622 | 91 | 1, 089, 344 | 32, 451 | 2, 102, 880 | 7, 781, 856 | 7. 52 |
| Lumber and building material dealers: | | | | | | | | | |
| Lumber and building material dealers..... | 36 | 21 | 103 | 17 | 184, 116 | 8, 228 | 583, 760 | 2, 091, 462 | 2. 02 |
| Lumber and hardware..... | 60 | 13 | 329 | 35 | 507, 565 | 10, 868 | 1, 298, 520 | 4, 068, 722 | 3. 93 |
| Roofing..... | 4 | 4 | 4 | 1 | 6, 396 | 300 | 2, 200 | 33, 098 | . 03 |
| Electrical shops (without radio): | 15 | 14 | 34 | 15 | 92, 383 | 4, 674 | 36, 440 | 374, 618 | . 36 |
| Heating and plumbing shops: | | | | | | | | | |
| Heating appliances and oil burners..... | 3 | | 5 | | 19, 125 | | 11, 040 | 53, 327 | . 05 |
| Plumbing shops—heating and ventilating..... | 32 | 34 | 113 | 19 | 217, 030 | 7, 371 | 102, 370 | 906, 821 | . 88 |
| Paint and glass stores..... | 13 | 12 | 34 | 4 | 53, 729 | 1, 110 | 68, 760 | 263, 808 | . 25 |
| Other retail stores | 574 | 576 | 843 | 268 | 1, 279, 539 | 75, 530 | 3, 012, 710 | 12, 343, 838 | 11. 93 |
| Hardware stores..... | 32 | 34 | 52 | 9 | 83, 949 | 1, 392 | 361, 530 | 859, 056 | . 83 |
| Hardware and farm-Implement stores: | | | | | | | | | |
| Farm implement, machinery, and equipment dealers..... | 17 | 17 | 20 | 5 | 29, 513 | 1, 035 | 107, 290 | 581, 836 | . 56 |
| Farm-Implement dealers with hay, grain, and feed..... | 7 | 6 | 11 | 1 | 19, 006 | 420 | 46, 420 | 841, 088 | . 33 |
| Hardware and farm-Implement stores..... | 25 | 17 | 59 | 3 | 91, 852 | 650 | 353, 200 | 1, 039, 273 | 1. 00 |
| Farmers' supplies: | | | | | | | | | |
| Feed stores (hour, feed, grain, fertilizer)..... | 15 | 12 | 14 | 2 | 22, 827 | 600 | 61, 180 | 732, 286 | . 71 |
| Harness shops..... | 15 | 14 | 8 | 2 | 13, 320 | 460 | 71, 440 | 134, 407 | . 10 |
| Coal and feed stores..... | 3 | 3 | 3 | 2 | 3, 050 | 250 | 9, 430 | 92, 950 | . 09 |
| Feed stores with groceries..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Bookstores and cigar stands: | | | | | | | | | |
| Cigar stores and cigar stands..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores with fountains..... | 5 | 5 | 12 | | 16, 335 | | 14, 240 | 126, 535 | . 12 |
| Cigar stands..... | 78 | 97 | 61 | 29 | 84, 287 | 10, 977 | 47, 150 | 731, 261 | . 71 |
| Cigar stores without fountains..... | 39 | 42 | 44 | 4 | 54, 615 | 1, 234 | 47, 300 | 381, 510 | . 37 |
| Coal and wood yards—ice dealers: | | | | | | | | | |
| Coal and wood yards..... | 27 | 31 | 74 | 10 | 128, 514 | 3, 099 | 25, 490 | 818, 092 | . 79 |
| Ice dealers..... | 12 | 11 | 8 | 4 | 16, 800 | 860 | 15, 970 | 63, 219 | . 06 |
| Drug stores: | | | | | | | | | |
| Drug stores..... | 54 | 48 | 95 | 17 | 139, 918 | 4, 706 | 394, 110 | 1, 429, 963 | 1. 38 |
| Drug stores with fountains..... | 70 | 75 | 174 | 26 | 228, 578 | 6, 668 | 631, 190 | 2, 346, 928 | 2. 27 |
| Florists..... | 21 | 22 | 16 | 9 | 17, 741 | 2, 731 | 25, 690 | 163, 077 | . 15 |
| Gift shops, novelties, and toys: | | | | | | | | | |
| Toy shops..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Art and gift shops..... | 8 | 11 | 5 | 1 | 3, 018 | 30 | 19, 880 | 44, 143 | . 04 |
| Novelty and souvenir shops..... | 22 | 10 | 6 | 71 | 32, 498 | 22, 800 | 87, 520 | 278, 927 | . 27 |
| Jewelry stores: | | | | | | | | | |
| Jewelry stores (installment credit)..... | 9 | 8 | 8 | 1 | 14, 893 | 327 | 63, 550 | 142, 239 | . 14 |
| Jewelry stores..... | 36 | 36 | 44 | 13 | 71, 689 | 2, 550 | 314, 810 | 599, 373 | . 58 |
| Luggage and leather-goods stores..... | 3 | 3 | | | | | 4, 200 | 14, 300 | . 01 |
| Monuments and tombstones..... | 4 | 4 | 7 | | 14, 139 | | 38, 860 | 75, 694 | . 07 |
| News dealers..... | 11 | 11 | 16 | 44 | 15, 963 | 9, 519 | 32, 800 | 220, 282 | . 21 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | |
| Office and school supplies..... | 3 | 1 | 13 | | 20, 624 | | 10, 980 | 64, 194 | . 06 |
| Office and store mechanical-appliance dealers (retail)..... | 3 | | 18 | 1 | 39, 842 | 525 | 15, 050 | 155, 420 | . 15 |
| Typewriter dealers..... | 5 | 5 | 6 | 1 | 9, 697 | 392 | 11, 060 | 64, 800 | . 06 |
| Opticians and optometrists..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Sporting-goods stores, including athletic and playground equipment: | | | | | | | | | |
| Sporting goods, specialty stores..... | 3 | 4 | | 1 | 300 | 300 | 15, 160 | 33, 633 | . 03 |
| Sporting-goods stores with toys and stationery..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Stationers and printers: | | | | | | | | | |
| Printers and lithographers..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Stationers and engravers..... | 5 | 1 | 12 | 2 | 20, 051 | 1, 000 | 66, 390 | 146, 394 | . 14 |
| Undertakers supplies (including some service)..... | 16 | 19 | 11 | 6 | 26, 942 | 1, 825 | 56, 520 | 253, 061 | . 25 |
| Miscellaneous classifications (combined)..... | 17 | 18 | 30 | 4 | 39, 352 | 1, 150 | 25, 550 | 190, 977 | . 18 |
| Secondhand stores | 23 | 28 | 7 | 4 | 8, 030 | 920 | 50, 890 | 165, 361 | . 16 |

RETAIL DISTRIBUTION IN WYOMING: 1929

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

| KIND OF BUSINESS | Number of stores | Total pay roll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (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 groups ¹ | 2,983 | \$9,669,040 | \$3,565,659 | \$13,534,728 | \$9,840,526 | 1,614 | \$2,098,645 | \$69,494,874 |
| Food group | 553 | 1,136,658 | 747,043 | 1,863,696 | 1,313,225 | 350 | 308,327 | 13,168,715 |
| Candy and confectionery stores: | | | | | | | | |
| Confectionery stores (candy and fountain) | 71 | 71,051 | 81,921 | 152,972 | 110,274 | 51 | 46,949 | 819,825 |
| Dairy products stores: | | | | | | | | |
| Dairy products stores (including ice cream) | 4 | 10,348 | 5,792 | 15,140 | 10,171 | 4 | 1,720 | 168,824 |
| Milk dealers | 8 | 48,897 | 27,251 | 70,148 | 37,064 | 5 | 5,520 | 131,839 |
| Delicatessen stores | 6 | 24,689 | 10,057 | 34,776 | 22,520 | 5 | 5,760 | 216,144 |
| Fruit stores and vegetable markets | 3 | 700 | 450 | 1,150 | 3,315 | 3 | 1,800 | 26,150 |
| Grocery stores (without meats) | 223 | 339,723 | 292,576 | 632,239 | 434,053 | 12 | 103,415 | 5,000,011 |
| Combination stores (groceries and meats): | | | | | | | | |
| Grocery stores with meats | 113 | 300,019 | 165,545 | 465,564 | 251,764 | 66 | 53,780 | 2,996,605 |
| Meat markets with groceries | 49 | 197,907 | 69,482 | 227,339 | 219,414 | 37 | 40,628 | 2,109,377 |
| Meat markets (including sea foods): | | | | | | | | |
| Meat markets | 47 | 121,859 | 67,163 | 189,022 | 145,864 | 38 | 32,720 | 1,411,713 |
| Bakeries—bakery goods stores (except manufacturing bakeries) | 23 | 59,057 | 25,576 | 84,663 | 53,593 | 14 | 14,295 | 224,804 |
| General stores | 298 | 1,120,238 | 400,058 | 1,520,296 | 934,910 | 104 | 115,688 | 6,777,320 |
| General stores—groceries with apparel | 15 | 17,050 | 16,846 | 33,846 | 14,425 | 2 | 669 | 63,856 |
| General stores—groceries with dry goods | 94 | 285,784 | 144,000 | 429,784 | 263,716 | 34 | 22,572 | 1,749,596 |
| General stores—groceries with other merchandise | 189 | 817,404 | 239,212 | 1,056,616 | 716,769 | 68 | 92,456 | 4,972,895 |
| General merchandise group | 82 | 658,670 | 56,210 | 743,839 | 709,119 | 71 | 177,554 | 6,262,438 |
| Department stores: | | | | | | | | |
| With food departments | 5 | 109,420 | | 109,420 | 94,998 | 3 | 10,730 | 640,596 |
| Without food departments | 13 | 242,530 | 5,580 | 248,110 | 238,106 | 12 | 54,896 | 2,445,282 |
| Dry goods stores | 21 | 106,279 | 26,114 | 132,393 | 137,449 | 19 | 38,657 | 1,229,870 |
| General merchandise stores: | | | | | | | | |
| With food departments | 3 | 41,010 | 7,812 | 48,822 | 21,353 | | | |
| Without food departments | 21 | 107,710 | 6,410 | 114,120 | 127,000 | 19 | 24,121 | 1,162,188 |
| Variety, 5-and-10, and to-a-dollar stores | 17 | 84,566 | 7,524 | 92,090 | 85,565 | 16 | 46,750 | 769,570 |
| Automotive group | 635 | 2,399,603 | 891,837 | 3,291,440 | 2,730,016 | 352 | 438,133 | 18,071,115 |
| Motor-vehicle dealers: | | | | | | | | |
| Automobile salesrooms—new and trade-in | 169 | 1,697,395 | 246,103 | 1,943,498 | 1,996,105 | 112 | 244,856 | 12,816,240 |
| Used-car establishments—including trucks | 4 | 9,400 | 7,698 | 17,098 | 9,155 | 3 | 3,162 | 91,825 |
| Automobile dealers with farm implements and machinery | 9 | 32,780 | 24,004 | 56,784 | 42,576 | 6 | 5,035 | 476,446 |
| Accessories, tires and batteries: | | | | | | | | |
| Accessory stores with tires and batteries | 19 | 51,319 | 26,224 | 77,543 | 64,631 | 14 | 14,354 | 374,547 |
| Battery and ignition shops—brake repair shops | 22 | 27,592 | 24,408 | 52,000 | 38,022 | 18 | 10,132 | 189,019 |
| Tire shops (including tire repairs) | 28 | 43,824 | 46,290 | 95,114 | 60,030 | 24 | 19,282 | 471,882 |
| Filling stations: | | | | | | | | |
| Filling stations—gasoline and oil | 86 | 139,267 | 59,180 | 219,447 | 103,938 | 39 | 26,799 | 874,798 |
| Filling stations with tires and accessories | 88 | 123,751 | 113,684 | 237,435 | 140,024 | 48 | 31,153 | 1,196,935 |
| Filling stations with other merchandise | 64 | 36,968 | 64,425 | 101,393 | 45,463 | 13 | 10,576 | 337,771 |
| Garages and repair shops: | | | | | | | | |
| Body, fender, and paint shops | 6 | 13,245 | 8,832 | 22,077 | 7,131 | 5 | 1,049 | 19,336 |
| Garages (repairs and storage, gasoline, oil, accessories) | 138 | 224,682 | 227,643 | 452,325 | 220,581 | 68 | 67,506 | 1,187,163 |
| Apparel group | 214 | 479,237 | 288,561 | 758,858 | 698,681 | 181 | 238,306 | 4,795,949 |
| Men's and boys' clothing and furnishings stores: | | | | | | | | |
| Men's and boys' clothing stores | 9 | 2,550 | 12,250 | 14,800 | 17,196 | 7 | 7,040 | 142,684 |
| Men's furnishings stores | 13 | 15,716 | 20,652 | 36,368 | 32,255 | 11 | 12,000 | 256,491 |
| Men's clothing and furnishings stores | 44 | 133,888 | 69,388 | 203,276 | 255,265 | 37 | 66,393 | 1,597,290 |
| Clothing stores—men's, women's, and children's | 18 | 67,066 | 20,088 | 87,154 | 88,513 | 16 | 26,120 | 570,029 |
| Women's ready-to-wear specialty shops—apparel and accessories | 57 | 121,107 | 78,147 | 199,254 | 182,827 | 49 | 69,349 | 1,382,991 |
| Women's accessories stores: | | | | | | | | |
| Corsets and lingerie shops | 4 | 3,084 | 5,140 | 8,224 | 5,346 | 4 | 2,892 | 42,699 |
| Millinery stores | 13 | 4,321 | 11,440 | 15,761 | 12,644 | 8 | 7,949 | 66,506 |
| Other apparel stores: | | | | | | | | |
| Children's specialty shops | 4 | 7,431 | 7,432 | 14,863 | 9,207 | 4 | 4,200 | 67,847 |
| Custom tailors | 21 | 23,479 | 20,592 | 44,071 | 27,656 | 19 | 13,964 | 108,346 |
| Shoe stores—men's, women's, and children's | 26 | 60,651 | 41,262 | 101,913 | 62,656 | 22 | 25,399 | 482,676 |
| Furniture and household group | 133 | 593,158 | 127,233 | 690,386 | 622,480 | 101 | 123,527 | 3,253,353 |
| Furniture stores: | | | | | | | | |
| Furniture stores | 29 | 154,557 | 49,734 | 204,291 | 199,289 | 23 | 43,945 | 986,734 |
| Furniture and undertaker | 8 | 23,322 | 13,122 | 36,444 | 38,645 | 4 | 13,390 | 190,897 |
| Furniture and hardware stores | 25 | 94,241 | 28,632 | 122,893 | 104,041 | 17 | 25,030 | 771,714 |
| Household appliances stores: | | | | | | | | |
| Household appliances stores (electric) | 15 | 120,532 | 2,904 | 123,436 | 93,129 | 14 | 8,590 | 345,060 |
| Household appliances stores | 9 | 41,084 | | 41,084 | 35,959 | 4 | 945 | 61,971 |
| Radio and music stores: | | | | | | | | |
| Radio and electrical shops | 27 | 23,176 | 18,760 | 41,936 | 28,455 | 21 | 5,634 | 215,016 |
| Radio and musical instruments stores | 15 | 72,000 | 11,547 | 83,547 | 113,212 | 13 | 22,310 | 684,895 |

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

CENSUS OF DISTRIBUTION

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

| KIND OF BUSINESS | Number of stores | Total payroll reported | Value of proprietors' services at same rate as that paid full-time employees | Total wage cost (including proprietors' services) | All other reported expenses (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 |
| Restaurants, cafeterias, and eating places..... | 303 | \$924,522 | \$370,564 | \$1,295,036 | \$597,649 | 223 | \$185,140 | \$4,044,654 |
| Restaurants, cafeterias and lunch rooms: | | | | | | | | |
| Lunch rooms..... | 120 | 124,066 | 105,648 | 229,714 | 90,083 | 80 | 42,255 | 636,118 |
| Restaurants with table service, including 2 cafeterias..... | 168 | 710,094 | 165,224 | 875,318 | 409,658 | 87 | 109,762 | 2,961,860 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | |
| Refreshment stands..... | 6 | 7,144 | 4,998 | 12,142 | 3,355 | 2 | 407 | 13,539 |
| Fountain-lunches..... | 7 | 27,133 | 8,536 | 36,069 | 19,436 | 7 | 10,280 | 126,920 |
| Lunch counters..... | 25 | 35,763 | 26,754 | 62,517 | 28,291 | 21 | 9,206 | 161,342 |
| Soft-drink stands..... | 37 | 29,322 | 59,604 | 79,326 | 37,826 | 26 | 23,140 | 144,875 |
| Lumber and building group..... | 163 | 1,050,344 | 275,992 | 1,358,336 | 711,647 | 92 | 48,311 | 4,013,065 |
| Lumber and building material dealers: | | | | | | | | |
| Lumber and building material dealers..... | 36 | 184,116 | 61,488 | 245,604 | 180,688 | 10 | 5,934 | 704,428 |
| Lumber and hardware..... | 60 | 507,565 | 90,600 | 598,165 | 361,249 | 26 | 8,616 | 1,968,243 |
| Roofing..... | 4 | 6,396 | 6,096 | 12,492 | 2,997 | 4 | 1,116 | 33,098 |
| Electrical shops (without radio)..... | 15 | 92,383 | 36,162 | 128,545 | 37,864 | 13 | 8,030 | 346,773 |
| Heating and plumbing shops: | | | | | | | | |
| Heating appliances and oil burners..... | 3 | 19,125 | 19,125 | 19,125 | 3,906 | 3 | 1,020 | 53,327 |
| Plumbing shops—heating and ventilating..... | 32 | 217,030 | 63,070 | 280,100 | 85,374 | 25 | 12,491 | 705,648 |
| Paint and glass stores..... | 13 | 53,729 | 18,576 | 72,305 | 39,569 | 11 | 11,104 | 261,848 |
| Other retail stores..... | 574 | 1,279,530 | 701,192 | 1,980,722 | 1,491,918 | 419 | 441,832 | 8,960,182 |
| Hardware stores..... | 32 | 83,940 | 53,092 | 137,041 | 101,090 | 22 | 28,212 | 578,987 |
| Hardware stores and farm implements: | | | | | | | | |
| Farm implements, machinery and equipment dealers..... | 17 | 29,513 | 24,208 | 53,721 | 41,012 | 9 | 4,499 | 381,053 |
| Farm implement dealers, with hay, grain and feed..... | 7 | 19,006 | 10,140 | 29,146 | 18,092 | 5 | 3,530 | 259,688 |
| Hardware and farm implement stores..... | 25 | 61,852 | 26,282 | 118,134 | 74,860 | 12 | 11,806 | 577,012 |
| Farmers' supplies: | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 15 | 22,827 | 19,056 | 41,883 | 37,191 | 7 | 2,402 | 171,233 |
| Harness shops..... | 15 | 13,320 | 22,512 | 35,832 | 24,241 | 9 | 6,820 | 115,663 |
| Coal and feed stores..... | 3 | 3,650 | 2,790 | 5,849 | 3,302 | 2 | 460 | 32,950 |
| Cigar stores and cigar stands: | | | | | | | | |
| Cigar stores with fountains..... | 5 | 16,338 | 6,810 | 23,148 | 14,274 | 5 | 7,860 | 126,535 |
| Cigar stands..... | 78 | 84,287 | 19,232 | 103,519 | 132,904 | 58 | 73,038 | 617,881 |
| Cigar stores without fountains..... | 39 | 54,615 | 56,946 | 105,561 | 56,598 | 33 | 34,805 | 360,313 |
| Coal and wood yards—ice dealers: | | | | | | | | |
| Coal and wood yards..... | 27 | 128,514 | 52,545 | 181,059 | 114,805 | 18 | 10,336 | 603,286 |
| Ice dealers..... | 12 | 16,866 | 21,934 | 38,740 | 8,932 | 7 | 1,185 | 34,659 |
| Drug stores: | | | | | | | | |
| Drug stores..... | 54 | 139,918 | 68,304 | 208,222 | 149,810 | 40 | 48,443 | 1,122,714 |
| Drug stores with fountains..... | 70 | 228,578 | 95,625 | 324,203 | 297,823 | 47 | 74,294 | 1,813,985 |
| Florists..... | 21 | 17,741 | 20,636 | 38,377 | 33,467 | 15 | 12,120 | 131,077 |
| Gift shops, novelties and toys: | | | | | | | | |
| Art and gift shops..... | 8 | 3,018 | 6,578 | 9,596 | 8,213 | 8 | 4,450 | 44,143 |
| Novelty and souvenir shops..... | 22 | 32,498 | 17,800 | 50,298 | 57,633 | 22 | 17,460 | 278,927 |
| Jewelry stores: | | | | | | | | |
| Jewelry stores (installment credit)..... | 9 | 14,883 | 14,560 | 29,443 | 20,271 | 9 | 6,879 | 142,239 |
| Jewelry stores..... | 36 | 71,689 | 56,556 | 128,245 | 85,393 | 29 | 35,919 | 522,347 |
| Luggage and leather goods stores..... | 3 | | | | 2,640 | 2 | 2,220 | 13,800 |
| Monuments and tombstones..... | 4 | 14,139 | 8,080 | 22,219 | 11,218 | 3 | 720 | 44,480 |
| News dealers..... | 11 | 15,963 | 4,433 | 20,396 | 25,336 | 11 | 9,917 | 220,282 |
| Office, school, and store supplies and equipment dealers: | | | | | | | | |
| Office and school supplies..... | 3 | 20,624 | 1,586 | 22,210 | 7,838 | 2 | 1,185 | 59,194 |
| Office and store mechanical appliance dealers (retail)..... | 3 | 39,842 | | 39,842 | 16,954 | 2 | 1,107 | 32,802 |
| Typewriter dealers..... | 5 | 9,697 | 7,755 | 17,452 | 13,368 | 5 | 3,443 | 64,800 |
| Sporting goods stores including athletic and playground equipment—Sporting goods, specialty stores..... | 3 | 300 | 6,960 | 6,300 | 4,415 | 3 | 2,460 | 33,633 |
| Stationers and printers—stationers and engravers..... | 5 | 20,051 | 1,588 | 21,639 | 24,780 | 5 | 10,140 | 143,394 |
| Undertakers' supplies (including some service)..... | 16 | 26,942 | 43,377 | 70,319 | 56,933 | 10 | 10,845 | 160,048 |
| Miscellaneous classifications (combined)..... | 17 | 29,852 | 31,891 | 71,743 | 30,405 | 13 | 8,797 | 128,872 |
| Secondhand stores..... | 28 | 8,030 | 16,908 | 25,028 | 30,881 | 21 | 11,717 | 147,453 |

RETAIL DISTRIBUTION IN WYOMING: 1929

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TABLE 3.—THE STATE—SEASONAL EMPLOYMENT CHARACTERISTICS

| KIND OF BUSINESS | Number of stores reporting seasonal variation data | TOTAL EMPLOYEES (full-time and part-time) | | PART-TIME EMPLOYEES (included in total column) | | PROPRIETORS AND FIRM MEMBERS | | SEASONAL VARIATION IN EMPLOYMENT | | | | | | | | | | | |
|--|--|---|-----------|--|-----------|------------------------------|-----------|--|------------|------------|-----------|---|-----------|-----------|-----------|-----------|-----------|-----------|--|
| | | Men | Women | Men | Women | Men | Women | Ratios at specified dates (Total full-time and part-time employees) 100 per cent represents year's 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) | | | | | | | |
| | | | | | | | | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | | | | |
| | | 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 | Per cent | | |
| All groups¹ | 2,077 | 73 | 27 | 67 | 33 | 89 | 11 | 94 | 108 | 102 | 98 | 11 | 13 | 11 | 15 | 11 | 12 | 15 | |
| Food group | 337 | 77 | 23 | 74 | 26 | 92 | 8 | 96 | 105 | 100 | 99 | 11 | 14 | 12 | 12 | 12 | 12 | 12 | |
| Food group..... | 337 | 77 | 23 | 74 | 26 | 92 | 8 | 96 | 105 | 100 | 99 | 11 | 14 | 12 | 12 | 12 | 12 | 12 | |
| Confectionery stores (candy and fountain)..... | 39 | 40 | 60 | 25 | 75 | 91 | 9 | 93 | 114 | 95 | 98 | 14 | 22 | 16 | 17 | 17 | 17 | 17 | |
| Milk dealers..... | 7 | 01 | 9 | | | 94 | 0 | 95 | 95 | 99 | 138 | | | | | | | | |
| Delicatessen stores..... | 5 | 54 | 46 | 100 | | 67 | 33 | 96 | 111 | 96 | 97 | 8 | 10 | 8 | 8 | 10 | 11 | 11 | |
| Grocery stores (without meats)..... | 105 | 76 | 24 | 81 | 19 | 90 | 10 | 95 | 105 | 99 | 101 | 8 | 12 | 10 | 10 | 11 | 11 | 11 | |
| Combination stores (groceries and meats): | | | | | | | | | | | | | | | | | | | |
| Grocery stores with meats..... | 78 | 57 | 13 | 83 | 17 | 93 | 7 | 97 | 103 | 101 | 99 | 17 | 17 | 17 | 17 | 15 | 15 | 15 | |
| Meat markets with groceries..... | 39 | 87 | 13 | 80 | 20 | 92 | 8 | 95 | 104 | 103 | 98 | 8 | 12 | 11 | 9 | 11 | 9 | 9 | |
| Meat markets..... | 34 | 95 | 5 | 100 | | 100 | | 95 | 106 | 100 | 96 | 6 | 10 | 8 | 8 | 6 | 6 | 6 | |
| Bakeries—bakery goods stores (except manufacturing bakeries)..... | 22 | 49 | 51 | 30 | 70 | 96 | 4 | 98 | 101 | 103 | 98 | 14 | 10 | 13 | 13 | 16 | 16 | 16 | |
| General stores..... | 218 | 75 | 25 | 52 | 48 | 87 | 13 | 95 | 102 | 101 | 102 | 8 | 9 | 7 | 7 | 9 | 9 | 9 | |
| General stores—groceries with apparel..... | 9 | 75 | 25 | | 100 | 78 | 22 | 94 | 112 | 100 | 94 | 7 | 6 | 6 | 7 | 7 | 7 | 7 | |
| General stores—groceries with dry goods..... | 59 | 60 | 31 | 58 | 42 | 88 | 12 | 96 | 101 | 98 | 105 | 9 | 9 | 5 | 14 | 14 | 14 | 14 | |
| General stores—groceries with other merchandise..... | 148 | 77 | 23 | 51 | 49 | 88 | 12 | 96 | 101 | 102 | 101 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | |
| General merchandise group..... | 69 | 36 | 64 | 25 | 75 | 73 | 22 | 93 | 97 | 100 | 110 | 13 | 13 | 15 | 21 | 21 | 21 | 21 | |
| Department stores: | | | | | | | | | | | | | | | | | | | |
| With food departments..... | 5 | 70 | 30 | 33 | 67 | | | 96 | 104 | 100 | 100 | 2 | 2 | 2 | 9 | 9 | 9 | 9 | |
| Without food departments..... | 12 | 49 | 51 | 24 | 76 | 75 | 25 | 92 | 95 | 104 | 113 | 23 | 25 | 29 | 37 | 37 | 37 | 37 | |
| Dry goods stores..... | 18 | 20 | 80 | | 100 | 63 | 37 | 94 | 96 | 102 | 108 | 1 | 1 | 2 | 3 | 3 | 3 | 3 | |
| General merchandise stores without food departments..... | 17 | 48 | 52 | 30 | 70 | 100 | | 86 | 95 | 103 | 110 | 24 | 26 | 26 | 29 | 29 | 29 | 29 | |
| Variety, 5-and-10, and to-a-dollar stores..... | 13 | 11 | 89 | 18 | 82 | 100 | | 96 | 96 | 98 | 110 | 5 | 4 | 5 | 10 | 10 | 10 | 10 | |
| Automotive group..... | 448 | 94 | 6 | 90 | 10 | 97 | 3 | 95 | 109 | 102 | 94 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | |
| Motor-vehicle dealers: | | | | | | | | | | | | | | | | | | | |
| Automobile salesrooms—new and trade-in..... | 159 | 93 | 7 | 96 | 4 | 99 | 1 | 98 | 106 | 101 | 95 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | |
| Used-car establishments—including trucks..... | 4 | 100 | | 100 | | 100 | | 93 | 134 | 120 | 53 | 14 | 20 | 11 | 25 | 25 | 25 | 25 | |
| Automobile dealers with farm implements, and machinery..... | 9 | 100 | | 100 | | 100 | | 101 | 109 | 97 | 93 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | |
| Accessories, tires, and batteries: | | | | | | | | | | | | | | | | | | | |
| Accessory stores with tires and batteries..... | 16 | 93 | 7 | 100 | 100 | 100 | | 96 | 112 | 99 | 93 | 3 | 15 | 10 | 4 | 4 | 4 | 4 | |
| Battery shops (including repairs)..... | 16 | 53 | 17 | 75 | 25 | 100 | | 59 | 100 | 107 | 104 | 8 | 11 | 10 | 11 | 11 | 11 | 11 | |
| Tire shops (including tire repairs)..... | 10 | 100 | | 100 | | 94 | 6 | 91 | 111 | 102 | 96 | 6 | 13 | 14 | 9 | 9 | 9 | 9 | |
| Filling stations: | | | | | | | | | | | | | | | | | | | |
| Filling stations—gasoline and oil..... | 52 | 100 | | 100 | | 97 | 3 | 92 | 105 | 104 | 99 | 9 | 8 | 8 | 8 | 8 | 8 | 8 | |
| Filling stations with tires and accessories..... | 57 | 94 | 6 | 82 | 18 | 93 | 7 | 85 | 122 | 106 | 87 | 22 | 25 | 27 | 24 | 24 | 24 | 24 | |
| Filling stations with other merchandise..... | 26 | 92 | 8 | 100 | | 88 | 12 | 93 | 117 | 100 | 70 | 37 | 24 | 26 | 25 | 25 | 25 | 25 | |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 85 | 96 | 4 | 89 | 11 | 96 | 4 | 90 | 114 | 104 | 92 | 13 | 15 | 14 | 11 | 11 | 11 | 11 | |
| Apparel group..... | 143 | 58 | 42 | 54 | 46 | 72 | 28 | 96 | 98 | 99 | 107 | 8 | 9 | 9 | 14 | 14 | 14 | 14 | |
| Men's and boys' clothing and furnishings stores: | | | | | | | | | | | | | | | | | | | |
| Men's furnishings stores..... | 8 | 82 | 18 | 100 | | 100 | | 81 | 100 | 100 | 109 | 10 | 9 | 9 | 17 | 17 | 17 | 17 | |
| Men's clothing and furnishings stores..... | 33 | 88 | 12 | 82 | 18 | 96 | 4 | 81 | 96 | 97 | 110 | 4 | 6 | 4 | 17 | 17 | 17 | 17 | |
| Clothing stores—Men's, women's and children's..... | 15 | 66 | 34 | 60 | 40 | 100 | | 95 | 102 | 98 | 105 | 7 | 11 | 12 | 15 | 15 | 15 | 15 | |
| Women's ready-to-wear specialty shops—apparel and accessories..... | 37 | 19 | 51 | 14 | 86 | 39 | 61 | 100 | 99 | 98 | 103 | 11 | 11 | 10 | 13 | 13 | 13 | 13 | |
| Millinery stores..... | 6 | 100 | | 100 | | 100 | | 108 | 92 | 92 | 108 | 43 | 33 | 33 | 43 | 43 | 43 | 43 | |
| Custom tailors..... | 13 | 64 | 36 | 100 | | 100 | | 97 | 101 | 105 | 97 | 16 | 15 | 4 | 4 | 4 | 4 | 4 | |
| Shoe stores—men's, women's and children's..... | 18 | 78 | 22 | 59 | 50 | 90 | 10 | 95 | 97 | 99 | 109 | 16 | 18 | 20 | 27 | 27 | 27 | | |

CENSUS OF DISTRIBUTION

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

| KIND OF BUSINESS | Number of stores reporting seasonal variation data | TOTAL EMPLOYEES (full-time and part-time) | | PART-TIME EMPLOYEES (included in total column) | | PROPRIETORS AND FIRM MEMBERS | | SEASONAL VARIATION IN EMPLOYMENT | | | | | | | |
|---|--|---|----------|--|----------|------------------------------|----------|--|----------|----------|----------|---|----------|----------|---------|
| | | Men | Women | Men | Women | Men | Women | Ratios at specified dates (Total full-time and part-time employees) 100 per cent represents year's 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) | | | |
| | | | | | | | | Apr. 15 | July 15 | Oct. 15 | Dec. 15 | Apr. 15 | July 15 | Oct. 15 | Dec. 15 |
| 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 | |
| Restaurants, cafeterias, and eating places..... | 196 | 46 | 54 | 35 | 65 | 77 | 23 | 95 | 109 | 102 | 94 | 4 | 5 | 4 | 4 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | | | | | | | |
| Lunch rooms..... | 67 | 39 | 61 | 29 | 71 | 70 | 30 | 94 | 110 | 104 | 92 | 10 | 12 | 10 | 10 |
| Restaurants with table service..... | 96 | 47 | 53 | 29 | 71 | 79 | 21 | 96 | 109 | 101 | 94 | 2 | 2 | 2 | 2 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | | | | | | | |
| Fountain-lunches..... | 7 | 59 | 41 | 75 | 25 | 78 | 22 | 102 | 106 | 98 | 94 | 15 | 18 | 15 | 20 |
| Lunch counters..... | 13 | 69 | 31 | 25 | 75 | 92 | 8 | 96 | 108 | 105 | 91 | 9 | 16 | 11 | 10 |
| Soft-drink stands..... | 8 | 88 | 12 | 100 | | 100 | | 103 | 103 | 103 | 91 | | | 11 | 13 |
| Lumber and building group..... | 146 | 95 | 5 | 95 | 5 | 96 | 4 | 86 | 118 | 108 | 90 | 23 | 21 | 20 | 18 |
| Lumber and building material dealers: | | | | | | | | | | | | | | | |
| Lumber and building material dealers..... | 29 | 96 | 4 | 92 | 8 | 91 | 9 | 96 | 113 | 108 | 83 | 52 | 45 | 40 | 42 |
| Lumber and hardware..... | 57 | 97 | 3 | 96 | 4 | 100 | | 77 | 123 | 108 | 92 | 9 | 11 | 10 | 6 |
| Electrical shops (without radio)..... | 14 | 83 | 17 | 90 | 10 | 92 | 8 | 78 | 116 | 114 | 92 | 23 | 27 | 24 | 22 |
| Plumbing shops—heating and ventilating..... | 28 | 94 | 6 | 100 | | 96 | 4 | 90 | 102 | 108 | 100 | 13 | 14 | 18 | 20 |
| Paint and glass stores..... | 12 | 93 | 7 | 100 | | 100 | | 111 | 114 | 89 | 86 | 7 | 7 | 9 | 9 |
| Other retail stores..... | 416 | 76 | 24 | 71 | 29 | 90 | 10 | 93 | 109 | 99 | 99 | 15 | 24 | 17 | 18 |
| Hardware stores..... | 22 | 90 | 10 | 80 | 20 | 82 | 18 | 97 | 106 | 93 | 104 | 13 | 16 | 7 | 12 |
| Hardware and farm implement stores: | | | | | | | | | | | | | | | |
| Farm implements, machinery and equipment dealers..... | 9 | 88 | 12 | 100 | | 100 | | 93 | 125 | 102 | 80 | 14 | 18 | 22 | 11 |
| Farm implement dealers with hay, grain, and feed..... | 6 | 100 | | 100 | | 100 | | 114 | 106 | 106 | 74 | 7 | 8 | 8 | 11 |
| Hardware and farm implement stores..... | 20 | 81 | 19 | 50 | 50 | 100 | | 104 | 102 | 97 | 97 | 2 | 5 | 2 | 2 |
| Farmers' supplies: | | | | | | | | | | | | | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 7 | 77 | 23 | 33 | 67 | 80 | 20 | 115 | 91 | 91 | 103 | 5 | 7 | 13 | 12 |
| Harness shops..... | 9 | 100 | | 100 | | 100 | | 82 | 130 | 94 | 94 | 14 | 18 | 13 | 13 |
| Cigar stores and cigar stands: | | | | | | | | | | | | | | | |
| Cigar stores with fountains..... | 5 | 100 | | 100 | | 100 | | 98 | 106 | 98 | 98 | | | | |
| Cigar stands..... | 44 | 94 | 6 | 100 | | 100 | | 97 | 92 | 105 | 106 | 29 | 27 | 33 | 33 |
| Cigar stores without fountains..... | 25 | 80 | 20 | 67 | 33 | 91 | 9 | 98 | 100 | 101 | 101 | 5 | 4 | 7 | 9 |
| Coal and wood yards—ice dealers: | | | | | | | | | | | | | | | |
| Coal and wood yards..... | 23 | 87 | 13 | 50 | 50 | 88 | 12 | 95 | 85 | 107 | 113 | 11 | 12 | 7 | 9 |
| Ice dealers..... | 9 | 92 | 8 | 100 | | 100 | | 69 | 122 | 113 | 96 | 13 | 21 | 15 | 27 |
| Drug stores: | | | | | | | | | | | | | | | |
| Drug stores..... | 44 | 70 | 30 | 40 | 60 | 79 | 21 | 95 | 107 | 98 | 100 | 13 | 15 | 13 | 14 |
| Drug stores with fountains..... | 61 | 57 | 43 | 44 | 56 | 90 | 10 | 91 | 109 | 101 | 99 | 7 | 12 | 9 | 8 |
| Florists..... | 14 | 39 | 61 | 50 | 50 | 64 | 36 | 115 | 106 | 87 | 92 | 30 | 30 | 18 | 20 |
| Novelty and souvenir shops..... | 18 | 51 | 49 | 18 | 82 | 100 | | 35 | 250 | 76 | 39 | | 84 | 46 | 5 |
| Jewelry stores: | | | | | | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 6 | 67 | 33 | 100 | | 100 | | 94 | 94 | 106 | 106 | | | 11 | 11 |
| Jewelry stores..... | 24 | 69 | 31 | 43 | 57 | 100 | | 90 | 88 | 98 | 124 | 7 | 7 | 14 | 21 |
| News dealers..... | 11 | 90 | 10 | 95 | 5 | 73 | 27 | 99 | 99 | 99 | 103 | 71 | 71 | 71 | 72 |
| Typewriter dealers..... | 5 | 83 | 17 | 100 | | 100 | | 100 | 100 | 100 | 100 | 14 | 14 | 14 | 14 |
| Stationers and engravers..... | 4 | 45 | 55 | | | | | 80 | 96 | 96 | 128 | | | | |
| Undertakers' supplies (including some service)..... | 10 | 93 | 7 | 100 | | 88 | 12 | 98 | 98 | 99 | 105 | 31 | 31 | 31 | 35 |
| Secondhand stores..... | 6 | 86 | 14 | 100 | | 100 | | 112 | 100 | 100 | 88 | 33 | 25 | 38 | 29 |

RETAIL DISTRIBUTION IN WYOMING: 1929

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TABLE 4A.—THE STATE—SALES BY SIZE OF BUSINESS

STORES WITH SALES OF LESS THAN \$200,000 GROUPED ACCORDING TO AMOUNT OF ANNUAL SALES

[Sales expressed in thousands of dollars]

| KIND OF BUSINESS | STATE TOTALS (includes Table 4B) | | STORES WITH ANNUAL SALES FROM \$100,000 TO \$199,999 | | STORES WITH ANNUAL SALES FROM \$50,000 TO \$99,999 | | STORES WITH ANNUAL SALES FROM \$30,000 TO \$49,999 | | STORES WITH ANNUAL SALES FROM \$20,000 TO \$29,999 | | STORES WITH ANNUAL SALES FROM \$10,000 TO \$19,999 | | STORES WITH ANNUAL SALES FROM \$5,000 TO \$9,999 | | STORES WITH ANNUAL SALES OF LESS THAN \$5,000 | |
|--|--|--------------|--|--------------|--|--------------|--|--------------|--|--------------|--|--------------|--|--------------|---|--------------|
| | 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 | Number of stores | Net sales | Number of stores | Net sales | Number of stores | Net sales |
| All groups ¹ | 2,983 | 103,437 | 170 | 22,538 | 378 | 25,918 | 432 | 16,565 | 322 | 7,879 | 579 | 8,141 | 441 | 3,189 | 607 | 1,514 |
| Per cent of total stores and sales..... | 100.0 | 100.0 | 5.70 | 21.79 | 12.67 | 25.06 | 14.48 | 16.01 | 10.80 | 7.62 | 19.41 | 7.87 | 14.78 | 3.03 | 20.35 | 1.46 |
| Food group..... | 553 | 13,162 | 25 | 3,364 | 91 | 6,292 | 26 | 3,295 | 57 | 1,423 | 105 | 1,455 | 84 | 695 | 101 | 244 |
| Candy and confectionery stores: Confectionery stores (candy and fountain)..... | 71 | 951 | | | 3 | 165 | 4 | 147 | 8 | 202 | 21 | 251 | 13 | 102 | 22 | 54 |
| Dairy products stores: Dairy products stores (including ice cream)..... | 4 | 167 | | | 2 | 120 | 1 | 28 | | | | | 1 | 9 | | |
| Milk dealers..... | 8 | 271 | | | 2 | 150 | 1 | 45 | 2 | 44 | 1 | 19 | 1 | 7 | 1 | 3 |
| Deli-caterers stores..... | 6 | 225 | | | 2 | 153 | 1 | 43 | | | | | 2 | 16 | | |
| Fruit stores and vegetable markets..... | 3 | 26 | | | | | | | | | 2 | 22 | | | 1 | 4 |
| Grocery stores (without meats)..... | 223 | 6,735 | 10 | 1,368 | 38 | 2,751 | 25 | 950 | 14 | 345 | 41 | 581 | 35 | 248 | 59 | 137 |
| Combination stores (groceries and meats): Grocery stores with meats..... | 113 | 5,056 | 8 | 967 | 24 | 1,091 | 22 | 843 | 16 | 307 | 14 | 267 | 16 | 114 | 11 | 28 |
| Meat markets with groceries..... | 49 | 2,497 | 6 | 569 | 11 | 682 | 19 | 738 | 5 | 132 | 5 | 66 | 1 | 6 | 2 | 4 |
| Meat markets (including sea foods): Meat markets..... | 47 | 1,730 | 1 | 160 | 9 | 550 | 8 | 306 | 8 | 187 | 10 | 145 | 7 | 53 | 3 | 5 |
| Bakeries—caterers: Bakeries—bakery goods stores (ex- cept manufacturing bakeries)..... | 23 | 429 | | | | | 5 | 182 | 3 | 86 | 8 | 117 | 6 | 39 | 1 | 5 |
| General stores..... | 298 | 16,188 | 27 | 3,748 | 53 | 3,472 | 67 | 2,552 | 35 | 658 | 56 | 842 | 24 | 172 | 24 | 63 |
| General stores—groceries with apparel..... | 15 | 314 | 1 | 108 | 1 | 50 | 2 | 69 | 1 | 20 | 3 | 39 | 2 | 15 | 5 | 13 |
| General stores—groceries with dry goods..... | 94 | 4,619 | 4 | 491 | 15 | 958 | 18 | 703 | 15 | 374 | 24 | 360 | 6 | 45 | 9 | 28 |
| General stores—groceries with other merchandise..... | 189 | 11,225 | 22 | 3,147 | 37 | 2,470 | 47 | 1,777 | 19 | 464 | 29 | 443 | 16 | 112 | 10 | 28 |
| General merchandise group..... | 82 | 7,287 | 19 | 2,649 | 26 | 1,902 | 4 | 164 | 3 | 73 | 10 | 141 | 10 | 78 | 3 | 4 |
| Department stores: With food departments..... | 5 | 1,012 | 3 | 426 | | | | | | | | | | | | |
| Without food departments..... | 13 | 2,560 | 8 | 1,055 | 1 | 80 | | | | | | | | | | |
| Dry goods stores—piece goods stores: Dry goods stores..... | 21 | 1,237 | 4 | 576 | 6 | 432 | 3 | 124 | 1 | 28 | 4 | 52 | 3 | 24 | | |
| General merchandise stores: With food departments..... | 3 | 398 | 1 | 171 | | | | | | | | | 1 | 6 | | |
| Without food departments..... | 21 | 1,237 | 1 | 100 | 15 | 1,006 | | | 1 | 25 | 2 | 31 | 2 | 15 | | |
| Variety, 5-and-10 and to-a-dollar stores..... | 17 | 761 | 2 | 311 | 4 | 324 | 1 | 40 | 1 | 25 | 2 | 24 | 4 | 33 | 3 | 4 |
| Automotive group..... | 635 | 26,905 | 47 | 6,189 | 65 | 4,625 | 61 | 3,155 | 72 | 1,713 | 101 | 1,445 | 79 | 561 | 162 | 412 |
| Motor-vehicle dealers: Automobile salesrooms—new and trade-in..... | 169 | 18,715 | 40 | 5,217 | 44 | 3,270 | 22 | 879 | 15 | 371 | 12 | 167 | 4 | 27 | 4 | 11 |
| Used car establishments including trucks..... | 4 | 101 | | | | | 1 | 42 | 2 | 50 | | | 1 | 9 | | |
| Automobile dealers with farm implements and machinery..... | 9 | 551 | 2 | 263 | 2 | 139 | 2 | 83 | 2 | 55 | 1 | 10 | | | | |
| Accessories, tires, and batteries: Accessory stores with tires and bat- teries..... | 18 | 496 | | | 2 | 121 | 4 | 167 | 6 | 141 | 3 | 48 | 3 | 19 | | |
| Battery and ignition shops—brake repair shops..... | 22 | 240 | | | | | 3 | 100 | 2 | 41 | 3 | 42 | 4 | 29 | 10 | 29 |
| Tire shops (including tire repairs)..... | 28 | 577 | | | 4 | 248 | 2 | 86 | 5 | 119 | 4 | 63 | 5 | 40 | 8 | 20 |
| Filling stations: Filling stations—gasoline and oil..... | 86 | 1,542 | 2 | 252 | 2 | 124 | 10 | 371 | 14 | 331 | 23 | 332 | 8 | 58 | 27 | 63 |
| Filling stations with tires and acces- sories..... | 88 | 2,000 | 1 | 155 | 5 | 326 | 20 | 563 | 15 | 342 | 17 | 226 | 13 | 93 | 17 | 55 |
| Filling stations with other merchan- dise..... | 64 | 701 | 1 | 117 | 1 | 86 | 5 | 185 | 3 | 70 | 6 | 85 | 11 | 78 | 37 | 81 |
| Garages and repair shops: Body, fender, and paint shops..... | 6 | 52 | | | | | 1 | 22 | | | | | 1 | 8 | 4 | 11 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 138 | 1,907 | 1 | 175 | 5 | 311 | 11 | 439 | 8 | 103 | 31 | 454 | 29 | 200 | 59 | 136 |
| Apparel group..... | 214 | 5,255 | 4 | 477 | 30 | 1,937 | 35 | 1,324 | 25 | 618 | 49 | 690 | 29 | 198 | 42 | 111 |
| Men's and boys' clothing and furnishings stores: Men's and boys' clothing stores..... | 9 | 154 | | | | | 2 | 64 | 2 | 52 | 2 | 29 | 1 | 7 | 2 | 2 |
| Men's furnishings stores..... | 13 | 293 | | | 1 | 61 | 2 | 69 | 4 | 86 | 4 | 61 | | | 2 | 6 |
| Men's clothing and furnishings stores..... | 44 | 1,858 | 3 | 534 | 11 | 725 | 13 | 564 | 5 | 127 | 9 | 148 | 3 | 22 | | |
| Clothing stores—men's, women's, and children's..... | 18 | 652 | | | 4 | 277 | 8 | 306 | 1 | 26 | 3 | 33 | 1 | 8 | 1 | 2 |
| Women's ready-to-wear specialty stores— apparel and accessories..... | 57 | 1,470 | 1 | 143 | 10 | 627 | 8 | 299 | 5 | 124 | 14 | 185 | 9 | 66 | 10 | 26 |
| Women's accessory stores: Corset and lingerie shops..... | 4 | 43 | | | | | | | 1 | 26 | 1 | 11 | | | 2 | 6 |
| Millinery stores..... | 13 | 83 | | | | | | | | | 3 | 40 | 4 | 25 | 6 | 16 |
| Other apparel stores: Children's specialty shops..... | 4 | 68 | | | | | 1 | 34 | | | 2 | 30 | | | 1 | 4 |
| Custom tailors..... | 21 | 134 | | | | | | | 1 | 25 | 5 | 58 | 3 | 20 | 12 | 31 |
| Shoe stores: Shoe stores—men's, women's, and children's..... | 26 | 518 | | | 4 | 247 | | | 5 | 122 | 6 | 95 | 7 | 44 | 4 | 10 |

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

CENSUS OF DISTRIBUTION

TABLE 4A.—THE STATE—SALES BY SIZE OF BUSINESS—Continued
STORES WITH SALES OF LESS THAN \$200,000 GROUPED ACCORDING TO AMOUNT OF ANNUAL SALES—Continued

[Sales expressed in thousands of dollars]

| KIND OF BUSINESS | STATE TOTALS (includes Table 4B) | | STORES WITH ANNUAL SALES FROM \$100,000 TO \$199,999 | | STORES WITH ANNUAL SALES FROM \$50,000 TO \$99,999 | | STORES WITH ANNUAL SALES FROM \$30,000 TO \$49,999 | | STORES WITH ANNUAL SALES FROM \$20,000 TO \$29,999 | | STORES WITH ANNUAL SALES FROM \$10,000 TO \$9,999 | | STORES WITH ANNUAL SALES FROM \$5,000 TO \$4,999 | | STORES WITH ANNUAL SALES OF LESS THAN \$5,000 | |
|--|--|--------------|--|--------------|--|--------------|--|--------------|--|--------------|---|--------------|--|--------------|---|--------------|
| | 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 | Number of stores | Net sales | Number of stores | Net sales | Number of stores | Net sales |
| Furniture and household group | 133 | 4, 316 | 10 | 1, 256 | 15 | 909 | 22 | 832 | 12 | 208 | 37 | 544 | 19 | 141 | 17 | 41 |
| Furniture stores: | | | | | | | | | | | | | | | | |
| Furniture stores..... | 29 | 1, 312 | 5 | 644 | 1 | 50 | 5 | 183 | 2 | 49 | 7 | 104 | 6 | 47 | 2 | 4 |
| Furniture and undertaker (rural)..... | 8 | 348 | 1 | 103 | 2 | 105 | 2 | 82 | 1 | 29 | 2 | 30 | | | | |
| Furniture and hardware stores (rural)..... | 25 | 972 | 2 | 264 | 4 | 292 | 6 | 228 | 2 | 52 | 9 | 124 | 1 | 8 | 1 | 4 |
| Household appliances stores: | | | | | | | | | | | | | | | | |
| Household appliances stores (elec- trical)..... | 15 | 404 | | | 3 | 169 | 4 | 156 | 2 | 43 | 2 | 27 | 1 | 5 | 3 | 4 |
| Household appliances stores..... | 9 | 249 | 1 | 135 | | | | | 1 | 29 | 3 | 64 | 4 | 31 | | |
| Radio and music stores: | | | | | | | | | | | | | | | | |
| Radio and electrical shops..... | 27 | 289 | | | | | 1 | 34 | 2 | 44 | 11 | 152 | 5 | 39 | 8 | 20 |
| Radio and musical instruments stores..... | 15 | 644 | 1 | 110 | 5 | 353 | 2 | 66 | 2 | 52 | 3 | 63 | 1 | 0 | 1 | 3 |
| Restaurants, cafeterias, and eating places | 303 | 4, 953 | 4 | 443 | 19 | 1, 369 | 29 | 1, 100 | 22 | 555 | 59 | 778 | 61 | 450 | 109 | 259 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | | | | | | | | | | |
| Lunch rooms..... | 120 | 923 | 1 | 103 | | | 4 | 150 | 4 | 92 | 17 | 225 | 28 | 208 | 66 | 145 |
| Restaurants with table service (in- cluding 2 cafeterias)..... | 108 | 3, 466 | 3 | 346 | 19 | 1, 369 | 22 | 854 | 15 | 380 | 29 | 393 | 14 | 106 | 6 | 18 |
| Lunch counters, refreshment stands, etc.: | | | | | | | | | | | | | | | | |
| Refreshment stands..... | 6 | 49 | | | | | 1 | 31 | 2 | 55 | 2 | 28 | 2 | 16 | 2 | 5 |
| Fountain-lunches..... | 7 | 127 | | | | | 2 | 29 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 3 |
| Lunch counters..... | 23 | 208 | | | | | 2 | 65 | 1 | 28 | 4 | 49 | 0 | 43 | 12 | 23 |
| Soft-drink stands..... | 37 | 180 | | | | | 5 | 54 | 5 | 54 | 10 | 68 | 10 | 68 | 22 | 58 |
| Lumber and building group | 163 | 7, 782 | 25 | 3, 240 | 29 | 2, 141 | 26 | 1, 017 | 23 | 575 | 31 | 428 | 13 | 92 | 16 | 42 |
| Lumber and building material dealers: | | | | | | | | | | | | | | | | |
| Lumber and building material dealers..... | 36 | 2, 661 | 7 | 977 | 9 | 642 | 7 | 268 | 5 | 134 | 5 | 59 | 1 | 8 | 2 | 3 |
| Lumber and hardware..... | 69 | 4, 069 | 15 | 1, 951 | 14 | 1, 101 | 10 | 387 | 10 | 242 | 9 | 129 | 1 | 10 | | |
| Roofing..... | 1 | 43 | | | | | | | | | 1 | 20 | 1 | 6 | 2 | 7 |
| Electrical shops (without radio): | 15 | 375 | 1 | 107 | 1 | 64 | 2 | 90 | 2 | 41 | 3 | 36 | 4 | 32 | 2 | 5 |
| Heating and plumbing shops: | | | | | | | | | | | | | | | | |
| Heating appliances and oil burners..... | 3 | 53 | | | | | | | 1 | 25 | 2 | 29 | | | | |
| Plumbing shops—heating and ven- tilating..... | 32 | 907 | 2 | 205 | 4 | 270 | 6 | 233 | 2 | 52 | 8 | 111 | 3 | 17 | 7 | 18 |
| Paint and glass stores: | | | | | | | | | | | | | | | | |
| Paint and glass stores..... | 13 | 254 | | | 1 | 64 | 1 | 39 | 3 | 21 | 3 | 42 | 3 | 19 | 2 | 0 |
| Other retail stores | 574 | 12, 344 | 9 | 1, 187 | 50 | 3, 205 | 81 | 3, 085 | 71 | 1, 720 | 129 | 1, 761 | 117 | 860 | 116 | 306 |
| Hardware stores: | | | | | | | | | | | | | | | | |
| Hardware stores..... | 32 | 859 | | | 5 | 348 | 5 | 183 | 7 | 173 | 6 | 66 | 7 | 51 | 2 | 8 |
| Hardware and farm implement stores: | | | | | | | | | | | | | | | | |
| Farm implements, machinery, and equipment dealers..... | 17 | 582 | 1 | 188 | 2 | 206 | 2 | 77 | 1 | 22 | 6 | 73 | 1 | 5 | 3 | 11 |
| Farm implement dealers with hay, grain, and feed..... | 7 | 342 | 1 | 117 | 2 | 129 | 2 | 72 | | | 1 | 18 | 1 | 5 | | |
| Hardware and farm implement stores..... | 25 | 1, 039 | 1 | 108 | 9 | 577 | 5 | 190 | 3 | 83 | 4 | 67 | 1 | 8 | 2 | 5 |
| Farmers' supplies: | | | | | | | | | | | | | | | | |
| Feed stores (flour, feed, grain, fer- tilizer)..... | 15 | 732 | 1 | 130 | 3 | 235 | 1 | 34 | 1 | 25 | 2 | 23 | 1 | 5 | 5 | 9 |
| Harness shops..... | 15 | 164 | | | 1 | 73 | | | 1 | 20 | 1 | 10 | 6 | 45 | 6 | 10 |
| Coal and feed stores..... | 3 | 95 | | | 1 | 60 | | | 1 | 27 | | | 1 | 6 | | |
| Cigar stores and cigar stands: | | | | | | | | | | | | | | | | |
| Cigar stores with fountains..... | 5 | 127 | | | | | 2 | 82 | 1 | 25 | 1 | 14 | | 6 | | |
| Cigar stands..... | 78 | 731 | | | | | 2 | 84 | 8 | 182 | 17 | 225 | 23 | 172 | 28 | 69 |
| Cigar stores without fountains..... | 39 | 382 | | | | | 2 | 79 | 3 | 79 | 10 | 127 | 8 | 56 | 16 | 43 |
| Coal and wood yards—ice dealers: | | | | | | | | | | | | | | | | |
| Coal and wood yards..... | 27 | 818 | 1 | 109 | 6 | 357 | 5 | 214 | 2 | 46 | 3 | 44 | 4 | 27 | 6 | 20 |
| Ice dealers..... | 12 | 63 | | | | | | | | | 2 | 21 | 4 | 26 | 0 | 16 |
| Drug stores: | | | | | | | | | | | | | | | | |
| Drug stores..... | 54 | 1, 430 | | | 5 | 291 | 19 | 737 | 7 | 176 | 10 | 137 | 11 | 80 | 2 | 8 |
| Drug stores with fountains..... | 70 | 2, 347 | 3 | 392 | 12 | 735 | 18 | 682 | 9 | 213 | 16 | 240 | 9 | 72 | 3 | 12 |
| Florists..... | 21 | 153 | | | | | | | 1 | 20 | 5 | 80 | 6 | 39 | 9 | 14 |
| Gift shops, novelties, and toys: | | | | | | | | | | | | | | | | |
| Art and gift shops..... | 8 | 44 | | | | | | | 2 | 50 | 1 | 12 | 2 | 18 | 5 | 15 |
| Novelty and souvenir shops..... | 22 | 279 | | | | | | | | | 17 | 221 | 1 | 5 | 2 | 3 |
| Jewelry stores: | | | | | | | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 9 | 142 | | | | | | | 4 | 05 | 2 | 31 | 2 | 15 | 1 | 2 |
| Jewelry stores..... | 36 | 599 | | | 1 | 50 | 6 | 217 | 5 | 130 | 9 | 123 | 7 | 57 | 8 | 23 |
| Luggage and leather goods stores..... | 3 | 14 | | | | | | | | | | | 2 | 14 | 1 | 1 |
| Monuments and tombstones..... | 4 | 76 | | | | | 1 | 31 | 2 | 43 | | | | | | |
| News dealers..... | 11 | 220 | | | | | 3 | 109 | 3 | 64 | 3 | 35 | 2 | 12 | | |
| Office, school, and store supplies and equipment dealers: | | | | | | | | | | | | | | | | |
| Office and school supplies..... | 3 | 64 | | | | | 1 | 32 | 1 | 27 | | | 1 | 5 | | |
| Office and store mechanical appliance dealers (retail)..... | 3 | 155 | 1 | 123 | | | 1 | 31 | | | | | | | 1 | 1 |
| Typewriter dealers..... | 5 | 65 | | | | | | | 1 | 26 | 2 | 28 | 1 | 7 | 1 | 5 |
| Sporting goods stores, including athletic and playground equipment: | | | | | | | | | | | | | | | | |
| Sporting goods, specialty stores..... | 3 | 34 | | | | | | | 1 | 22 | | | 1 | 8 | 1 | 4 |
| Stationers and printers: | | | | | | | | | | | | | | | | |
| Stationers and engravers..... | 5 | 146 | | | | | 3 | 117 | 1 | 24 | | | 1 | 5 | | |
| Undertakers' supplies (including some service)..... | 16 | 253 | | | | | 3 | 94 | 3 | 75 | 4 | 47 | 4 | 33 | 2 | 3 |
| Miscellaneous classifications (combined)..... | 17 | 191 | | | 1 | 52 | | | 1 | 30 | 3 | 34 | 8 | 64 | 4 | 12 |
| Secondhand stores | 28 | 185 | | | | | 1 | 30 | 2 | 41 | 2 | 29 | 5 | 33 | 18 | 30 |

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

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

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

[Sales expressed in thousands of dollars]

| KIND OF BUSINESS | TOTAL (included in State Totals, Table 4A) | | STORES WITH ANNUAL SALES FROM \$500,000 TO \$999,999 ¹ | | STORES WITH ANNUAL SALES FROM \$300,000 TO \$499,999 | | STORES WITH ANNUAL SALES FROM \$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 |
| All groups ² | 54 | 17,702 | 7 | 4,387 | 13 | 4,856 | 34 | 8,459 |
| Per cent of total sales..... | 1.81 | 17.11 | .23 | 4.24 | .44 | 4.69 | 1.14 | 8.18 |
| Food group..... | 4 | 1,454 | 1 | 551 | 1 | 353 | 2 | 550 |
| Grocery stores (without meats)..... | 1 | (x) | | | | | | |
| Grocery stores with meats..... | 2 | (x) | | | | | | |
| Meat markets..... | 1 | (x) | | | | | | |
| General stores..... | 12 | 4,470 | 2 | 1,309 | 5 | 1,994 | 5 | 1,197 |
| General stores—groceries with dry goods..... | 3 | 1,687 | 2 | 1,309 | 1 | 318 | | |
| General stores—groceries with other merchandise..... | 9 | 2,783 | | | 4 | 1,586 | 5 | 1,197 |
| General merchandise group..... | 7 | 2,252 | 1 | 503 | 3 | 1,056 | 3 | 603 |
| Department stores: | | | | | | | | |
| With food departments..... | 2 | (x) | | | | | | |
| Without food departments..... | 4 | 1,415 | 1 | 503 | 2 | 700 | 1 | 212 |
| Automotive group..... | 28 | 8,774 | 3 | 1,964 | 4 | 1,543 | 21 | 5,267 |
| Automobile salesrooms—new and trade-in..... | 28 | 8,774 | 3 | 1,964 | 4 | 1,543 | 21 | 5,267 |
| Furniture and household group..... | 1 | (x) | | | | | | |
| Lumber and building group..... | 1 | (x) | | | | | | |
| Other retail stores..... | 1 | (x) | | | | | | |

¹ No stores report annual sales exceeding \$1,000,000.

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

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 | 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..... | 2,933 | 2,963 | 6,715 | 1,038 | \$9,669,040 | \$266,167 | \$9,940,520 | \$17,657,660 | \$109,437,254 | 100.00 | | | | | | | | | |
| Single-store independents..... | 2,512 | 2,746 | 4,957 | 698 | 7,108,013 | 196,206 | 7,515,422 | 13,184,320 | 76,136,662 | 73.61 | | | | | | | | | |
| 2-store independents..... | 86 | 47 | 376 | 29 | 531,443 | 6,827 | 494,573 | 834,340 | 5,383,450 | 5.20 | | | | | | | | | |
| 3-store independents..... | 30 | 10 | 138 | 2 | 231,430 | 850 | 170,494 | 545,530 | 2,292,967 | 2.22 | | | | | | | | | |
| Local chains..... | 67 | 2 | 182 | 78 | 292,153 | 23,888 | 322,091 | 758,620 | 3,714,363 | 3.59 | | | | | | | | | |
| Sectional chains..... | 56 | ----- | 249 | 32 | 332,081 | 9,626 | 384,616 | 730,400 | 3,320,940 | 3.21 | | | | | | | | | |
| National chains..... | 69 | ----- | 397 | 111 | 506,075 | 23,976 | 471,939 | 865,370 | 5,007,553 | 5.42 | | | | | | | | | |
| Industrial stores (including commissaries)..... | 6 | ----- | 61 | 10 | 102,238 | 2,637 | 70,638 | 245,720 | 980,126 | 86 | 98 | 103 | 20 | 135,281 | 3,114 | 134,417 | 382,090 | 2,677,437 | 2.59 |
| Retailers—wholesalers ¹ | 26 | 31 | 75 | 9 | 111,983 | 2,001 | 105,049 | 123,000 | 1,098,824 | 1.06 | | | | | | | | | |
| Other types of operation..... | 45 | 29 | 180 | 49 | 318,410 | 6,969 | 171,347 | 287,360 | 2,224,992 | 2.15 | | | | | | | | | |

¹ These classifications used only in rural areas and cities of less than 10,000 population. These stores are usually independently operated.

CENSUS OF DISTRIBUTION

TABLE 5B.—THE STATE—COUNTY DISTRIBUTION, 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]

[Sales expressed in thousands of dollars]

| COUNTIES | TOTAL | | INDEPENDENT STORES | | | NATIONAL AND SECTIONAL 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 |
| The State..... | 2,983 | 103,437 | 2,623 | 83,813 | 81 | 125 | 8,928 | 9 | 230 | 10,686 | 10 |
| Albany..... | 174 | 7,061 | 156 | 5,514 | 78 | 12 | 830 | 12 | 6 | 717 | 10 |
| Big Horn..... | 135 | 3,614 | 110 | 2,743 | 76 | 4 | 183 | 5 | 21 | 638 | 19 |
| Campbell..... | 43 | 1,575 | 39 | 1,375 | 87 | 1 | (x) | (x) | 3 | (x) | (x) |
| Carbon..... | 121 | 5,288 | 107 | 3,893 | 73 | 6 | 513 | 10 | 6 | 862 | 17 |
| Converse..... | 100 | 2,708 | 88 | 2,223 | 82 | 3 | 124 | 6 | 9 | 361 | 13 |
| Crook..... | 47 | 1,039 | 41 | 974 | 94 | | | | 6 | 65 | 6 |
| Fremont..... | 129 | 3,924 | 120 | 3,552 | 89 | 4 | 259 | 7 | 5 | 173 | 4 |
| Goshen..... | 135 | 3,671 | 117 | 2,883 | 78 | 7 | 312 | 9 | 11 | 476 | 13 |
| Hot Springs..... | 66 | 2,440 | 57 | 1,933 | 79 | 2 | (x) | (x) | 7 | (x) | (x) |
| Johnson..... | 71 | 2,025 | 62 | 1,798 | 89 | 1 | (x) | (x) | 8 | (x) | (x) |
| Laramie..... | 366 | 15,197 | 319 | 12,373 | 51 | 20 | 1,927 | 13 | 27 | 877 | 6 |
| Lincoln..... | 189 | 4,810 | 153 | 4,195 | 85 | 6 | 379 | 8 | 21 | 326 | 7 |
| Natrona..... | 358 | 15,089 | 333 | 13,600 | 90 | 16 | 1,206 | 8 | 9 | 274 | 2 |
| Niobrara..... | 54 | 1,174 | 45 | 859 | 73 | 4 | 198 | 17 | 5 | 117 | 10 |
| Park..... | 114 | 4,559 | 105 | 3,837 | 84 | 2 | (x) | (x) | 7 | (x) | (x) |
| Platte..... | 114 | 3,229 | 93 | 2,214 | 69 | 4 | 159 | 5 | 17 | 856 | 26 |
| Sheridan..... | 247 | 9,062 | 213 | 7,328 | 81 | 11 | 541 | 6 | 23 | 1,193 | 13 |
| Sublette..... | 17 | 459 | 16 | 440 | 96 | | | | 1 | 19 | 4 |
| Sweetwater..... | 304 | 10,495 | 272 | 7,140 | 68 | 12 | 1,220 | 12 | 20 | 2,135 | 20 |
| Teton..... | 35 | 699 | 31 | 655 | 94 | | | | 4 | 44 | 6 |
| Uinta..... | 74 | 2,148 | 66 | 1,606 | 75 | 6 | 510 | 24 | 2 | 32 | 1 |
| Washakie..... | 47 | 1,663 | 41 | 1,468 | 85 | 1 | (x) | (x) | 5 | (x) | (x) |
| Weston..... | 52 | 1,447 | 44 | 1,320 | 91 | 1 | (x) | (x) | 7 | (x) | (x) |
| Yellowstone National Park..... | | | | | | | | | | | |

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 | Other types |
|--|-------------|---------------------------|---|--------------|------------------|-----------------|-------------|
| Department stores: | | | | | | | |
| Number of stores..... | 18 | 7 | | | | 11 | |
| Annual net sales..... | \$3,602,527 | \$1,513,949 | | | | \$2,088,578 | |
| Per cent of total sales..... | 100.00 | 42.02 | | | | 67.98 | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | | |
| Number of stores..... | 17 | 11 | | | | 6 | |
| Annual net sales..... | \$769,770 | \$126,617 | | | | \$634,753 | |
| Per cent of total sales..... | 100.00 | 16.56 | | | | 83.44 | |
| Men's and Boys' clothing and furnishings stores: | | | | | | | |
| Number of stores..... | 66 | 62 | 2 | | | | 2 |
| Annual net sales..... | \$2,305,316 | \$2,173,782 | (x) | | | | (x) |
| Per cent of total sales..... | 100.00 | 94.29 | (x) | | | | (x) |
| Clothing stores—men's, women's, and children's: | | | | | | | |
| Number of stores..... | 18 | 16 | 2 | | | | |
| Annual net sales..... | \$651,956 | (x) | (x) | | | | |
| Per cent of total sales..... | 100.00 | (x) | (x) | | | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | | |
| Number of stores..... | 57 | 48 | 2 | 3 | 4 | | |
| Annual net sales..... | \$1,479,319 | \$1,163,607 | (x) | (x) | \$193,795 | | |
| Per cent of total sales..... | 100.00 | 78.46 | (x) | (x) | 13.18 | | |
| Shoe stores: | | | | | | | |
| Number of stores..... | 26 | 21 | 4 | 1 | | | |
| Annual net sales..... | \$518,176 | \$477,070 | (x) | (x) | | | |
| Per cent of total sales..... | 100.00 | 92.07 | (x) | (x) | | | |
| Furniture stores: | | | | | | | |
| Number of stores..... | 62 | 60 | 2 | | | | |
| Annual net sales..... | \$2,631,966 | (x) | (x) | | | | |
| Per cent of total sales..... | 100.00 | (x) | (x) | | | | |
| Radio and music stores: | | | | | | | |
| Number of stores..... | 42 | 25 | 3 | | 2 | | 12 |
| Annual net sales..... | \$933,720 | \$519,456 | \$133,728 | | (x) | | (x) |
| Per cent of total sales..... | 100.00 | 55.63 | 14.32 | | (x) | | (x) |
| Grocery stores (without meats): | | | | | | | |
| Number of stores..... | 223 | 163 | 11 | 13 | 10 | 4 | 22 |
| Annual net sales..... | \$6,735,556 | \$3,462,125 | \$812,268 | \$727,862 | \$703,139 | \$414,541 | \$615,591 |
| Per cent of total sales..... | 100.00 | 51.40 | 12.06 | 10.61 | 10.44 | 6.15 | 9.14 |
| Combination stores (groceries and meats): | | | | | | | |
| Number of stores..... | 162 | 127 | 8 | | 2 | | 15 |
| Annual net sales..... | \$7,553,391 | \$5,077,141 | \$454,178 | | (x) | (x) | \$986,756 |
| Per cent of total sales..... | 100.00 | 67.22 | 6.01 | | (x) | (x) | 12.40 |

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TABLE 6.—THE STATE—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION—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 | Total | Single store independents | 2 and 3 store independents and local branch systems | Local chains | Sectional chains | National chains | Other types |
|---|-------------|---------------------------|---|--------------|------------------|-----------------|-------------|
| Restaurants, cafeterias and lunch rooms: | | | | | | | |
| Number of stores..... | 228 | 220 | 4 | | 3 | | 1 |
| Annual net sales..... | \$4,388,992 | \$3,971,692 | \$185,222 | | \$227,268 | | \$4,900 |
| Per cent of total sales..... | 100.00 | 90.49 | 4.22 | | 5.18 | | .11 |
| Cigar stores and cigar stands: | | | | | | | |
| Number of stores..... | 122 | 113 | 2 | 3 | | 3 | 1 |
| Annual net sales..... | \$1,239,366 | \$1,036,417 | (x) | \$112,729 | | \$54,277 | (x) |
| Per cent of total sales..... | 100.00 | 83.63 | (x) | 9.10 | | 4.38 | (x) |
| Filling stations: | | | | | | | |
| Number of stations..... | 238 | 205 | 11 | | | 12 | 10 |
| Annual net sales..... | \$4,242,850 | \$3,300,973 | \$337,620 | | | \$213,295 | \$390,962 |
| Per cent of total sales..... | 100.00 | 77.80 | 7.96 | | | 5.03 | 9.21 |
| Coal and wood yards—ice dealers: | | | | | | | |
| Number of yards..... | 39 | 38 | | | | | 1 |
| Annual net sales..... | \$881,311 | \$878,811 | | | | | \$2,500 |
| Per cent of total sales..... | 100.00 | 99.72 | | | | | .28 |
| Drug stores: | | | | | | | |
| Number of stores..... | 124 | 115 | 7 | 1 | | 1 | |
| Annual net sales..... | \$3,776,891 | \$3,324,193 | (x) | (x) | | (x) | |
| Per cent of total sales..... | 100.00 | 88.01 | (x) | (x) | | (x) | |
| Hardware stores: | | | | | | | |
| Number of stores..... | 32 | 32 | | | | | |
| Annual net sales..... | \$859,056 | \$859,056 | | | | | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | | |
| Jewelry stores: | | | | | | | |
| Number of stores..... | 45 | 43 | 1 | | | | 1 |
| Annual net sales..... | \$741,612 | \$686,811 | (x) | | | | (x) |
| Per cent of total sales..... | 100.00 | 92.61 | (x) | | | | (x) |

TABLE 7.—THE STATE—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 | | PROPORTION OF CREDIT BUSINESS | | | | | | | | | | | | | | | | | | | | |
|---|------------------|-----------|-------------------------------|-----------|-------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|--------------------------|-----------|------------------------------|-----------|-----|
| | | | ALL CASH | | 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 | | |
| | 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 | 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 | Number of stores | Net sales | |
| State totals: 1 | | | | | | | | | | | | | | | | | | | | | | | |
| Number of stores..... | 2,562 | | 1,054 | | 216 | | 167 | | 136 | | 136 | | 184 | | 129 | | 173 | | 163 | | 201 | | |
| Per cent of total stores..... | 100.00 | | 41.14 | | 8.43 | | 6.52 | | 5.31 | | 5.43 | | 7.18 | | 5.03 | | 6.75 | | 6.36 | | 7.83 | | |
| Amount of net sales..... | 90,075 | | 24,429 | | 5,268 | | 4,824 | | 4,158 | | 4,953 | | 5,599 | | 5,811 | | 8,768 | | 9,904 | | 10,361 | | |
| Per cent of total sales..... | 100.00 | | 27.12 | | 5.85 | | 5.36 | | 4.62 | | 5.50 | | 6.22 | | 6.45 | | 9.73 | | 10.93 | | 18.16 | | |
| Food group: | | | | | | | | | | | | | | | | | | | | | | | |
| Confectionery stores (candy and fountain)..... | 64 | \$40 | 53 | 700 | 6 | 71 | 1 | 3 | | 3 | 74 | | | | | | 1 | 1 | | | | | |
| Dairy products stores (including ice cream)..... | 3 | 104 | | | | | | | | | | | | 1 | 38 | | 1 | 57 | | | 1 | 9 | |
| Delicatessen stores..... | 5 | 216 | 5 | 216 | | | | | | | | | | | | | | | | | | | |
| Fruit stores and vegetable markets..... | 3 | 26 | 3 | 26 | | | | | | | | | | | | | | | | | | | |
| Grocery stores (without meats)..... | 181 | 5,422 | 92 | 3,339 | 11 | 305 | 7 | 69 | 11 | 161 | 8 | 119 | 14 | 131 | 11 | 201 | 11 | 456 | 10 | 258 | 6 | 263 | |
| Combination stores (groceries and meats)— | | | | | | | | | | | | | | | | | | | | | | | |
| Grocery stores with meats..... | 107 | 4,835 | 31 | 1,616 | 2 | 37 | 6 | 277 | 4 | 41 | 4 | 147 | 7 | 182 | 10 | 131 | 17 | 569 | 19 | 754 | 7 | 1,051 | |
| Meat markets with groceries..... | 44 | 2,333 | 8 | 290 | | | 2 | 138 | | | 4 | 124 | 7 | 376 | 2 | 27 | 4 | 313 | 14 | 963 | 3 | 102 | |
| Meat markets..... | 38 | 1,075 | 9 | 149 | 6 | 143 | 3 | 91 | 2 | 82 | 2 | 36 | 3 | 110 | 4 | 97 | 3 | 153 | 2 | 28 | 4 | 156 | |
| Bakeries—bakery goods stores (except manufacturing bakeries)..... | 21 | 358 | 10 | 130 | 3 | 56 | | | 1 | 32 | 1 | 36 | 2 | 62 | | | 1 | 47 | 1 | 5 | 2 | 20 | |
| General merchandise group: | | | | | | | | | | | | | | | | | | | | | | | |
| Department stores— | | | | | | | | | | | | | | | | | | | | | | | |
| With food departments..... | 5 | 1,042 | | | | | | | | | 1 | 124 | | | | | 2 | 402 | 1 | 356 | 1 | 160 | |
| Without food departments..... | 13 | 2,560 | 11 | 2,123 | | | 1 | 80 | | | | | | 1 | 357 | | | | | | | | |
| Dry goods stores..... | 19 | 1,144 | 13 | 692 | 1 | 18 | | | 1 | 55 | 2 | 198 | 2 | 181 | | | | | | | | | |
| General merchandise stores:— | | | | | | | | | | | | | | | | | | | | | | | |
| With food departments..... | 3 | 397 | | | | | | | 1 | 6 | | | | | | | | | | 1 | 171 | 1 | 220 |
| Without food departments..... | 19 | 1,155 | 15 | 925 | 2 | 125 | 2 | 105 | | | | | | | | | | | | | | | |
| Variety, 5-and-10, and to-a-dollar stores..... | 12 | 417 | 12 | 417 | | | | | | | | | | | | | | | | | | | |

1 All stores did not report as to their credit activities or whether they sell entirely for cash. This table includes all stores in the state which have reported that they sell entirely for cash or that they sell on credit. It agrees with Table 1 except for 421 stores with sales of \$13,362,254 which failed to report credit activities.

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TABLE 7.—THE STATE—CREDIT BUSINESS—Continued

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 | 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 | | |
| | | | | | 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 | Number of stores | Net sales | Number of stores | Net sales | Number of stores | Net sales | Number of stores | Net sales | Number of stores |
| Automotive group: | | | | | | | | | | | | | | | | | | | | | | | |
| Automobile salesrooms—new and trade-in..... | 142 | 16,380 | 13 | 692 | 14 | 1,159 | 8 | 943 | 11 | 1,178 | 13 | 1,458 | 11 | 817 | 14 | 1,806 | 17 | 1,901 | 18 | 1,446 | 23 | 4,950 | |
| Accessories, tires, and batteries— | | | | | | | | | | | | | | | | | | | | | | | |
| Accessory stores with tires and batteries..... | 12 | 273 | 4 | 72 | 1 | 41 | 1 | 23 | | | | | 2 | 40 | 2 | 52 | 2 | 39 | | | | | |
| Tire shops (including tire repairs)..... | 19 | 281 | 5 | 31 | 2 | 20 | 1 | 48 | 1 | 20 | 2 | 24 | 4 | 39 | 1 | 17 | 2 | 24 | 1 | 52 | | | |
| Filling stations— | | | | | | | | | | | | | | | | | | | | | | | |
| Filling stations—gasoline and oil..... | 67 | 1,381 | 27 | 483 | 4 | 49 | 4 | 44 | 8 | 153 | 9 | 244 | 10 | 262 | 4 | 134 | | | 1 | 12 | | | |
| Filling stations with tires and accessories..... | 74 | 1,645 | 36 | 711 | 7 | 84 | 11 | 252 | 4 | 128 | 13 | 252 | | | 3 | 96 | 4 | 64 | 1 | 37 | 1 | 21 | |
| Filling stations with other merchandise..... | 53 | 563 | 32 | 224 | 10 | 88 | 5 | 77 | | | 3 | 125 | 1 | 42 | 1 | 6 | | | | | | 1 | 1 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 118 | 1,716 | 39 | 471 | 8 | 91 | 20 | 243 | 10 | 90 | 11 | 232 | 11 | 118 | 6 | 236 | 5 | 62 | 5 | 64 | 3 | 100 | |
| Apparel group: | | | | | | | | | | | | | | | | | | | | | | | |
| Men's and boys' clothing and furnishings stores— | | | | | | | | | | | | | | | | | | | | | | | |
| Men's and boys' clothing stores..... | 7 | 89 | 5 | 60 | | | 1 | 10 | | | | | | | 1 | 10 | | | | | | | |
| Men's furnishings stores..... | 12 | 277 | 5 | 123 | 2 | 30 | | | 1 | 13 | | | 2 | 52 | 2 | 59 | | | | | | | |
| Men's clothing and furnishings stores..... | 49 | 1,727 | 12 | 289 | 3 | 86 | 2 | 23 | 6 | 184 | 8 | 443 | 7 | 476 | | | 2 | 226 | | | | | |
| Clothing stores—men's, women's, and children's..... | 15 | 505 | 7 | 164 | 2 | 18 | | | 1 | 30 | 2 | 105 | | | 3 | 188 | | | | | | | |
| Women's ready-to-wear specialty shops—apparel and accessories..... | 56 | 1,467 | 19 | 230 | 8 | 174 | 4 | 115 | 4 | 71 | 1 | 1 | 1 | 16 | 9 | 527 | 6 | 135 | 2 | 125 | 2 | 78 | |
| Millinery..... | 12 | 81 | 7 | 50 | 3 | 16 | | | 1 | 10 | 1 | 5 | | | | | | | | | | | |
| Shoe stores—men's, women's, children's..... | 20 | 453 | 8 | 118 | 2 | 5 | 4 | 108 | 3 | 107 | 1 | 58 | 1 | 50 | | | | | | | | 1 | 7 |
| Furniture and household group: | | | | | | | | | | | | | | | | | | | | | | | |
| Furniture stores..... | 26 | 1,165 | 7 | 117 | 3 | 55 | 2 | 32 | 2 | 135 | 1 | 6 | 2 | 24 | | | 2 | 120 | 3 | 116 | 4 | 580 | |
| Household appliances stores— | | | | | | | | | | | | | | | | | | | | | | | |
| Household appliances stores (electric)..... | 8 | 173 | 2 | 13 | | | | | | | | | 1 | 1 | | | | | | | | 5 | 159 |
| Household appliances stores..... | 9 | 249 | 1 | 5 | | | | | | | | | | | | | 1 | 20 | 1 | 7 | 6 | 205 | |
| Radio and music stores— | | | | | | | | | | | | | | | | | | | | | | | |
| Radio and electric shops..... | 27 | 290 | 3 | 27 | 2 | 5 | | | | | | | 3 | 27 | | | 1 | 34 | 1 | 5 | 17 | 192 | |
| Radio and musical instruments stores..... | 15 | 645 | 1 | 27 | | | 1 | 4 | | | 1 | 34 | | | | | 2 | 25 | 4 | 265 | 6 | 200 | |
| Lumber and building group: | | | | | | | | | | | | | | | | | | | | | | | |
| Lumber and building material dealers..... | 23 | 1,359 | 9 | 347 | 1 | 24 | | | 2 | 94 | 2 | 33 | | | | | 1 | 45 | 3 | 194 | 10 | 622 | |
| Electrical shops (without radio)..... | 12 | 365 | 2 | 128 | 1 | 15 | 1 | 10 | | | | | 1 | 9 | | | 1 | 10 | 3 | 128 | 3 | 65 | |
| Heating and plumbing shops— | | | | | | | | | | | | | | | | | | | | | | | |
| Heating appliances and oil burners..... | 3 | 53 | | | | | | | | | | | 3 | 53 | | | | | | | | | |
| Plumbing shops—heating and ventilating..... | 30 | 879 | 5 | 46 | 4 | 73 | 4 | 81 | | | | | | | | | | | 4 | 82 | 13 | 597 | |
| Paint and glass stores..... | 13 | 253 | 1 | 4 | 2 | 11 | | | | | 1 | 10 | 1 | 6 | 2 | 52 | 3 | 70 | 1 | 29 | 2 | 71 | |
| Other retail stores: | | | | | | | | | | | | | | | | | | | | | | | |
| Hardware stores..... | 30 | 746 | 3 | 50 | 2 | 29 | 1 | 28 | 4 | 70 | 3 | 33 | 7 | 118 | 2 | 60 | 6 | 231 | 2 | 127 | | | |
| Feed stores (flour, feed, grain, fertilizer)..... | 13 | 727 | 3 | 65 | 1 | 2 | 1 | 2 | | | 1 | 97 | 2 | 23 | 1 | 130 | 1 | 34 | 1 | 271 | 2 | 103 | |
| Cigar stores without fountains..... | 33 | 340 | 29 | 288 | 3 | 47 | 1 | 5 | | | | | | | | | | | | | | | |
| Coal and wood yards..... | 22 | 734 | 3 | 31 | 1 | 44 | 1 | 2 | | | 2 | 87 | 3 | 82 | 3 | 166 | | | 6 | 281 | 3 | 41 | |
| Drug stores— | | | | | | | | | | | | | | | | | | | | | | | |
| Drug stores..... | 48 | 1,265 | 21 | 402 | 10 | 336 | 6 | 223 | 6 | 191 | 3 | 83 | 1 | 22 | | | | | 1 | 14 | | | |
| Drug stores with fountains..... | 65 | 2,209 | 32 | 1,176 | 14 | 417 | 3 | 70 | 9 | 279 | 1 | 7 | 3 | 59 | 2 | 196 | 1 | 5 | | | | | |
| Florists..... | 21 | 153 | 10 | 39 | 1 | 1 | | | | | | | 1 | 14 | 2 | 21 | 1 | 8 | 5 | 63 | 1 | 7 | |
| Jewelry stores— | | | | | | | | | | | | | | | | | | | | | | | |
| Jewelry stores (installment credit)..... | 9 | 142 | | | 3 | 17 | | | 3 | 63 | | | 2 | 40 | 1 | 22 | | | | | | | |
| Jewelry stores..... | 33 | 554 | 16 | 179 | 3 | 73 | 3 | 97 | 1 | 9 | 3 | 88 | 2 | 71 | 1 | 21 | | | | | | 1 | 16 |
| Stationers and engravers..... | 5 | 146 | 1 | 5 | | | | | | | | | 1 | 24 | 2 | 86 | | | 1 | 31 | | | |

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

| TYPE OF OPERATION | STORES REPORTING CREDIT | | | | Installment sales of stores reporting installment sales (included also in credit sales) ¹ | TYPE OF OPERATION | STORES REPORTING CREDIT | | | | Installment sales of stores reporting installment sales (included also in credit sales) ¹ |
|---------------------------------------|---|---------------------|---------------------|--------------------------------------|--|---|---|-----------------|------------------|--------------------------------------|--|
| | Number of stores reporting credit sales | Total net sales | Net credit sales | Ratio of credit sales to total sales | | | Number of stores reporting credit sales | Total net sales | Net credit sales | Ratio of credit sales to total sales | |
| Total | 1,508 | \$85,648,217 | \$37,254,637 | 56.75 | \$4,204,278 | Industrial stores (including commissaries) | 6 | \$80,126 | \$312,416 | 82.80 | |
| Independent stores ² | 1,334 | 56,725,839 | 31,778,152 | 56.02 | 3,739,770 | Utility-operated retail stores..... | 24 | 437,999 | 384,111 | 87.70 | \$230,647 |
| Local chains..... | 43 | 2,278,223 | 1,416,991 | 62.20 | | Retailers—country buyers..... | 57 | 2,037,520 | 1,015,164 | 49.81 | |
| Sectional chains..... | 15 | 843,148 | 620,912 | 73.64 | 174,962 | Retailers—wholesalers ³ | 18 | 1,334,610 | 895,014 | 57.94 | |
| National chains..... | 6 | 254,822 | 75,650 | 29.45 | 31,559 | Other types of operation..... | 6 | 693,530 | 343,827 | 49.58 | 27,400 |

¹ Includes the initial cash payment which is usually a consideration in installment selling. Installment sales were not reported in places having less than 10,000 inhabitants, nor by any stores with less than total sales of \$60,000 annually. Therefore this column can not be related to the credit sales column because it is incomplete. Installment dealers frequently did not report as installment sales those transactions in which the customers notes are handled through finance companies.

² Includes single-store independents, and 2- and 3-store independents.

³ These classifications were used only in rural areas and cities of less than 10,000 population. These stores are usually independently operated.

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

A.—RECEIPTS FROM THE SALE OF MEALS ¹

| KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals | KIND OF BUSINESS | Normal seating capacity | Receipts from sale of meals |
|--|-------------------------|-----------------------------|---|-------------------------|-----------------------------|
| Total | 9,896 | \$4,424,402 | Other stores in which meals are served—Continued. | | |
| Restaurants, cafeterias, and eating places..... | 9,336 | 4,239,754 | Grocery stores (without meats)..... | 74 | \$48,970 |
| Lunch rooms..... | 2,700 | 871,844 | Combination stores—grocery stores with meats..... | 30 | 5,960 |
| Restaurants with table service (including 2 cafeterias)..... | 6,159 | 3,192,915 | Bakeries—bakery goods stores (except manufacturing bakeries)..... | 68 | 17,090 |
| Fountain lunches..... | 53 | 20,460 | Filling stations with other merchandise..... | 33 | 4,450 |
| Lunch counters..... | 424 | 154,535 | Cigar stands..... | 21 | 9,500 |
| Other stores in which meals are served. | 550 | 154,643 | | | |
| Confectionery stores (candy and fountain)..... | 162 | 29,400 | | | |
| Delicatessen stores..... | 162 | 71,368 | | | |

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 considered in any study of food sales.

B.—RECEIPTS FROM AUTOMOTIVE REPAIRS AND STORAGE ¹

| KIND OF BUSINESS | Number of repair employees | Receipts from repairs and service | Receipts from storage (incidental to merchandise sales) | KIND OF BUSINESS | Number of repair employees | Receipts from repairs and service | Receipts from storage (incidental to merchandise sales) |
|--|----------------------------|-----------------------------------|---|--|----------------------------|-----------------------------------|---|
| Total | 001 | \$2,827,614 | \$87,952 | Automotive group—Continued. | | | |
| Food group | | | | Accessory stores with tires and batteries..... | 11 | \$64,176 | |
| Grocery stores (without meats)..... | | 3,421 | | Battery shops (including repairs)..... | 17 | 141,981 | |
| Grocery stores (without meats)..... | | 2,421 | | Tire shops (including tire repairs)..... | 14 | 97,216 | |
| Combination stores—grocery stores with meats..... | | 1,000 | | Filling stations—gasoline and oil..... | 5 | 22,021 | |
| General stores | 1 | 13,000 | | Filling stations with tires and accessories..... | 18 | 105,660 | |
| General stores—groceries with dry goods..... | | 5,000 | | Filling stations with other merchandise..... | 5 | 23,775 | |
| General stores—groceries with other merchandise..... | 1 | 8,000 | | Body, fender, and paint shops..... | 7 | 46,030 | |
| Automotive group | 600 | 2,810,566 | 87,992 | Garages (repairs and storage, gasoline, oil, accessories)..... | 87 | 578,732 | \$23,651 |
| Automobile salesrooms—new and trade-in..... | 429 | 1,704,288 | 64,331 | Other retail stores | | | |
| Used-car establishments—including trucks..... | | 4,000 | | Hardware and farm implement stores..... | | 625 | |
| Automobile dealers with farm implements and machinery..... | 7 | 25,683 | | | | 625 | |

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

C.—RECEIPTS FROM OTHER REPAIRS AND SERVICE ¹

| KIND OF BUSINESS | Receipts from other repairs and service | KIND OF BUSINESS | Receipts from other repairs and service |
|--|---|---|---|
| Total | \$820,372 | Furniture and household group—Continued. | |
| Food group | 4,475 | Radio and electrical shops..... | \$21,774 |
| Confectionery stores (candy and fountain)..... | 1,625 | Radio and musical instruments stores..... | 3,928 |
| Grocery stores (without meats)..... | 2,850 | Restaurants, cafeterias, and eating places..... | \$1,000 |
| General stores | 1,500 | Lunch counters..... | 1,000 |
| General stores—groceries with other merchandise..... | 1,500 | Lumber and building group | 317,917 |
| Automotive group | 10,960 | Roofing..... | 5,250 |
| Automobile dealers with farm implements and machinery..... | 9,423 | Electrical shops (without radio)..... | 124,074 |
| Battery shops (including repairs)..... | 3,743 | Heating appliances and oil burners..... | 15,044 |
| Garages (repairs and storage, gasoline, oil, accessories)..... | 3,794 | Plumbing shops—heating and ventilating..... | 142,379 |
| Apparel group | 27,558 | Paint and glass stores..... | 36,065 |
| Men's clothing and furnishings stores..... | 530 | Other retail stores | 193,468 |
| Corset and lingerie shops..... | 4,050 | Hardware stores..... | 3,407 |
| Custom tailors..... | 14,133 | Farm implement dealers with hay, grain, and feed..... | 8,319 |
| Shoe stores—men's, women's, and children's..... | 9,134 | Harness shops..... | 6,333 |
| Furniture and household group | 57,265 | Coal and wood yards..... | 10,718 |
| Furniture stores..... | 7,362 | Jewelry stores..... | 60,758 |
| Furniture and undertaker (rural)..... | 15,500 | Office and school supplies..... | 2,400 |
| Furniture and hardware stores (rural)..... | 2,400 | Office and store mechanical appliance dealers (retail)..... | 15,797 |
| Household appliances stores (electric)..... | 6,303 | Typewriter dealers..... | 4,210 |
| | | Undertakers' supplies (including some service)..... | 600 |
| | | Miscellaneous classifications (combined)..... | 80,926 |

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

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TABLE 10.—THE STATE—MERCHANDISE MANUFACTURED BY RETAILERS—SALES TO OTHER RETAILERS—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 | \$ 63 132 | \$1 0 2 3 3 | \$253,151 | Furniture and household group—Continued. | | | |
| Food group | 113,245 | 134,711 | | Household appliances stores: | | | \$10,633 |
| Confectionery stores (candy and fountain)..... | 39,000 | 5,000 | | Household appliances stores..... | | | |
| Dairy products stores (including ice cream)..... | | 46,185 | | Awnings, flags, banners, window shades and tents..... | \$9,360 | | |
| Grocery stores (without meats)..... | 17,100 | 10,536 | | Radio and music stores: | | | 9,133 |
| Grocery stores (with meats)..... | 4,100 | 34,725 | | Radio and electrical shops..... | | | 110,623 |
| Meat markets..... | 4,000 | 23,000 | | Radio and musical instruments stores..... | | | |
| Bakeries—bakery goods stores (except manufacturing bakeries)..... | 55,045 | 15,272 | | Restaurants, cafeterias, and eating places..... | 2,150 | | |
| General stores | | 71,855 | | Restaurants with table service..... | 2,100 | | |
| General stores—groceries with other merchandise..... | | 71,855 | | Lumber and building group | 20,800 | \$120,393 | 8,798 |
| General-merchandise group | | 22,164 | 4,601 | Lumber and building material dealers: | | | 3,872 |
| Department stores: | | | | Lumber and hardware..... | 17,000 | 103,075 | |
| With food departments..... | | 22,164 | | Roofing..... | 3,800 | | 1,618 |
| Without food departments..... | | | 4,601 | Heating appliances and oil burners..... | | | 1,308 |
| Automotive group | | 578,736 | 23,383 | Paint and glass stores..... | | | 11,766 |
| Automobile salesrooms—new and trade-in..... | | 491,876 | 23,383 | Other retail stores | 40,230 | 134,817 | 2,325 |
| Automobile dealers with farm implements and machinery..... | | 7,541 | | Hardware stores..... | | | |
| Accessory stores with tires and batteries..... | | 19,346 | | Hardware and farm implement stores: | | | 45,500 |
| Filling stations: | | | | Farm implement dealers with hay, grain and feed..... | | 5,500 | 3,986 |
| Filling stations with tires and accessories..... | | 45,620 | | Hardware and farm implement stores..... | 1,900 | | |
| Filling stations with other merchandise..... | | 14,053 | | Farmers' supplies: | | | 51,372 |
| Apparel group | 6,437 | | | Feed stores (four, feed, grain, fertilizer)..... | | | |
| Millinery stores..... | 2,437 | | | Harness shops..... | 1,800 | | 6,120 |
| Custom tailors..... | 4,000 | | | Drug stores with fountains..... | | | |
| Furniture and household group | 14,360 | | 161,607 | Art and gift shops..... | 3,250 | | 7,770 |
| Furniture stores..... | | | 10,970 | Office and store mechanical appliance dealers (retail)..... | | 24,000 | |
| Draperies, curtains, and upholstery stores..... | 5,000 | | | Opticians and optometrists..... | 4,280 | | |
| Household appliances stores (electric)..... | | | 20,248 | Stationers and engravers..... | 4,000 | | |
| | | | | Monuments and tombstones..... | 20,000 | | |
| | | | | Miscellaneous classifications (combined)..... | 5,000 | | |

¹ Merchandise manufactured on 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 no 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 are 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.

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

(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.)

| | 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 | Net sales (1929) ¹ |
| Totals..... | 15 | \$360,399 | 3 | \$80,001 | 27 | \$1,005,500 | 11 | \$165,001 |

¹ This total shows sales direct at retail only.

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

(Retailers who are also country buyers included in the Retail Census. That part of their business which is assembling is shown below)

| COUNTY | Country buying (assembling) | COUNTY | Country buying (assembling) | COUNTY | Country buying (assembling) |
|--------------------|-----------------------------|------------------|-----------------------------|---------------|-----------------------------|
| Total | \$722,173 | Fremont..... | \$9,378 | Park..... | \$67,997 |
| Albany..... | 163,697 | Goshen..... | \$2,279 | Platte..... | 57,450 |
| Big Horn..... | 22,189 | Hot Springs..... | 3,461 | Sheridan..... | 56,846 |
| Campbell..... | 25,102 | Johnson..... | 6,480 | Teton..... | 8,751 |
| Carbon..... | 2,190 | Laramie..... | 118,175 | Uinta..... | 25,300 |
| Converse..... | 114,019 | Lincoln..... | 2,860 | Washakie..... | 200 |
| Crook..... | 8,518 | Natrona..... | 1,200 | Weston..... | 11,124 |
| | | Niobrara..... | 24,928 | | |

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TABLE 11C.—THE STATE—RETAIL SALES BY WHOLESALE ESTABLISHMENTS, CLASSIFIED BY KINDS OF BUSINESS

[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 | SALES TO ULTIMATE CONSUMERS | | KIND OF BUSINESS | SALES TO ULTIMATE CONSUMERS | |
|---|----------------------------------|--|---|----------------------------------|--|
| | By wholesalers only ¹ | By all types of wholesalers ¹ | | By wholesalers only ¹ | By all types of wholesalers ¹ |
| Total | \$252,032 | \$317,637 | Groceries and food specialties..... | | \$22,693 |
| Automotive..... | 9,997 | 9,997 | Machinery, equipment, and supplies (except electrical)..... | \$17,718 | 74,716 |
| Farm products (not elsewhere specified): | | | Manufacturing, mining and drilling machinery, equipment and supplies..... | 16,218 | (x) |
| Grain..... | | 135,843 | Professional equipment and supplies..... | (x) | (x) |
| Farm supplies (except machinery and equipment)..... | (x) | 193,609 | Petroleum and petroleum products..... | 2,106 | 52,312 |
| Food products (not elsewhere specified): | | | Tobacco and tobacco products (except leaf)..... | 65,696 | 65,696 |
| Dairy products..... | 55,250 | 55,250 | | | |
| Meats and meat products..... | 1,925 | 1,925 | | | |

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 | Number of employees (full-time) | Total pay roll (including part-time) | Stock on hand end of year (at cost) | NET SALES (1929) | |
|--|------------------|------------------------------|---------------------------------|--------------------------------------|-------------------------------------|------------------|-------------------|
| | | | | | | Amount | Per cent of sales |
| Total | 2,953 | 2,063 | 6,718 | \$3,699,049 | \$17,957,660 | \$193,437,254 | 199.09 |
| Proprietorships..... | 2,357 | 2,899 | 3,468 | 4,531,336 | 8,991,670 | 59,897,260 | 52.11 |
| Proprietorships which are members of cooperative associations..... | 9 | 19 | 29 | 30,995 | 60,770 | 382,202 | .37 |
| Corporations..... | 592 | | 3,140 | 5,024,709 | 8,851,200 | 48,103,182 | 46.50 |
| Cooperative associations..... | 6 | | 24 | 32,554 | 43,920 | 663,512 | .64 |
| Negro proprietorships ² | 3 | 3 | 4 | 4,678 | 3,250 | 24,176 | .02 |
| Oriental mutuals..... | 15 | 42 | 45 | 38,213 | 6,570 | 239,801 | .33 |

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 Table 12V "Stores operated by negro proprietors" is omitted to avoid disclosure of individual operations.

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 bulletings, have been withdrawn and are included as tables 13 and 14 of Volume I, pt. 1, Retail Distribution)

CENSUS OF DISTRIBUTION

TABLE 15.—THE STATE—SALES BY COMMODITIES

| COMMODITY (Read note carefully for explanation of terms) | Per cent of each commod- ity sold to total sales of stores sell- ing such com- modity | Per cent of each commod- ity sold to total sales of all stores in same classifi- cation | COMMODITY (Read note carefully for explanation of terms) | Per cent of each commod- ity sold to total sales of stores sell- ing such com- modity | Per cent of each commod- ity sold to total sales of all stores in same classifi- cation |
|---|--|--|--|--|--|
| FOOD GROUP | | | GENERAL MERCHANDISE GROUP | | |
| Delicatessen stores: (Commodity coverage, 68.1 per cent) | | | Dry goods stores: (Commodity coverage, 30.9 per cent) | | |
| Bakery products, fresh..... | 3.0 | 1.3 | Apparel and accessories, women's, misses', children's..... | 44.9 | 44.9 |
| Bottled beverages..... | 1.2 | .5 | Children's wear..... | 2.3 | |
| Cigars, cigarettes, and tobacco..... | 7.7 | 7.7 | Millinery..... | 1.0 | |
| Confectionery and nuts..... | 6.7 | 6.7 | Hosiery..... | 4.0 | |
| Delicatessen, ready-to-serve foods..... | 32.2 | 32.2 | Coats, suits and dresses..... | 27.9 | |
| Fountain sales and ice cream..... | 19.6 | 19.6 | Underwear, negligees, corsets, etc..... | 6.1 | |
| Fruits and vegetables..... | 3.0 | 3.0 | Other apparel, except furs..... | 3.6 | |
| Groceries— | | | Clothing and furnishings (men's and boys')..... | 15.0 | 3.7 |
| Butter and cheese..... | 1.4 | 1.4 | Dry goods and notions..... | 40.3 | 40.3 |
| Eggs..... | 1.8 | .8 | Piece goods— | | |
| Milk and cream..... | 2.4 | 2.4 | Cotton piece goods..... | 13.9 | |
| Receipts from sale of meals..... | 24.4 | 24.4 | Linen goods..... | 3.9 | |
| Grocery stores (without meats): (Commodity coverage, 26.4 per cent) | | | Wool and wool-mixed goods..... | 3.9 | |
| Bakery products, fresh..... | 5.0 | 5.0 | Rayon piece goods..... | 3.9 | |
| Bottled beverages..... | .3 | .2 | Silk and velvet piece goods..... | 3.1 | |
| Confectionery and nuts..... | 1.1 | .9 | Notions and small wares..... | 5.4 | |
| Fresh fish and other sea foods..... | .9 | .2 | Other dry goods..... | 6.2 | |
| Fruits and vegetables..... | 16.3 | 16.3 | Furs and fur goods..... | 2.1 | 1.6 |
| Groceries— | | | Home furnishings: | | |
| Butter and cheese..... | 6.5 | 6.5 | Draperies, upholstery and curtains..... | 1.2 | .3 |
| Eggs..... | 3.0 | 3.0 | Other home furnishings..... | 5.0 | 1.3 |
| Lard, cooking fats, etc..... | 1.4 | 1.4 | Infants' wear..... | 2.5 | 1.2 |
| Flour..... | 3.6 | 3.6 | Leather goods, gloves and handbags..... | 1.5 | .4 |
| Sugar..... | 4.2 | 4.2 | Shoes and other footwear..... | 20.0 | 5.0 |
| Canned goods and other groceries..... | 48.2 | 48.2 | Toilet articles and preparations..... | .8 | .4 |
| Milk and cream..... | 1.6 | 1.5 | Toys and games..... | 1.9 | .9 |
| Nonfood products: | | | General merchandise stores without food departments: (Commodity coverage, 11.6 per cent) | | |
| Cigars, cigarettes, and tobacco..... | .8 | .7 | Apparel and accessories, women's, misses', children's..... | 28.9 | 28.9 |
| Hardware..... | .9 | .2 | Children's wear..... | 7.4 | |
| Household supplies..... | 4.1 | 3.1 | Hosiery..... | 3.0 | |
| Stationery and school supplies..... | .4 | .1 | Coats, suits, and dresses..... | 10.4 | |
| Other nonfood products..... | (x) | 1.9 | Underwear, negligees, corsets, etc..... | 4.5 | |
| Poultry..... | 1.0 | .7 | Other apparel..... | 3.6 | |
| Receipts from sale of meals..... | 11.3 | 2.3 | Clothing and furnishings (men's and boys')— | | |
| Combination stores—grocery stores with meats: (Commodity coverage, 18.2 per cent) | | | Suits..... | 6.5 | 6.5 |
| Bakery products, fresh..... | 4.6 | 4.6 | Overcoats..... | .8 | .8 |
| Bottled beverages..... | .5 | .4 | Hats and caps..... | 1.2 | 1.2 |
| Confectionery and nuts..... | 1.2 | 1.2 | Furnishings..... | 5.4 | 5.4 |
| Fresh fish and other sea foods..... | 1.1 | 1.0 | Work clothing..... | 6.5 | 6.5 |
| Fruits and vegetables..... | 12.2 | 12.2 | Other clothing..... | 1.5 | 1.5 |
| Groceries— | | | Dry goods and notions..... | 24.5 | 24.5 |
| Butter and cheese..... | 4.3 | 4.3 | Piece goods— | | |
| Eggs..... | 4.3 | 4.3 | Cotton piece goods..... | 5.2 | |
| Lard, cooking fats, etc..... | 1.8 | 1.9 | Linen goods..... | 1.1 | |
| Flour..... | 3.1 | 3.1 | Wool and wool-mixed goods..... | 5.2 | |
| Sugar..... | 4.6 | 4.6 | Rayon piece goods..... | 1.1 | |
| Canned goods and other groceries..... | 23.3 | 23.3 | Silk and velvet piece goods..... | 1.5 | |
| Meats, including poultry..... | 29.8 | 29.8 | Notions and small wares..... | 5.2 | |
| Milk and cream..... | 2.5 | 2.3 | Other dry goods..... | 5.2 | |
| Nonfood products: | | | Luggage..... | .6 | .3 |
| Cigars, cigarettes, and tobacco..... | 3.3 | 3.3 | Shoes and other footwear— | | |
| Household supplies..... | 3.1 | 2.2 | Men's..... | 7.2 | 7.2 |
| Stationery and school supplies..... | .4 | .2 | Boys' and youths..... | 4.8 | 4.8 |
| Other nonfood products..... | (x) | 1.3 | Women's..... | 4.8 | 4.8 |
| Combination stores—meat markets with groceries: (Commodity coverage, 27.0 per cent) | | | Misses' and children's..... | 6.7 | 6.7 |
| Bakery products, fresh..... | 3.5 | 3.5 | Infants..... | .9 | .9 |
| Bottled beverages..... | .3 | .2 | AUTOMOTIVE GROUP | | |
| Confectionery and nuts..... | .5 | .2 | Automobile salesrooms: (Commodity coverage, 27.9 per cent) | | |
| Delicatessen, ready-to-serve foods..... | 13.9 | 1.6 | Automobiles, parts and accessories— | | |
| Fountain sales and ice cream..... | 5.1 | .6 | Passenger automobiles, new..... | 46.1 | 45.0 |
| Fresh fish and other sea foods..... | 3.2 | 3.2 | Used passenger cars..... | 22.5 | 21.9 |
| Fruits and vegetables..... | 11.8 | 11.8 | Commercial cars and trucks, new..... | 9.5 | 4.6 |
| Groceries— | | | Used commercial cars and trucks..... | 2.4 | .8 |
| Butter and cheese..... | 3.2 | 3.2 | Automobile parts and accessories (except tires, tubes, and batteries)..... | 10.5 | 9.9 |
| Eggs..... | 3.6 | 3.6 | Tires, tubes, and tire accessories..... | 2.2 | 1.7 |
| Lard, cooking fats, etc..... | 2.1 | 2.1 | Automobiles, new, sold to dealers..... | 12.7 | 3.7 |
| Flour..... | 1.2 | 1.2 | Commercial cars and trucks, new, sold to dealers..... | 2.9 | .6 |
| Sugar..... | 1.7 | 1.7 | Parts and accessories sold to dealers..... | 1.0 | .1 |
| Canned goods and other groceries..... | 13.9 | 13.9 | Batteries..... | .4 | .2 |
| Meats, including poultry..... | 59.5 | 59.5 | Gasoline..... | 2.4 | 1.9 |
| Milk and cream..... | 1.1 | 1.1 | Oils and greases..... | 1.6 | 1.3 |
| Nonfood products: | | | Repairs and service..... | 7.5 | 7.5 |
| Cigars, cigarettes, and tobacco..... | 1.0 | .7 | Storage..... | 3.6 | .8 |
| Household supplies..... | 2.6 | .9 | | | |

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 stores. 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 State. The percentages in this second column should be applied to the sales shown in Table 1. 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 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.)

An (x) indicates that a percentage for this classification is of no specific use and it has not been computed.

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

| COMMODITY <small>(Read note carefully for explanation of terms)</small> | 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 <small>(Read note carefully for explanation of terms)</small> | 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 | | | FURNITURE AND HOUSEHOLD GROUP—Continued | | |
| Accessory stores with tires and batteries: (Commodity coverage, 15.9 per cent) | | | Furniture stores—Continued. | | |
| Automotive parts and accessories (except tires, tubes, and batteries)..... | | | Furniture— | | |
| | 51.6 | 51.6 | Furniture, household— | | |
| Tires, tubes, and tire accessories..... | 45.3 | 38.1 | Bedroom..... | | |
| Batteries..... | 5.8 | 4.8 | Living room, library, and hall..... | | |
| Oils and greases..... | 3.4 | 2.9 | Dining room..... | | |
| Radios and equipment..... | 3.1 | 2.6 | Kitchen..... | | |
| | | | Other household..... | | |
| | | | Office and store furniture..... | | |
| | | | Home furnishings— | | |
| | | | Draperies, upholstery, and curtains..... | | |
| | | | Floor coverings..... | | |
| | | | Bedding, mattresses, springs..... | | |
| | | | China, glassware, and crockery..... | | |
| | | | Kitchen utensils..... | | |
| | | | Refrigerators, electric and gas..... | | |
| | | | Other home furnishings..... | | |
| | | | Radio sets..... | | |
| | | | Secondhand furniture..... | | |
| | | | Service..... | | |
| | | | Stoves, ranges, heaters, etc. (other than electric or gas)..... | | |
| | | | | | |
| | | | Furniture and undertaker: (Commodity coverage, 41.0 per cent) | | |
| | | | Caskets and undertakers' supplies..... | | |
| | | | Furniture, household— | | |
| | | | Bedroom..... | | |
| | | | Living room, library, and hall..... | | |
| | | | Dining room..... | | |
| | | | Kitchen..... | | |
| | | | Other household..... | | |
| | | | Home furnishings: | | |
| | | | Draperies, upholstery, and curtains..... | | |
| | | | Floor coverings..... | | |
| | | | Bedding, mattresses, springs..... | | |
| | | | China, glassware, and crockery..... | | |
| | | | Kitchen utensils..... | | |
| | | | Refrigerators, electric and gas..... | | |
| | | | Other home furnishings..... | | |
| | | | Radio sets..... | | |
| | | | Radio parts and accessories..... | | |
| | | | Stoves and ranges, gas..... | | |
| | | | Stoves, ranges, heaters, etc. (other than electric or gas)..... | | |
| | | | Toys and games..... | | |
| | | | Undertaking service..... | | |
| | | | | | |
| | | | Household-appliance stores (electric): (Commodity coverage, 29.6 per cent) | | |
| | | | Appliances and supplies (electrical)— | | |
| | | | Household appliances, motor driven (except refrigerators)..... | | |
| | | | Household heating appliances, portable..... | | |
| | | | Lighting equipment..... | | |
| | | | Incandescent lamps..... | | |
| | | | Ranges, water heaters, etc..... | | |
| | | | Other appliances..... | | |
| | | | Radio sets..... | | |
| | | | Refrigerators, electric..... | | |
| | | | Service..... | | |
| | | | | | |
| | | | Household-appliance stores: (Commodity coverage, 75.1 per cent) | | |
| | | | Appliances and supplies (electrical)— | | |
| | | | Household appliances, motor driven (except refrigerators)..... | | |
| | | | Household heating appliances, portable..... | | |
| | | | Incandescent lamps..... | | |
| | | | Other appliances..... | | |
| | | | Appliances and supplies, gas— | | |
| | | | Stoves and ranges..... | | |
| | | | Water heaters..... | | |
| | | | Other appliances (except refrigerators)..... | | |
| | | | Clocks..... | | |
| | | | Heating and plumbing equipment and supplies..... | | |
| | | | Radio sets..... | | |
| | | | Refrigerators, electric and gas..... | | |
| | | | Service..... | | |
| | | | | | |
| | | | Radio and electric shops: (Commodity coverage, 48.7 per cent) | | |
| | | | Appliances and supplies (electrical)— | | |
| | | | Household appliances, motor driven (except refrigerators)..... | | |
| | | | Household heating appliances, portable..... | | |
| | | | Lighting equipment..... | | |
| | | | Incandescent lamps..... | | |
| | | | Construction materials..... | | |
| | | | Commercial and industrial electrical appliances..... | | |
| | | | Ranges, water heaters, etc..... | | |
| | | | Other appliances..... | | |
| | | | Radio sets..... | | |
| | | | Radio parts and accessories..... | | |
| | | | Refrigerators, electric and gas..... | | |
| | | | Service..... | | |

CENSUS OF DISTRIBUTION

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

| COMMODITY (Read note carefully for explanation of terms) | 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 (Read note carefully for explanation of terms) | 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 | | | OTHER RETAIL STORES | | |
| Radio and musical instrument stores: (Commodity coverage, 47.8 per cent) | | | Hardware stores: (Commodity coverage, 16.4 per cent) | | |
| Musical instruments and accessories— | | | Appliances and supplies (electrical)— | | |
| Pianos and accessories..... | 32.7 | 24.5 | Household appliances, motor driven..... | 2.4 | 2.4 |
| Phonographs and records..... | 12.8 | 12.8 | Household heating appliances—portable..... | 1.4 | 1.4 |
| Stringed and band instruments..... | 5.1 | 5.1 | Incandescent lamps..... | .2 | .2 |
| Sheet music, music books, etc..... | 1.7 | 1.7 | Appliances and supplies, gas— | | |
| Other musical instruments and accessories..... | .7 | .7 | Stoves and ranges..... | 1.2 | .5 |
| Office and store equipment— | | | Water heaters..... | .2 | .1 |
| Adding and calculating machines and accessories..... | 4.0 | .8 | Other appliances..... | .3 | .1 |
| Typewriters and accessories..... | 1.4 | .3 | Building materials— | | |
| Other office and store equipment..... | 2.2 | .3 | Iron and other building metal..... | 4.4 | 2.0 |
| Radio sets..... | 44.3 | 44.3 | Building paper, insulating boards with wood base, etc..... | 2.6 | 1.2 |
| Radio parts and accessories..... | 6.6 | 6.6 | Wall boards (except wood base)..... | 1.3 | .6 |
| Service..... | 1.1 | .3 | Farm and garden equipment and supplies— | | |
| Stationery, books, and magazines— | | | Farm machinery..... | 8.8 | 4.0 |
| Books..... | .5 | .1 | Wire fencing, gates, and posts..... | 6.3 | 2.8 |
| Paper and paper goods..... | 6.2 | 1.3 | Other farm and garden equipment and supplies..... | 9.4 | 4.4 |
| Other stationery..... | 5.0 | 1.0 | Hardware— | | |
| RESTAURANTS, CAFETERIAS, AND EATING PLACES | | | Builders' and shelf hardware..... | | |
| Restaurants with table service: (Commodity coverage, 9.8 per cent) | | | Carpenters' and mechanics' tools..... | | |
| Baker products, fresh..... | 3.8 | 1.5 | Other hardware..... | 15.4 | 15.4 |
| Bottled beverages..... | 2.7 | 1.5 | Paints, varnishes, glass and painters' supplies— | | |
| Canned goods and other groceries..... | 3.8 | 1.5 | Paints, varnishes, lacquers..... | 3.8 | 3.8 |
| Cigars, cigarettes, and tobacco..... | 4.0 | 4.0 | Glass..... | 1.1 | 1.1 |
| Confectionery and nuts..... | 3.0 | 1.6 | Painters' supplies..... | .3 | .3 |
| Fountain sales and ice cream..... | 8.9 | 4.8 | Radios and equipment..... | 13.0 | 7.1 |
| Fruits and vegetables..... | 2.6 | 1.5 | Seeds, bulbs, plants, and nursery stock..... | .5 | .2 |
| Receipts from sale of meals..... | 83.6 | 83.6 | Service..... | 3.9 | 2.1 |
| LUMBER AND BUILDING GROUP | | | Sporting goods, gymnasium and playground equipment..... | | |
| Lumber and hardware: (Commodity coverage, 21.0 per cent) | | | Stoves, ranges, heaters, etc. (other than electric or gas)..... | | |
| Building materials— | | | Wall paper..... | | |
| Brick, terra cotta, tile, etc..... | 3.2 | 0.2 | Flour..... | 5.0 | 4.2 |
| Building stone..... | 3.4 | .2 | Hay, grain, and feed-- | | |
| Cement..... | 10.7 | 10.7 | Hay, straw, and alfalfa..... | 15.9 | 15.9 |
| Lime, plaster, etc..... | 1.9 | 1.5 | Grain and feed..... | 79.1 | 79.1 |
| Lumber (rough and dressed)..... | 50.1 | 50.1 | Seeds, bulbs, plants, and nursery stock..... | 1.4 | .8 |
| Planing-mill products, woodwork..... | 7.6 | 4.9 | Coal and wood yards: (Commodity coverage, 13.3 per cent) | | |
| Wood shingles and shakes..... | 5.2 | 5.2 | Wood, coke, and other fuels..... | .2 | .2 |
| Roofing materials (except wood shingles)..... | 6.5 | 2.9 | Coal..... | 92.7 | 92.7 |
| Building paper, insulating boards with wood base, etc..... | 4.3 | 2.0 | Service..... | 7.1 | 7.1 |
| Wall boards (except wood base)..... | 3.1 | 2.4 | Drug stores: (Commodity coverage, 7.0 per cent) | | |
| Other building materials..... | 7.1 | 3.4 | Cigars, cigarettes, and tobacco..... | 5.6 | 5.5 |
| Coal..... | 15.2 | 2.4 | Confectionery and nuts..... | 5.8 | 5.5 |
| Farm and garden equipment and supplies— | | | Drugs, patent medicines, etc..... | | |
| Farm machinery..... | 6.0 | 1.8 | Miscellaneous merchandise..... | 55.4 | 65.4 |
| Farm wagons..... | 2.0 | .6 | (x) Stationery, books, periodicals, etc..... | 2.1 | 7.8 |
| Wire fencing, gates, and posts..... | .8 | .2 | Rubber goods..... | 2.2 | 2.1 |
| Other farm and garden equipment and supplies..... | 3.3 | 1.0 | Surgical and hospital supplies..... | 2.2 | 2.2 |
| Hardware..... | 8.6 | 8.6 | Prescriptions..... | 1.8 | 1.8 |
| Builders' and shelf hardware..... | 7.0 | | Toilet articles..... | 7.0 | 7.0 |
| Carpenters and mechanics' tools..... | .3 | | Toilet articles..... | 1.5 | 1.5 |
| Other hardware..... | 1.3 | | Toiletries and cosmetics..... | 11.2 | 11.2 |
| Paints, varnishes, glass, and painters' supplies..... | 3.9 | 1.9 | Drug stores with fountains: (Commodity coverage, 29.8 per cent) | | |
| Electrical shops (without radio): (Commodity coverage, 20.0 per cent) | | | Bottled beverages..... | | |
| Appliances and supplies (electrical)— | | | Cigars, cigarettes, and tobacco..... | | |
| Household appliances, motor driven (except refrigerators)..... | 9.3 | 8.0 | Confectionery and nuts..... | 2.8 | 2.6 |
| Household heating appliances, portable..... | 3.7 | 3.2 | Drugs, patent medicines, etc..... | 24.2 | 24.2 |
| Lighting equipment..... | 22.1 | 18.9 | Fountain sales and ice cream..... | 15.8 | 15.8 |
| Construction materials..... | 9.3 | 8.0 | Miscellaneous merchandise..... | (x) 8.5 | 8.5 |
| Commercial and industrial electrical appliances..... | 6.4 | 5.5 | Stationery, books, periodicals, etc..... | 5.9 | 5.0 |
| Ranges, water heaters, etc..... | 2.6 | 2.3 | Rubber goods..... | 2.0 | 2.0 |
| Other appliances..... | 27.5 | 27.5 | Surgical and hospital supplies..... | 3.3 | 3.0 |
| Refrigerators, electric..... | 12.5 | 10.7 | Prescriptions..... | 5.9 | 5.9 |
| Service..... | 15.9 | 15.9 | Toilet articles..... | 5.4 | 5.4 |
| Heating appliances and oil burners: (Commodity coverage, 100.0 per cent) | | | Toiletries and cosmetics..... | | |
| Heating equipment and supplies..... | 78.1 | 78.1 | 17.5 | 17.5 | |
| Service..... | 21.9 | 21.9 | Office and store mechanical appliance dealers (retail): (Commodity coverage, 99.0 per cent) | | |
| Paint and glass stores: (Commodity coverage, 25.3 per cent) | | | Office and store mechanical appliances— | | |
| Paints, varnishes, lacquers..... | 65.5 | 65.5 | Adding and calculating machines and accessories..... | 72.5 | 72.5 |
| Glass..... | 33.2 | 33.2 | Typewriters and accessories..... | 21.0 | 4.3 |
| Painters' supplies..... | 1.1 | 1.1 | Other office and store mechanical appliances..... | 35.3 | 7.2 |
| Wall paper..... | 2.0 | .2 | Office and store furniture..... | 4.0 | .8 |
| | | | Service..... | 10.2 | 10.2 |
| | | | Stationery..... | 24.5 | 5.0 |

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TABLE 16.—COMBINED CITIES—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS
ALL CITIES OF 10,000 TO 30,000 POPULATION COMBINED

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..... | 556 | 532 | 2,001 | 325 | \$3,699,699 | \$54,562 | \$3,657,927 | \$4,219,550 | \$27,851,978 | 100.00 |
| Food group..... | 133 | 149 | 233 | 36 | \$24,491 | 9,253 | \$37,951 | \$99,140 | 5,197,255 | 18.84 |
| Candy and confectionery stores..... | 9 | 15 | 12 | 1 | 16,559 | 9 | 26,822 | 15,700 | 137,279 | .49 |
| Dairy products stores ¹ | 3 | 3 | 16 | 1 | 21,177 | 299 | 15,911 | 1,540 | 135,701 | .49 |
| Delicatessen stores..... | 5 | 9 | 24 | 3 | 24,480 | 849 | 21,831 | 17,850 | 216,144 | .78 |
| Fruit stores and vegetable markets..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Grocery stores (without meats)..... | 44 | 42 | 63 | 9 | 62,669 | 1,395 | 119,443 | 192,310 | 1,643,291 | 5.80 |
| Combination stores (groceries and meats)..... | 61 | 70 | 99 | 20 | 136,280 | 6,659 | 163,890 | 145,770 | 2,686,834 | 9.64 |
| Meat markets (including sea foods)..... | 8 | 6 | 17 | 2 | 32,768 | 550 | 23,911 | 29,600 | 342,016 | 1.23 |
| Bakeries—caterers..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| General stores..... | 4 | 3 | 46 | | 78,112 | | 24,715 | \$9,500 | \$69,250 | 2.47 |
| General merchandise group²..... | 14 | 9 | 173 | 31 | \$31,894 | 5,343 | \$21,829 | \$15,765 | \$359,158 | 8.60 |
| Department stores..... | 4 | | 68 | 21 | 123,478 | 3,964 | 124,004 | 279,400 | 1,281,771 | 4.59 |
| Dry goods stores—piece goods stores..... | 5 | 7 | 35 | | 38,876 | | 54,379 | 151,450 | 432,078 | 1.52 |
| Variety, 5-and-10 and 10-and-dollar stores..... | 3 | | 56 | 9 | 47,029 | 1,545 | 41,486 | 56,559 | 365,150 | 1.42 |
| Automotive group²..... | 119 | 83 | 465 | 25 | \$92,511 | 12,418 | \$39,590 | \$11,760 | \$317,277 | 29.83 |
| Motor-vehicle dealers (new and trade-in)..... | 29 | 5 | 311 | 10 | 577,172 | 5,950 | 617,089 | 568,979 | 6,194,263 | 21.89 |
| Accessories, tires, and batteries..... | 24 | 20 | 47 | 2 | 75,249 | 265 | 86,235 | 133,670 | 679,714 | 2.40 |
| Filling stations..... | 50 | 42 | 81 | 22 | 114,491 | 6,705 | 115,929 | 102,630 | 1,323,460 | 4.75 |
| Garages and repair shops..... | 15 | 15 | 25 | 1 | 34,159 | 365 | 38,458 | 5,250 | 216,840 | .78 |
| Apparel group²..... | 73 | 69 | 179 | 19 | \$23,001 | 3,934 | \$41,929 | \$74,710 | \$241,999 | 8.88 |
| Men's and boys' clothing and furnishings stores..... | 22 | 21 | 45 | 2 | 69,055 | 542 | 146,377 | 419,770 | 669,977 | 3.44 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 17 | 14 | 51 | 5 | 80,767 | 1,468 | 106,669 | 130,850 | 809,192 | 2.90 |
| Women's accessories stores..... | 13 | 16 | 40 | 3 | 34,240 | 802 | 14,863 | 17,119 | 139,183 | .57 |
| Other apparel stores..... | 12 | 12 | 14 | | 17,531 | | 19,175 | 16,720 | 191,947 | .67 |
| Shoe stores..... | 7 | 4 | 17 | 2 | 35,558 | 622 | 32,616 | 56,290 | 270,623 | .97 |
| Furniture and household group²..... | 40 | 24 | 194 | 11 | \$36,065 | 3,401 | \$34,760 | \$43,870 | \$1,904,910 | 7.05 |
| Furniture stores..... | 17 | 13 | 63 | 3 | 133,735 | 1,240 | 156,930 | 290,580 | 954,637 | 3.57 |
| Household appliances stores..... | 7 | | 55 | 1 | 164,995 | 246 | 82,379 | 89,810 | 397,602 | 1.43 |
| Other home furnishings and appliances stores..... | 3 | 1 | 23 | 1 | 33,041 | | 209 | 6,500 | 86,850 | .31 |
| Radio and music stores..... | 12 | 9 | 47 | 6 | 63,527 | 1,715 | 85,549 | 92,480 | 480,134 | 1.72 |
| Restaurants, cafeterias, and eating places..... | 50 | 58 | 278 | 10 | \$78,415 | 1,912 | \$10,354 | \$9,410 | \$1,320,550 | 4.74 |
| Restaurants, cafeterias, and lunch rooms..... | 41 | 49 | 204 | 7 | 268,871 | 820 | 142,999 | 29,550 | 1,269,470 | 4.66 |
| Lunch counters, refreshment stands, etc..... | 9 | 9 | 14 | 3 | 9,544 | 562 | 7,355 | 820 | 59,910 | .18 |
| Lumber and building group..... | 30 | 20 | 118 | 17 | \$54,893 | 5,914 | \$36,825 | \$20,670 | \$1,627,650 | 5.84 |
| Lumber and building material dealers..... | 9 | 1 | 42 | 3 | 105,757 | 1,524 | 135,609 | 334,050 | 925,178 | 3.32 |
| Electrical shops (without radio)..... | 6 | 6 | 18 | 7 | 65,896 | 1,570 | 21,136 | 8,550 | 238,772 | .79 |
| Heating and plumbing shops..... | 8 | 8 | 32 | 6 | 69,256 | 2,345 | 21,284 | 26,830 | 279,794 | 1.00 |
| Paint and glass stores..... | 7 | 5 | 26 | 1 | 44,114 | 515 | 39,869 | 51,240 | 204,236 | .73 |
| Other retail stores..... | 130 | 106 | 314 | 72 | \$74,454 | 22,454 | \$72,055 | \$12,610 | \$3,836,345 | 13.78 |
| Hardware stores..... | 9 | 6 | 27 | 1 | 45,406 | 67 | 38,662 | 139,840 | 301,440 | 1.08 |
| Hardware and farm implement stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Farmers' supplies..... | 6 | 5 | 10 | 2 | 20,227 | 600 | 34,018 | 33,050 | 518,441 | 1.86 |
| Bookstores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 6 | 27 | 48 | 21 | 72,040 | 8,977 | 72,833 | 43,600 | 458,799 | 1.65 |
| Coal and wood yards—ice dealers..... | 8 | 10 | 25 | 5 | 47,640 | 1,775 | 31,425 | 12,660 | 366,974 | 1.32 |
| Drug stores..... | 20 | 17 | 85 | 9 | 116,546 | 2,605 | 124,054 | 266,800 | 1,662,938 | 3.81 |
| Florists..... | 6 | 6 | 10 | 1 | 10,063 | 432 | 18,998 | 10,320 | 87,049 | .31 |
| Gift shops, novelties, and toys..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Jewelry stores..... | 14 | 14 | 27 | 3 | 45,667 | 518 | 45,199 | 160,380 | 289,602 | 1.04 |
| Luggage and leather goods stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| News dealers..... | 3 | 2 | 10 | 25 | 6,080 | 5,000 | 2,000 | 2,200 | 36,800 | .13 |
| Office, school, and store supplies and equipment dealers..... | 8 | 4 | 29 | 1 | 63,854 | 825 | 28,054 | 29,100 | 241,383 | .87 |
| 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..... | 3 | | 10 | 2 | 17,913 | 1,000 | 18,640 | 41,050 | 94,218 | .34 |
| Miscellaneous classifications (combined)..... | 10 | 7 | 25 | 1 | 42,698 | 325 | 42,257 | 52,550 | 295,923 | .75 |
| Secondhand stores..... | 12 | 12 | 4 | 1 | \$4,470 | 550 | \$18,664 | \$1,420 | \$110,450 | .39 |

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.

CENSUS OF DISTRIBUTION

TABLE 17.—COMBINED CITIES—RETAIL DISTRIBUTION, BY TYPES OF OPERATION

ALL PLACES OF 10,000 TO 30,000 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 | 595 | 532 | 2,001 | 225 | \$8,699,999 | \$64,802 | \$3,087,927 | \$4,216,560 | \$27,681,975 | 100.00 |
| Single-store independents..... | 511 | 515 | 1,410 | 172 | 2,304,166 | 51,855 | 2,285,504 | 3,176,799 | 20,745,225 | 74.40 |
| 2-store independents..... | 26 | 12 | 172 | 13 | 295,521 | 3,445 | 255,878 | 313,720 | 2,518,664 | 9.03 |
| 3-store independents..... | 6 | | 51 | | 101,277 | | 90,078 | 163,210 | 827,634 | 2.97 |
| Local chains..... | 5 | | 21 | 4 | 32,117 | 1,857 | 23,703 | 7,450 | 195,325 | .70 |
| Sectional chains..... | 12 | | 82 | 1 | 111,514 | 520 | 138,032 | 155,940 | 909,326 | 3.26 |
| National chains..... | 24 | | 156 | 34 | 203,131 | 6,879 | 198,873 | 203,540 | 2,118,526 | 7.60 |
| Other types of operations..... | 12 | 5 | 106 | 1 | 178,320 | 246 | 75,860 | 95,910 | 667,275 | 2.04 |

TABLE 18.—COMBINED CITIES—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION

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

[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 | All other ¹ | KIND OF BUSINESS | Total | Single-store independents | All other ¹ |
|--|-------------|---------------------------|------------------------|--|-------------|---------------------------|------------------------|
| Department stores: | | | | Combination stores (groceries and meats): | | | |
| Number of stores..... | 4 | 1 | 3 | Number of stores..... | 61 | 50 | 5 |
| Annual net sales..... | \$1,281,771 | (X) | (X) | Annual net sales..... | \$2,656,534 | \$2,343,173 | \$343,061 |
| Per cent of total sales..... | 100.00 | (X) | (X) | Per cent of total sales..... | 100.00 | 87.21 | 12.79 |
| Variety, 5-and-10, and to-a-dollar stores: | | | | Restaurants, cafeterias, and lunch rooms: | | | |
| Number of stores..... | 3 | | 3 | Number of stores..... | 41 | 38 | 3 |
| Annual net sales..... | \$335,150 | | \$335,150 | Annual net sales..... | \$1,209,370 | \$1,021,548 | \$247,922 |
| Per cent of total sales..... | 100.00 | | 100.00 | Per cent of total sales..... | 100.00 | 80.47 | 19.53 |
| Men's and boy's clothing and furnishings stores: | | | | Cigar stores and cigar stands: | | | |
| Number of stores..... | 22 | 21 | 1 | Number of stores..... | 26 | 22 | 4 |
| Annual net sales..... | \$959,977 | \$925,977 | (X) | Annual net sales..... | \$458,769 | \$318,219 | \$140,550 |
| Per cent of total sales..... | 100.00 | 96.46 | (X) | Per cent of total sales..... | 100.00 | 69.36 | 30.64 |
| Clothing stores—men's, women's and children's: | | | | Filling stations: | | | |
| Number of stores..... | 17 | 14 | 3 | Number of stations..... | 50 | 42 | 8 |
| Annual net sales..... | \$809,132 | \$674,631 | \$134,241 | Annual net sales..... | \$1,323,460 | \$1,097,592 | \$225,868 |
| Per cent of total sales..... | 100.00 | 83.41 | 14.59 | Per cent of total sales..... | 100.00 | 82.93 | 17.07 |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | Coal and wood yards—ice dealers: | | | |
| Number of stores..... | 7 | 6 | 1 | Number of yards..... | 8 | 8 | |
| Annual net sales..... | \$270,693 | \$254,727 | (X) | Annual net sales..... | \$366,974 | \$366,974 | |
| Per cent of total sales..... | 100.00 | 97.52 | (X) | Per cent of total sales..... | 100.00 | 100.00 | |
| Shoe stores: | | | | Drug stores: | | | |
| Number of stores..... | 17 | 16 | 1 | Number of stores..... | 20 | 15 | 5 |
| Annual net sales..... | \$304,637 | \$982,437 | (X) | Annual net sales..... | \$1,062,938 | \$707,898 | \$295,040 |
| Per cent of total sales..... | 100.00 | 95.77 | (X) | Per cent of total sales..... | 100.00 | 72.24 | 27.76 |
| Furniture stores: | | | | Hardware stores: | | | |
| Number of stores..... | 12 | 9 | 3 | Number of stores..... | 9 | 9 | |
| Annual net sales..... | \$487,134 | \$249,518 | \$237,616 | Annual net sales..... | \$301,440 | \$301,440 | |
| Per cent of total sales..... | 100.00 | 51.97 | 48.03 | Per cent of total sales..... | 100.00 | 100.00 | |
| Radio and music stores: | | | | Jewelry stores: | | | |
| Number of stores..... | 44 | 36 | 8 | Number of stores..... | 14 | 13 | 1 |
| Annual net sales..... | \$1,643,231 | \$614,153 | \$1,029,048 | Annual net sales..... | \$289,602 | \$246,601 | (X) |
| Per cent of total sales..... | 100.00 | 37.38 | 62.62 | Per cent of total sales..... | 100.00 | 85.15 | (X) |

¹ Due to inability to show 2 and 3 store Independents, Local Chains, Sectional Chains, and National Chains separately because of the disclosure of individual operations they have been included in All Other.

RETAIL DISTRIBUTION IN WYOMING: 1929

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TABLE 19.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS

ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED

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..... | 2,393 | 2,431 | 4,717 | 613 | \$6,379,031 | \$201,365 | \$6,772,639 | \$19,741,100 | \$75,555,279 | 100.00 |
| Food group..... | 420 | 445 | 693 | 196 | \$12,182 | 23,487 | 925,274 | 1,113,830 | 12,065,012 | 17.16 |
| Candy and confectionery stores..... | 61 | 71 | 57 | 19 | 60,501 | 2,959 | 100,249 | 79,620 | \$27,765 | 1.09 |
| Dairy products stores ¹ | 10 | 19 | 22 | 2 | 31,372 | 315 | 35,744 | 2,970 | 331,279 | .44 |
| Deli-nessen stores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Fruit stores and vegetable markets..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Grocery stores (without meats)..... | 179 | 174 | 191 | 32 | 247,093 | 4,810 | 317,649 | 536,490 | 5,002,355 | 6.74 |
| Combination stores (groceries and meats)..... | 101 | 103 | 205 | 28 | 321,616 | 10,157 | 284,377 | 418,550 | 4,865,557 | 6.44 |
| Meat markets (including sea foods)..... | 40 | 47 | 66 | 7 | 89,693 | 2,677 | 123,671 | 42,800 | 1,391,052 | 1.84 |
| Bakeries—caterers..... | 21 | 25 | 49 | 8 | 57,527 | 2,358 | 57,110 | 30,130 | 465,145 | .54 |
| Other food stores..... | 2 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| General stores..... | 291 | 271 | 656 | 83 | 1,042,120 | 19,952 | 910,192 | 3,383,370 | 15,456,492 | 20.61 |
| General merchandise group..... | 68 | 40 | 367 | 93 | 455,106 | 18,580 | 497,293 | 1,352,450 | 4,568,618 | 6.44 |
| Department stores..... | 14 | 4 | 150 | 50 | 219,472 | 10,325 | 209,100 | 627,400 | 2,320,756 | 3.07 |
| Dry goods stores—piece goods stores..... | 16 | 15 | 54 | 5 | 67,403 | 609 | 83,070 | 252,199 | 804,489 | 1.07 |
| General merchandise stores..... | 24 | 9 | 89 | 29 | 130,694 | 6,398 | 131,623 | 461,960 | 1,377,753 | 1.82 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 14 | 12 | 74 | 9 | 37,537 | 1,557 | 44,106 | 67,593 | 365,620 | .48 |
| Automotive group..... | 516 | 573 | 1,033 | 112 | 1,597,102 | 31,249 | 1,843,267 | 2,028,760 | 18,597,738 | 24.60 |
| Motor vehicle dealers (new and trade-in)..... | 144 | 144 | 673 | 27 | 1,129,623 | 11,309 | 1,358,171 | 1,460,960 | 12,711,047 | 16.82 |
| Automobile dealers with farm implements and machinery..... | 9 | 17 | 23 | 1 | 32,780 | 309 | 42,876 | 117,509 | 550,891 | .73 |
| Accessories, tires, and batteries..... | 44 | 59 | 41 | 11 | 52,486 | 2,337 | 76,447 | 67,660 | 643,202 | .85 |
| Filling stations..... | 188 | 200 | 155 | 46 | 176,495 | 9,801 | 174,459 | 168,080 | 2,919,390 | 3.87 |
| Garages and repair shops..... | 131 | 162 | 147 | 27 | 265,718 | 7,302 | 191,254 | 175,470 | 1,763,208 | 2.32 |
| Apparel group..... | 141 | 140 | 151 | 33 | 217,206 | 7,549 | 337,053 | 1,201,740 | 2,935,689 | 3.89 |
| Men's and boys' clothing and furnishings stores..... | 44 | 45 | 49 | 10 | 83,099 | 2,655 | 158,339 | 590,580 | 1,345,329 | 1.78 |
| Clothing stores—men's, women's, children's..... | 16 | 11 | 30 | 6 | 51,266 | 1,785 | 66,613 | 294,760 | 539,956 | .70 |
| Women's ready-to-wear specialty stores—apparel and accessories..... | 40 | 43 | 35 | 8 | 40,340 | 1,250 | 76,158 | 196,430 | 661,127 | .88 |
| Women's accessories stores..... | 7 | 7 | 3 | 1 | 1,619 | 152 | 5,031 | 5,590 | 22,420 | .03 |
| Other apparel stores..... | 15 | 15 | 17 | 1 | 15,919 | 30 | 20,962 | 31,370 | 125,465 | .17 |
| Shoe stores..... | 19 | 19 | 17 | 7 | 25,053 | 1,677 | 30,010 | 112,780 | 217,573 | .33 |
| Furniture and household group²..... | 93 | 65 | 166 | 55 | 227,085 | 8,877 | 287,760 | 712,225 | 2,350,888 | 3.11 |
| Furniture stores..... | 46 | 42 | 91 | 14 | 138,385 | 4,159 | 184,965 | 532,090 | 1,637,329 | 2.17 |
| Household appliances stores..... | 17 | 2 | 47 | 6 | 57,051 | 466 | 45,830 | 55,360 | 255,453 | .34 |
| Radio and music stores..... | 30 | 20 | 27 | 35 | 31,649 | 5,052 | 56,121 | 124,770 | 434,585 | .60 |
| Restaurants, cafeterias, and eating places..... | 253 | 333 | 685 | 51 | 645,107 | 10,618 | 447,295 | 85,180 | 3,632,400 | 4.81 |
| Restaurants, cafeterias, and lunch rooms..... | 187 | 257 | 598 | 41 | 565,289 | 7,743 | 365,742 | 55,250 | 3,119,522 | 4.13 |
| Lunch counters, refreshment stands, etc..... | 66 | 76 | 67 | 10 | 80,818 | 2,875 | 81,553 | 29,930 | 512,878 | .68 |
| Lumber and building group..... | 133 | 78 | 304 | 74 | 735,411 | 26,497 | 502,749 | 1,082,210 | 6,153,906 | 8.15 |
| Lumber and building material dealers..... | 91 | 37 | 304 | 50 | 592,320 | 17,872 | 409,395 | 1,550,230 | 5,268,101 | 6.97 |
| Electrical shops (without radio)..... | 9 | 8 | 16 | 8 | 25,577 | 3,094 | 16,728 | 27,800 | 155,846 | .21 |
| Heating and plumbing shops..... | 27 | 26 | 86 | 13 | 166,899 | 5,026 | 67,066 | 56,580 | 680,384 | .90 |
| Paint and glass stores..... | 6 | 7 | 8 | 3 | 9,615 | 595 | 8,700 | 17,510 | 49,572 | .07 |
| Other retail stores..... | 454 | 470 | 623 | 196 | 775,076 | 53,056 | 1,019,563 | 2,160,100 | 8,507,504 | 11.26 |
| Hardware stores..... | 23 | 28 | 25 | 8 | 38,543 | 1,325 | 62,098 | 221,690 | 557,616 | .74 |
| Hardware and farm implement stores..... | 45 | 40 | 83 | 9 | 124,251 | 2,105 | 127,604 | 470,939 | 1,854,272 | 2.45 |
| Farmers' supplies..... | 29 | 25 | 21 | 4 | 25,970 | 710 | 35,016 | 122,500 | 583,202 | .77 |
| Bookstores..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Cigar stores and cigar stands..... | 99 | 117 | 69 | 12 | 83,290 | 3,234 | 130,343 | 65,690 | 780,537 | 1.03 |
| Coal and wood yards—ice dealers..... | 31 | 32 | 57 | 9 | 97,680 | 2,184 | 92,312 | 28,800 | 514,337 | .68 |
| Drug stores..... | 104 | 106 | 184 | 34 | 251,950 | 8,769 | 323,539 | 758,440 | 2,713,953 | 3.59 |
| Florists..... | 15 | 16 | 6 | 8 | 7,678 | 2,279 | 14,469 | 15,170 | 66,028 | .09 |
| Gift shops, novelties, and toys..... | 30 | 20 | 12 | 72 | 36,236 | 22,830 | 65,627 | 105,340 | 318,172 | .42 |
| Jewelry stores..... | 31 | 30 | 25 | 11 | 40,905 | 2,059 | 60,455 | 217,980 | 452,010 | .60 |
| Luggage and leather goods..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| News dealers..... | 8 | 0 | 6 | 19 | 9,583 | 4,519 | 23,386 | 30,600 | 183,482 | .24 |
| Office, school, and store supplies and equipment dealers..... | 3 | 2 | 8 | 1 | 6,369 | 392 | 10,106 | 7,490 | 43,031 | .07 |
| Opticians and optometrists..... | 1 | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) | (x) |
| Sporting goods stores, including athletic and playground equipment..... | 3 | 4 | 4 | | 5,480 | | 5,272 | 18,440 | 27,233 | .04 |
| Stationers and printers..... | 3 | 3 | 5 | | 7,038 | | 8,269 | 25,610 | 67,499 | .09 |
| Miscellaneous classifications (combined)..... | 27 | 34 | 22 | 8 | 38,335 | 2,660 | 56,299 | 68,380 | 310,806 | .41 |
| Secondhand stores..... | 18 | 18 | 3 | 3 | 2,560 | 370 | 11,887 | 19,570 | 54,872 | .07 |

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.

CENSUS OF DISTRIBUTION

TABLE 20.—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..... | 2,393 | 2,431 | 4,717 | 513 | \$8,579,931 | \$391,365 | \$9,772,599 | \$13,741,100 | \$75,555,279 | 100.00 |
| Single-store independents..... | 2,091 | 2,231 | 3,517 | 529 | 4,804,877 | 134,351 | 5,229,919 | 10,007,530 | 55,391,437 | 73.31 |
| 2-store independents..... | 60 | 35 | 204 | 16 | 261,919 | 3,382 | 238,605 | 520,620 | 2,804,786 | 3.79 |
| 3-store independents..... | 24 | 10 | 81 | 2 | 139,093 | 890 | 80,416 | 382,320 | 1,465,333 | 1.94 |
| Local chains..... | 44 | 2 | 163 | 74 | 239,036 | 22,631 | 298,268 | 751,170 | 3,518,978 | 4.66 |
| Sectional chains..... | 62 | ----- | 167 | 31 | 239,567 | 9,106 | 216,014 | 574,460 | 2,411,011 | 3.19 |
| National chains..... | 46 | ----- | 241 | 77 | 302,044 | 17,007 | 273,066 | 561,830 | 3,489,027 | 4.62 |
| Industrial stores (including commissaries)..... | 6 | ----- | 61 | 10 | 162,238 | 2,487 | 70,638 | 245,720 | 980,130 | 1.30 |
| Retailers—country buyers (rural)..... | 86 | 98 | 103 | 29 | 135,281 | 3,114 | 134,417 | 382,940 | 2,677,437 | 3.54 |
| Retailers—wholesalers (rural)..... | 26 | 31 | 75 | 9 | 111,956 | 2,094 | 105,049 | 123,060 | 1,098,824 | 1.46 |
| Other types of operation..... | 33 | 24 | 74 | 48 | 140,000 | 6,723 | 95,487 | 191,450 | 1,657,717 | 2.19 |

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

TABLE 21.—SEVENTEEN KINDS OF BUSINESS BY TYPES OF OPERATION
ALL PLACES OF LESS THAN 10,000 POPULATION COMBINED
[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 | Other types |
|---|-------------|---------------------------|---|--------------|------------------|-----------------|-------------|
| Department stores: | | | | | | | |
| Number of stores..... | 14 | 6 | | | | 8 | |
| Annual net sales..... | \$2,320,756 | \$1,158,177 | | | | \$1,162,579 | |
| Per cent of total sales..... | 100.00 | 49.91 | | | | 50.09 | |
| Variety, 5-and-10, and to-a-dollar stores: | | | | | | | |
| Number of stores..... | 14 | 11 | | | | 3 | |
| Annual net sales..... | \$365,620 | \$126,017 | | | | \$239,603 | |
| Per cent of total sales..... | 100.00 | 34.47 | | | | 65.53 | |
| Men's and boys' clothing and furnishings stores: | | | | | | | |
| Number of stores..... | 44 | 41 | 1 | | | | 2 |
| Annual net sales..... | \$1,345,539 | \$1,217,505 | (X) | | | | (X) |
| Per cent of total sales..... | 100.00 | 92.75 | (X) | | | | (X) |
| Clothing stores—men's, women's, and children's: | | | | | | | |
| Number of stores..... | 16 | 14 | 2 | | | | |
| Annual net sales..... | \$523,556 | (X) | (X) | | | | |
| Per cent of total sales..... | 100.00 | (X) | (X) | | | | |
| Women's ready-to-wear specialty stores—apparel and accessories: | | | | | | | |
| Number of stores..... | 40 | 34 | 1 | 2 | 3 | | |
| Annual net sales..... | \$661,127 | \$478,676 | (X) | (X) | \$143,451 | | |
| Per cent of total sales..... | 100.00 | 72.40 | (X) | (X) | 21.70 | | |
| Shoe stores: | | | | | | | |
| Number of stores..... | 19 | 15 | 4 | | | | |
| Annual net sales..... | \$247,553 | \$212,343 | \$35,210 | | | | |
| Per cent of total sales..... | 100.00 | 85.78 | 14.22 | | | | |
| Furniture stores: | | | | | | | |
| Number of stores..... | 45 | 44 | 1 | | | | |
| Annual net sales..... | \$1,637,329 | (X) | (X) | | | | |
| Per cent of total sales..... | 100.00 | (X) | (X) | | | | |
| Radio and music stores: | | | | | | | |
| Number of stores..... | 30 | 16 | 2 | | | | 12 |
| Annual net sales..... | \$453,586 | \$299,933 | (X) | | | | (X) |
| Per cent of total sales..... | 100.00 | 59.51 | (X) | | | | (X) |
| Grocery stores (without meats): | | | | | | | |
| Number of stores..... | 179 | 127 | 9 | 13 | 7 | 1 | 22 |
| Annual net sales..... | \$5,062,355 | \$2,847,972 | \$320,045 | \$727,852 | (X) | (X) | 615,801 |
| Per cent of total sales..... | 100.00 | 55.93 | 6.46 | 14.20 | (X) | (X) | 12.09 |
| Combination stores (groceries and meats): | | | | | | | |
| Number of stores..... | 101 | 71 | 5 | | 1 | 9 | 15 |
| Annual net sales..... | \$4,866,587 | \$2,733,968 | \$298,838 | | (X) | (X) | 936,756 |
| Per cent of total sales..... | 100.00 | 55.18 | 6.14 | | (X) | (X) | 19.25 |
| Restaurants, cafeterias, and lunch rooms: | | | | | | | |
| Number of stores..... | 187 | 182 | 2 | | 2 | | 1 |
| Annual net sales..... | \$3,119,522 | \$2,950,054 | (X) | | (X) | | \$4,900 |
| Per cent of total sales..... | 100.00 | 94.57 | (X) | | (X) | | .16 |
| Cigar stores and cigar stands: | | | | | | | |
| Number of stores..... | 69 | 91 | 2 | | | 2 | 1 |
| Annual net sales..... | \$780,537 | \$718,158 | (X) | | | (X) | \$7,603 |
| Per cent of total sales..... | 100.00 | 92.01 | (X) | | | (X) | .97 |
| Filling stations: | | | | | | | |
| Number of stations..... | 188 | 163 | 9 | | | 6 | 10 |
| Annual net sales..... | \$2,919,390 | \$2,267,381 | \$206,530 | | | \$118,517 | \$390,962 |
| Per cent of total sales..... | 100.00 | 77.47 | 7.08 | | | 4.06 | 13.39 |
| Coal and wood yards—ice dealers: | | | | | | | |
| Number of yards..... | 31 | 30 | | | | | 1 |
| Annual net sales..... | \$514,337 | \$511,837 | | | | | \$2,500 |
| Per cent of total sales..... | 100.00 | 99.51 | | | | | .49 |
| Drug stores: | | | | | | | |
| Number of stores..... | 104 | 100 | 2 | | 1 | 1 | |
| Annual net sales..... | \$2,713,653 | \$2,556,295 | (X) | (X) | | (X) | |
| Per cent of total sales..... | 100.00 | 94.19 | (X) | (X) | | (X) | |
| Hardware stores: | | | | | | | |
| Number of stores..... | 23 | 23 | | | | | |
| Annual net sales..... | \$557,616 | \$557,616 | | | | | |
| Per cent of total sales..... | 100.00 | 100.00 | | | | | |
| Jewelry stores: | | | | | | | |
| Number of stores..... | 31 | 30 | | | | | 1 |
| Annual net sales..... | \$452,016 | \$440,210 | | | | | \$11,800 |
| Per cent of total sales..... | 100.00 | 97.39 | | | | | 2.61 |