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## RETAIL DISTRIBUTION

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# RETAIL DISTRIBUTION

## INTRODUCTION

**Scope of the census.**—Basic statistics relating to Retail Distribution for the United States were collected and compiled for the first time in connection with the Fifteenth Decennial Census. There are, therefore, no comparable figures for earlier years.

The retail census covered the operations of all retail stores and all establishments doing business in a retail manner. Thus, in addition to actual stores, it covers the operations of restaurants. The census did not include wholly service businesses, such as laundries, dry cleaners, barber shops, beauty parlors, and the like, nor the professions, such as medicine and law, nor public utilities, such as water, gas, and electric companies. Some semiservice businesses, such as garages which sell a substantial amount of merchandise in addition to their service, are included.

Bakeries, planing mills, power laundries, and cleaning and dyeing establishments for many years have been included in the Census of Manufactures and therefore they were not reported as part of the Census of Distribution. Bakery-goods stores shown in the statistics for retail distribution are those which do not produce their own goods or which produce them in quantities too small to be included in the Census of Manufactures. Lumber yards which manufacture their own lumber or mill work are likewise excluded. Hotel dining rooms were not included in the Distribution Census but were covered in a separate inquiry known as the "Census of Hotels."

**Kinds of business classifications.**—All stores were classified according to the principal commodities which they sold, or according to their popular designation. The primary lines of merchandise are usually indicated by the classification, such as drug store, furniture store, grocery store, or shoe store, but related lines may be of a nature far removed from that indicated by the store name. The users of these statistics should not consider the store classifications to represent the sales of any particular commodity, as in practically all cases retail stores sell more than a single line of merchandise.

**Types of operation.**—Under this grouping all retail establishments are classified on the basis of operation, distinguishing the following: Single-store independents; 2-store independents; 3-store independents; local branch systems; local chains; sectional chains; national chains; and miscellaneous types of operation. Chains are classified as local if substantially all of their stores are located in and around some one city. Sectional chains are those whose stores are located in any one section of the country, such as the New England States or the Pacific Coast States, or the Gulf Southwest States. National chains are those whose operations and interests are broader than any one section of the country. Independents who operate two or three stores and some small local branch systems, the stores of which are merchandised and supplied from the stocks of the central parent store, are not classified for the purpose of the retail census as chains. Other classifications are self-explanatory.

## EXPLANATION OF TABLES

**Tables 1 and 2.**—Table 1 summarizes for the United States by kinds-of-business classifications the number of stores, the number of full-time and part-time employees, total salaries and wage payments, and net sales, and Table 2 gives geographic division and State totals for the same items.

**Tables 3, 5, and 6.**—These tables present summarized information by types of operation for the United States as a whole, as well as the number of stores and net sales for geographic divisions and States and by 17 kinds of business classifications for the United States as a whole.

**Table 4.**—This table summarizes operating expense data by kind of business classifications, together with the total operating expenses per \$100 of sales. The schedules on which the census is based include an inquiry for salaries and the compensation of active proprietors but the figures reported were so varied and unreliable that they were useless. In lieu thereof this table includes a column showing the value of proprietors' services computed at the same rate as that paid in the same kind of business to full-time employees. This table also provides the basis for computing the relative wage costs in each kind of business.

**Table 7.**—This table shows the population, number of stores, proprietors and firm members, full-time employees, net sales, stocks on hand at end of year and total pay roll for all cities having 10,000 population or more in 1930.

**Tables 8 and 9.**—These tables summarize by types of operation and by geographic divisions and States data relative to open account credit sales and installment credit sales. It should be noted that these tables are based only on the reports of such establishments as reported credit sales. They do not include establishments which made all their sales on a cash basis. Due to the fact that installment credit was not reported separately by stores whose total sales were less than \$60,000, nor by stores in places of less than 10,000 population, the dollar figures are incomplete and can not be related to the total credit sales.

**Table 10.**—This table shows the proportion of retail business done by establishments operated by individuals and partnerships, corporations, cooperative associations, and other forms of organization.

Separate reports on retail distribution have been issued by the Bureau of the Census for each State and for the entire United States. Totals presented in these reports relate to 1929 operations of reporting establishments. They include detailed data by kinds of business and by types of operation for each State, county, and for places having a population of 1,000 inhabitants or more.

TABLE 1.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929

| KIND OF BUSINESS   | Number of stores | NUMBER OF EMPLOYEES |           | Salaries and wages (total) | Net sales (1929) |
|--|------------------|---------------------|-----------|----------------------------|------------------|
|  |                  | Full time           | Part time |                            |                  |
| United States, total.....  | 1,543,168        | 3,833,581           | 678,559   | \$5,189,689,980            | \$49,114,653,269 |
| Food group.....  | 481,891          | 568,682             | 163,775   | 767,207,882                | 10,837,421,586   |
| Candy and confectionery stores:  |                  |                     |           |                            |                  |
| Candy stores—nut stores.....   | 2,658            | 4,143               | 938       | 4,866,805                  | 34,913,329       |
| Confectionery stores (candy and fountain).....                         | 60,007           | 42,029              | 14,569    | 41,353,324                 | 539,630,046      |
| Dairy-products stores:   |                  |                     |           |                            |                  |
| Dairy-products stores (including ice cream).....                       | 4,488            | 9,332               | 1,595     | 13,582,948                 | 195,905,016      |
| Egg and poultry dealers.....   | 3,258            | 2,573               | 1,012     | 3,319,756                  | 70,855,093       |
| Milk dealers.....  | 3,990            | 52,975              | 900       | 101,027,019                | 500,995,747      |
| Delicatessen stores.....   | 11,149           | 9,058               | 2,154     | 10,695,981                 | 194,820,089      |
| Fruit stores and vegetable markets.....                                | 22,994           | 16,368              | 5,808     | 27,683,348                 | 368,379,359      |
| Grocery stores (without meats) <sup>1</sup> .....                      | 191,870          | 143,413             | 54,484    | 189,439,001                | 3,440,129,144    |
| Combination stores (groceries and meats):                              |                  |                     |           |                            |                  |
| Grocery stores with meats.....   | 91,833           | 148,810             | 40,700    | 192,504,127                | 3,025,304,722    |
| Meat markets with groceries.....                                       | 23,661           | 44,907              | 11,305    | 61,759,350                 | 878,357,345      |
| Meat markets (including sea foods):                                    |                  |                     |           |                            |                  |
| Fish markets—sea foods.....  | 6,077            | 6,302               | 1,844     | 7,500,379                  | 83,098,479       |
| Meat markets.....  | 43,738           | 56,318              | 12,841    | 84,898,268                 | 1,263,250,544    |
| Bakeries—caterers:   |                  |                     |           |                            |                  |
| Bakeries—bakery-goods stores (except manu-<br>facturing bakeries)..... | 11,903           | 24,571              | 3,577     | 29,327,722                 | 193,563,093      |
| Caterers.....  | 110              | 1,180               | 707       | 1,732,720                  | 7,529,089        |
| Other food stores:   |                  |                     |           |                            |                  |
| Coffee, tea, spice dealers.....  | 1,230            | 4,914               | 323       | 7,437,042                  | 44,058,342       |
| Farm-products stores.....  | 974              | 455                 | 307       | 455,775                    | 8,942,183        |
| General food stores (miscellaneous).....                               | 680              | 633                 | 210       | 617,617                    | 8,568,105        |
| Bottled waters and beverage dealers.....                               | 921              | 1,842               | 199       | 2,598,401                  | 11,533,231       |
| General stores.....  | 104,089          | 107,023             | 30,931    | 115,511,168                | 2,570,744,006    |
| General stores—groceries with apparel.....                             | 5,420            | 4,532               | 1,600     | 4,910,272                  | 111,074,663      |
| General stores—groceries with dry goods.....                           | 40,159           | 29,350              | 10,002    | 20,095,406                 | 713,226,435      |
| General stores—groceries with general merchan-<br>dise.....            | 58,504           | 73,141              | 19,299    | 81,400,490                 | 1,746,442,908    |
| General-merchandise group.....   | 64,638           | 702,822             | 194,964   | 818,930,246                | 6,444,100,907    |
| Department stores:   |                  |                     |           |                            |                  |
| With food departments.....   | 460              | 107,354             | 10,650    | 130,292,780                | 639,411,204      |
| Without food departments.....  | 3,730            | 342,138             | 48,107    | 443,090,863                | 2,963,662,603    |
| Mail-order houses—general merchandise.....                             | 31               | 35,483              | 386       | 38,006,530                 | 447,023,041      |
| Dry-goods stores:  |                  |                     |           |                            |                  |
| Dry-goods stores.....  | 24,076           | 49,538              | 15,879    | 55,962,201                 | 641,385,596      |
| Piece-goods stores.....  | 774              | 1,032               | 102       | 1,502,854                  | 21,822,252       |
| General-merchandise stores:  |                  |                     |           |                            |                  |
| With food departments.....   | 2,182            | 8,472               | 1,254     | 10,804,836                 | 139,404,484      |
| Without food departments.....  | 9,849            | 28,803              | 12,794    | 31,904,750                 | 368,887,420      |
| Army and Navy goods stores.....  | 724              | 1,072               | 814       | 1,676,167                  | 19,783,037       |
| Women's exchanges.....   | 100              | 610                 | 201       | 827,306                    | 3,573,085        |
| Variety, 5-and-10, and to-a-dollar stores.....                         | 12,110           | 128,320             | 35,297    | 95,361,951                 | 903,147,495      |
| Automotive group.....  | 257,685          | 628,333             | 67,644    | 934,491,791                | 9,615,610,098    |
| Motor-vehicle dealers (new and used):                                  |                  |                     |           |                            |                  |
| Automobile salesrooms.....   | 40,797           | 330,617             | 11,413    | 528,987,607                | 6,153,216,567    |
| Used-car dealers.....  | 3,097            | 7,274               | 748       | 11,805,400                 | 140,932,126      |
| Automobile dealers with farm implements and<br>machinery.....          | 1,407            | 5,670               | 848       | 8,217,280                  | 118,363,249      |
| Accessories, tires, and batteries:                                     |                  |                     |           |                            |                  |
| Accessory stores with tires and batteries.....                         | 7,762            | 20,336              | 1,506     | 30,900,392                 | 257,742,856      |
| Battery and ignition shops and brake-repair<br>shops.....              | 6,406            | 10,550              | 1,250     | 15,442,170                 | 94,238,218       |
| Tire shops (including tire repairs).....                               | 8,142            | 20,000              | 1,565     | 20,671,214                 | 247,814,087      |
| Filling stations: <sup>2</sup>   |                  |                     |           |                            |                  |
| Filling stations—gasoline and oil.....                                 | 52,727           | 66,655              | 7,986     | 87,517,127                 | 899,081,366      |
| Filling stations with tires and accessories.....                       | 26,776           | 35,339              | 7,536     | 43,173,479                 | 516,916,621      |
| Filling stations with other merchandise.....                           | 42,011           | 24,727              | 8,279     | 28,521,001                 | 401,425,111      |

See footnotes at end of table.

TABLE 1.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—Continued

| KIND OF BUSINESS  | Number of stores | NUMBER OF EMPLOYEES |                | Salaries and wages (total) | Net sales (1929)        |
|---|------------------|---------------------|----------------|----------------------------|-------------------------|
|   |                  | Full time           | Part time      |                            |                         |
| <b>Automotive group—Continued.</b>                                    |                  |                     |                |                            |                         |
| Motor cycles, bicycles, and supplies:                                 |                  |                     |                |                            |                         |
| Motor-cycle dealers.....  | 298              | 608                 | 51             | \$988, 094                 | \$8, 034, 788           |
| Bicycle, motor cycle, and supply stores.....                          | 255              | 433                 | 03             | 584, 521                   | 4, 039, 636             |
| Bicycle shops (including repairs).....                                | 879              | 030                 | 177            | 746, 580                   | 7, 570, 126             |
| Garages and repair shops:   |                  |                     |                |                            |                         |
| Body, fender, and paint shops.....                                    | 3, 379           | 9, 599              | 1, 033         | 15, 288, 021               | 46, 100, 106            |
| Garages (repairs and storage, gasoline, oil, accessories).....        | 60, 027          | 88, 357             | 14, 030        | 121, 257, 445              | 693, 003, 270           |
| Parking stations, parking garages, and lots.....                      | 2, 059           | 5, 015              | 312            | 7, 441, 590                | 39, 261, 733            |
| Radiator shops (including repairs).....                               | 728              | 1, 041              | 139            | 1, 554, 128                | 0, 569, 623             |
| Other automotive establishments:                                      |                  |                     |                |                            |                         |
| Aircraft and accessories.....   | 114              | 822                 | 20             | 1, 343, 814                | 5, 603, 609             |
| Boats (motor boats, yachts, canoes).....                              | 219              | 534                 | 65             | 870, 020                   | 10, 741, 113            |
| <b>Apparel group.....</b>   | <b>114, 290</b>  | <b>329, 254</b>     | <b>74, 876</b> | <b>605, 352, 285</b>       | <b>4, 240, 892, 877</b> |
| Men's and boys' clothing and furnishings stores:                      |                  |                     |                |                            |                         |
| Men's and boys' clothing stores.....                                  | 3, 380           | 9, 335              | 2, 396         | 18, 317, 208               | 176, 418, 581           |
| Men's and boys' hat stores.....                                       | 1, 560           | 2, 580              | 1, 549         | 4, 851, 542                | 43, 744, 215            |
| Men's furnishings stores.....   | 9, 190           | 10, 051             | 3, 775         | 17, 286, 939               | 212, 032, 817           |
| Men's clothing and furnishings stores.....                            | 14, 049          | 45, 389             | 10, 188        | 82, 927, 674               | 700, 527, 060           |
| Family clothing stores—men's, women's, and children's.....            | 10, 551          | 43, 555             | 9, 397         | 65, 080, 231               | 552, 353, 340           |
| Women's ready-to-wear specialty stores—apparel and accessories.....   | 18, 253          | 100, 791            | 10, 855        | 134, 581, 843              | 1, 087, 000, 723        |
| Women's accessories stores:   |                  |                     |                |                            |                         |
| Blouse shops.....   | 11               | 30                  |                | 31, 373                    | 313, 362                |
| Corset and lingerie shops.....  | 2, 390           | 3, 024              | 1, 143         | 4, 591, 204                | 49, 555, 828            |
| Furriers—fur shops.....   | 2, 280           | 7, 506              | 705            | 14, 344, 377               | 100, 861, 500           |
| Hosiery shops.....  | 1, 943           | 8, 940              | 978            | 9, 859, 827                | 54, 820, 900            |
| Knit goods shops.....   | 404              | 863                 | 511            | 1, 055, 923                | 11, 347, 687            |
| Millinery stores (including leased millinery departments).....        | 12, 433          | 19, 106             | 5, 772         | 23, 788, 421               | 161, 800, 725           |
| Costume accessories stores (including jewelry, bags, and gloves)..... | 323              | 582                 | 125            | 715, 469                   | 6, 781, 029             |
| Umbrella shops (including parasols, canes).....                       | 127              | 95                  | 45             | 115, 225                   | 1, 146, 200             |
| Other apparel stores:   |                  |                     |                |                            |                         |
| Children's specialty shops.....                                       | 1, 019           | 1, 458              | 500            | 1, 861, 323                | 23, 082, 252            |
| Custom tailors.....   | 11, 284          | 23, 277             | 2, 818         | 39, 128, 023               | 165, 047, 916           |
| Dressmakers.....  | 463              | 2, 804              | 85             | 4, 028, 036                | 11, 610, 556            |
| Infants' wear shops.....  | 200              | 335                 | 111            | 436, 713                   | 5, 983, 019             |
| Mail-order apparel houses.....  | 9                | 111                 | 8              | 136, 457                   | 2, 129, 818             |
| Shoe stores:  |                  |                     |                |                            |                         |
| Shoe stores—men's.....  | 1, 402           | 2, 810              | 1, 043         | 5, 193, 838                | 61, 507, 370            |
| Shoe stores—women's.....  | 1, 066           | 8, 140              | 2, 826         | 15, 073, 069               | 130, 080, 059           |
| Family shoe stores—men's, women's, and children's.....                | 21, 191          | 37, 800             | 13, 020        | 61, 350, 880               | 614, 640, 900           |
| <b>Furniture and household group.....</b>                             | <b>58, 941</b>   | <b>249, 045</b>     | <b>21, 557</b> | <b>404, 095, 231</b>       | <b>2, 754, 720, 607</b> |
| Furniture stores:   |                  |                     |                |                            |                         |
| Furniture stores.....   | 17, 891          | 105, 185            | 5, 170         | 176, 361, 710              | 1, 272, 393, 470        |
| Furniture and undertaker.....   | 3, 590           | 5, 836              | 1, 512         | 8, 790, 097                | 103, 162, 792           |
| Furniture and hardware stores.....                                    | 3, 672           | 8, 200              | 1, 202         | 11, 425, 260               | 134, 255, 707           |
| Floor coverings, drapery, curtain, and upholstery stores:             |                  |                     |                |                            |                         |
| Drapery, curtain, and upholstery stores.....                          | 973              | 2, 021              | 250            | 2, 992, 502                | 18, 735, 418            |
| Floor coverings stores.....   | 1, 503           | 6, 348              | 375            | 10, 280, 868               | 78, 423, 050            |
| Household appliances stores:  |                  |                     |                |                            |                         |
| Household appliances stores (electric only).....                      | 6, 637           | 30, 729             | 3, 012         | 55, 574, 220               | 228, 809, 869           |
| Household appliances stores.....                                      | 1, 757           | 10, 202             | 2, 307         | 10, 741, 612               | 90, 398, 230            |
| Refrigerator dealers (electric only).....                             | 492              | 3, 874              | 150            | 6, 022, 074                | 49, 011, 578            |
| Refrigerator dealers (electric and gas).....                          | 45               | 176                 | 21             | 269, 072                   | 1, 984, 293             |
| Other home furnishings and appliances stores:                         |                  |                     |                |                            |                         |
| Aluminumware.....   | 58               | 1, 333              | 7              | 1, 357, 789                | 4, 470, 078             |
| Antique and used furniture dealers.....                               | 715              | 951                 | 151            | 1, 049, 245                | 10, 024, 981            |
| Brushes and brooms (largely house-to-house).....                      | 269              | 3, 388              | 9              | 4, 041, 924                | 9, 705, 124             |
| China, glassware, crockery, tinware, enamelware dealers.....          | 1, 008           | 2, 748              | 370            | 4, 070, 990                | 30, 057, 185            |
| Picture and framing stores.....                                       | 690              | 1, 046              | 187            | 1, 506, 788                | 8, 747, 780             |

See footnotes at end of table.

TABLE 1.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1920—Continued

| KIND OF BUSINESS  | Number of stores | NUMBER OF EMPLOYEES |                | Salaries and wages (total) | Net sales (1920)     |
|---|------------------|---------------------|----------------|----------------------------|----------------------|
|   |                  | Full time           | Part time      |                            |                      |
| <b>Furniture and household group—Continued.</b>                         |                  |                     |                |                            |                      |
| <b>Other home furnishings and appliances stores—Continued.</b>          |                  |                     |                |                            |                      |
| Stove and range dealers.....  | 398              | 1,031               | 78             | \$1,638,652                | \$9,356,676          |
| Antique shops.....  | 1,389            | 2,342               | 332            | 5,062,285                  | 50,347,649           |
| Awning, flag, banner, window shade, and tent shops.....                 | 841              | 1,872               | 315            | 2,600,425                  | 15,562,585           |
| Interior decorators.....  | 701              | 5,804               | 442            | 11,002,569                 | 68,817,538           |
| Lamp and shade shops.....   | 280              | 368                 | 63             | 485,342                    | 3,515,015            |
| <b>Radio and music stores:</b>  |                  |                     |                |                            |                      |
| Radio and electrical shops <sup>1</sup> .....                           | 11,783           | 29,900              | 4,095          | 45,410,639                 | 337,263,665          |
| Radio and musical instrument stores <sup>2</sup> .....                  | 4,254            | 20,322              | 1,467          | 34,585,037                 | 224,478,354          |
| <b>Restaurants and eating places.....</b>                               | <b>134,203</b>   | <b>419,994</b>      | <b>57,732</b>  | <b>396,075,391</b>         | <b>2,124,890,455</b> |
| <b>Restaurants, cafeterias, and lunch rooms:</b>                        |                  |                     |                |                            |                      |
| Cafeterias.....   | 3,124            | 59,330              | 4,829          | 57,887,721                 | 272,738,813          |
| Lunch rooms.....  | 57,812           | 93,121              | 15,950         | 82,232,028                 | 541,701,515          |
| Restaurants with table service.....                                     | 36,214           | 222,321             | 24,424         | 208,579,748                | 988,472,012          |
| <b>Lunch counters, refreshment stands, etc.:</b>                        |                  |                     |                |                            |                      |
| Box lunches.....  | 101              | 1,123               | 208            | 1,277,603                  | 6,334,934            |
| Refreshment stands.....   | 7,704            | 5,409               | 3,031          | 5,014,465                  | 46,004,898           |
| Fountain—lunches.....   | 1,909            | 11,982              | 2,445          | 12,207,013                 | 64,564,785           |
| Lunch counters.....   | 17,110           | 25,966              | 5,860          | 25,018,462                 | 162,180,671          |
| Soft-drink stands.....  | 10,303           | 3,742               | 1,319          | 3,868,351                  | 42,891,927           |
| <b>Lumber and building group.....</b>                                   | <b>62,814</b>    | <b>215,830</b>      | <b>28,351</b>  | <b>359,985,034</b>         | <b>2,621,063,720</b> |
| <b>Lumber and building materials:</b>                                   |                  |                     |                |                            |                      |
| Lumber and building material dealers.....                               | 16,011           | 96,926              | 9,710          | 163,437,103                | 1,471,744,992        |
| Lumber and hardware dealers.....  | 6,130            | 28,868              | 3,505          | 49,729,508                 | 457,059,775          |
| Roofing dealers.....  | 2,868            | 7,728               | 1,614          | 11,452,569                 | 46,180,400           |
| Other retailers of building materials (brick, stone, cement, etc.)..... | 489              | 961                 | 247            | 1,234,527                  | 5,718,391            |
| Electrical shops (without radio).....                                   | 4,858            | 14,278              | 1,765          | 23,533,994                 | 110,131,328          |
| <b>Heating and plumbing shops:</b>                                      |                  |                     |                |                            |                      |
| Heating appliance and oil burner dealers.....                           | 1,915            | 10,360              | 561            | 20,323,388                 | 70,739,603           |
| Plumbing shops (heating and ventilating).....                           | 10,794           | 35,723              | 6,289          | 60,003,361                 | 293,540,222          |
| <b>Paint and glass stores:</b>  |                  |                     |                |                            |                      |
| Glass and mirror shops.....   | 588              | 1,993               | 103            | 1,852,922                  | 9,552,083            |
| Paint and glass stores.....   | 8,282            | 19,887              | 2,596          | 31,415,262                 | 135,819,822          |
| <b>Other retail stores.....</b>   | <b>209,448</b>   | <b>595,920</b>      | <b>125,457</b> | <b>867,946,006</b>         | <b>7,766,941,273</b> |
| <b>Hardware stores.....</b>   |                  |                     |                |                            |                      |
| <b>Hardware and farm implement stores:</b>                              |                  |                     |                |                            |                      |
| Farm implement, machinery and equipment dealers.....                    | 4,080            | 7,316               | 2,570          | 10,590,762                 | 174,976,432          |
| Farm implement dealers with hay, grain, and feed.....                   | 1,687            | 476                 | 2,118,926      | 40,818,230                 |                      |
| Hardware and farm implements stores.....                                | 6,689            | 16,130              | 2,770          | 22,395,716                 | 296,714,129          |
| <b>Farmers' supplies:</b>   |                  |                     |                |                            |                      |
| Feed stores (flour, feed, grain, fertilizer).....                       | 9,953            | 15,823              | 3,580          | 20,035,157                 | 430,395,393          |
| Fertilizer dealers.....   | 1,213            | 612                 | 479            | 692,181                    | 21,669,045           |
| Harness shops.....  | 2,557            | 1,051               | 409            | 1,359,550                  | 10,266,374           |
| Irrigation and drainage equipment and supplies (retail).....            | 49               | 208                 | 41             | 345,788                    | 1,507,734            |
| Farmers' supply stores.....   | 308              | 898                 | 226            | 1,216,404                  | 15,377,055           |
| Seed stores, bulbs, and nursery stock.....                              | 1,439            | 7,884               | 2,096          | 11,304,808                 | 70,630,634           |
| Cooperages (barrels, boxes, crates, casks).....                         | 119              | 310                 | 137            | 365,144                    | 2,961,840            |
| Coal and feed stores.....   | 4,093            | 11,809              | 2,478          | 16,429,038                 | 237,706,875          |
| Grain elevators (sales at retail).....                                  | 221              | 508                 | 115            | 646,575                    | 17,494,757           |
| Food stores with groceries.....   | 7,127            | 8,163               | 2,657          | 8,633,743                  | 205,235,703          |
| <b>Book stores:</b>   |                  |                     |                |                            |                      |
| Book stores.....  | 2,720            | 12,397              | 2,879          | 18,268,906                 | 116,371,021          |
| Circulating libraries (book sellers).....                               | 89               | 68                  | 25             | 73,701                     | 649,678              |
| <b>Cigar stores and cigar stands:</b>                                   |                  |                     |                |                            |                      |
| Cigar stores with fountains.....  | 2,234            | 3,555               | 430            | 4,252,641                  | 44,732,463           |
| Cigar stands.....   | 12,239           | 10,863              | 3,594          | 12,218,827                 | 97,947,363           |
| Cigar stores without fountains.....                                     | 18,775           | 13,115              | 2,681          | 17,763,353                 | 237,384,102          |

See footnotes at end of table.

TABLE I.—RETAIL DISTRIBUTION, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—Continued

| KIND OF BUSINESS  | Number of stores | NUMBER OF EMPLOYEES |           | Salaries and wages (total) | Net sales (1929) |
|---|------------------|---------------------|-----------|----------------------------|------------------|
|   |                  | Full time           | Part time |                            |                  |
| <b>Other retail stores—Continued.</b>                                       |                  |                     |           |                            |                  |
| Coal and wood yards—ice dealers: <sup>1</sup>                               |                  |                     |           |                            |                  |
| Coal and wood yards.....  | 15,444           | 65,810              | 14,805    | \$101,157,670              | \$920,820,335    |
| Ice dealers.....  | 3,674            | 14,408              | 5,087     | 20,180,381                 | 83,540,071       |
| <b>Drug stores:</b>   |                  |                     |           |                            |                  |
| Drug stores without fountains.....  | 23,414           | 42,467              | 9,630     | 58,827,677                 | 541,138,956      |
| Drug stores with fountains.....   | 34,844           | 105,113             | 20,642    | 136,014,845                | 1,140,259,726    |
| Florists.....   | 9,328            | 22,964              | 7,007     | 30,700,016                 | 176,200,880      |
| <b>Gifts—novelties and toys—cameras:</b>                                    |                  |                     |           |                            |                  |
| Toy shops.....  |                  | 620                 | 343       | 1,060,060                  | 11,543,830       |
| Art and gift shops.....   | 2,959            | 3,591               | 1,484     | 4,304,492                  | 38,504,040       |
| Novelty and souvenir shops.....   | 2,227            | 2,294               | 957       | 2,848,515                  | 22,907,785       |
| Camera dealers—photographic supplies.....                                   | 710              | 3,037               | 292       | 4,250,657                  | 28,816,306       |
| <b>Jewelry stores:</b>  |                  |                     |           |                            |                  |
| Jewelry stores (installment credit).....                                    | 837              | 7,450               | 796       | 14,464,446                 | 93,412,610       |
| Jewelry stores.....   | 10,161           | 30,823              | 6,325     | 55,093,008                 | 442,868,078      |
| Luggage and leather goods stores.....                                       | 1,307            | 2,829               | 809       | 4,555,944                  | 40,311,902       |
| Music stores (without radio).....   | 2,232            | 5,410               | 436       | 8,014,930                  | 54,742,210       |
| News dealers.....   | 10,285           | 10,101              | 8,336     | 14,880,834                 | 149,806,644      |
| <b>Office, school, and store supply and equipment dealers:</b>              |                  |                     |           |                            |                  |
| Office and school supply dealers.....                                       | 1,170            | 6,832               | 674       | 10,740,932                 | 61,824,761       |
| Office and store mechanical appliance dealers (retail).....                 | 1,284            | 14,108              | 165       | 30,785,692                 | 112,766,150      |
| Office and store furniture and equipment dealers.....                       | 988              | 6,783               | 225       | 13,315,035                 | 89,623,270       |
| Store fixture dealers.....  | 348              | 1,103               | 46        | 2,455,176                  | 16,070,284       |
| Typewriter dealers.....   | 878              | 6,443               | 78        | 11,629,836                 | 43,160,800       |
| Opticians and optometrists.....   | 3,001            | 5,014               | 420       | 10,181,646                 | 49,999,878       |
| <b>Sporting goods stores (including athletic and playground equipment):</b> |                  |                     |           |                            |                  |
| Sporting goods specialty stores.....  | 1,238            | 3,100               | 638       | 5,045,300                  | 44,888,120       |
| Sporting goods stores with toys and stationery.....                         | 676              | 1,350               | 302       | 1,940,058                  | 10,893,617       |
| Athletic and playground equipment dealers.....                              | 17               | 52                  | 6         | 79,951                     | 682,500          |
| Scientific and medical instrument and supply dealers (retail).....          | 574              | 2,827               | 84        | 4,940,908                  | 31,166,821       |
| <b>Stationers and printers:</b>   |                  |                     |           |                            |                  |
| Dealers in accounting and legal forms and blank books.....                  | 80               | 510                 | 13        | 1,053,137                  | 4,383,021        |
| Paper and paper products stores.....  | 135              | 413                 | 19        | 631,272                    | 4,700,007        |
| Printers and lithographers.....   | 1,084            | 1,726               | 235       | 2,662,305                  | 11,087,726       |
| Stationers and engravers.....   | 1,572            | 7,678               | 881       | 11,726,716                 | 72,500,418       |
| Monument and tombstone works.....   | 2,564            | 4,900               | 1,017     | 8,769,776                  | 48,062,993       |
| Miscellaneous classifications (combined).....                               | 25,969           | 47,052              | 9,510     | 72,460,607                 | 510,510,960      |
| <b>Secondhand stores.....</b>   |                  |                     |           |                            |                  |
|   | 15,065           | 14,828              | 3,232     | 20,192,437                 | 148,068,141      |
| <b>Tires, accessories and parts (secondhand).....</b>                       |                  |                     |           |                            |                  |
|   | 2,820            | 3,755               | 826       | 4,684,612                  | 25,843,352       |
| <b>Furniture stores (secondhand).....</b>                                   |                  |                     |           |                            |                  |
|   | 5,643            | 3,326               | 882       | 3,998,884                  | 37,748,870       |
| <b>Pawn shops (sales).....</b>  |                  |                     |           |                            |                  |
|   | 1,509            | 2,306               | 360       | 4,530,932                  | 35,530,653       |
| <b>Clothing and shoe stores (secondhand).....</b>                           |                  |                     |           |                            |                  |
|   | 2,806            | 1,027               | 333       | 1,109,244                  | 12,041,816       |
| <b>Book stores (secondhand).....</b>  |                  |                     |           |                            |                  |
|   | 175              | 193                 | 47        | 320,072                    | 2,371,021        |
| <b>Building material and hardware dealers (secondhand).....</b>             |                  |                     |           |                            |                  |
|   | 420              | 1,536               | 381       | 2,088,358                  | 9,286,140        |
| <b>Office appliance dealers (secondhand).....</b>                           |                  |                     |           |                            |                  |
|   | 112              | 299                 | 47        | 422,086                    | 2,132,003        |
| <b>Radios, phonographs, musical instruments (secondhand dealers).....</b>   |                  |                     |           |                            |                  |
|   | 81               | 38                  | 10        | 47,443                     | 496,900          |
| <b>Other secondhand dealers.....</b>  |                  |                     |           |                            |                  |
|   | 1,600            | 2,258               | 356       | 3,200,800                  | 22,600,877       |

<sup>1</sup> For further data see special report on milk dealers.<sup>2</sup> See also Feed stores with groceries in "Other retail stores group."<sup>3</sup> A special trade report on the petroleum industry shows that filling stations constitute 40 per cent of the total number of retail outlets for gasoline.<sup>4</sup> See also Electrical shops (without radio) in "Lumber and building group."<sup>5</sup> See also Music stores (without radio) in "Other retail stores group."<sup>6</sup> See also Coal and feed stores.



TABLE 2.—RETAIL DISTRIBUTION—NUMBER OF STORES, EMPLOYEES, PAY ROLL, AND SALES, BY DIVISIONS AND STATES: 1929

| DIVISION AND STATE           | Number of stores | NUMBER OF EMPLOYEES |           | Salaries and wages (total) | Net sales (1929) |
|------------------------------|------------------|---------------------|-----------|----------------------------|------------------|
|                              |                  | Full time           | Part time |                            |                  |
| United States.....           | 1,543,158        | 3,833,581           | 876,559   | \$5,189,669,990            | \$49,114,653,209 |
| <b>GEOGRAPHIC DIVISIONS:</b> |                  |                     |           |                            |                  |
| New England.....             | 108,704          | 310,275             | 59,000    | 422,040,158                | 3,785,868,614    |
| Middle Atlantic.....         | 385,302          | 957,284             | 140,525   | 1,397,726,866              | 12,717,858,921   |
| West North Central.....      | 317,607          | 877,112             | 101,884   | 1,247,467,160              | 11,262,968,267   |
| West South Central.....      | 170,644          | 401,112             | 85,330    | 497,829,696                | 5,269,552,450    |
| South Atlantic.....          | 169,068          | 355,178             | 66,297    | 419,552,590                | 4,201,755,236    |
| East North Central.....      | 89,199           | 174,772             | 30,817    | 193,312,233                | 3,171,994,949    |
| West South Central.....      | 135,482          | 296,535             | 51,035    | 348,243,460                | 3,727,371,880    |
| Mountain.....                | 44,061           | 110,018             | 20,142    | 155,952,666                | 1,548,650,433    |
| Pacific.....                 | 122,371          | 345,496             | 63,017    | 507,545,895                | 4,428,602,015    |
| <b>NEW ENGLAND:</b>          |                  |                     |           |                            |                  |
| Maine.....                   | 11,091           | 22,925              | 5,000     | 28,011,638                 | 307,627,182      |
| New Hampshire.....           | 6,557            | 13,643              | 3,288     | 16,780,382                 | 184,285,301      |
| Vermont.....                 | 5,189            | 10,278              | 2,171     | 12,763,344                 | 152,175,358      |
| Massachusetts.....           | 54,183           | 177,214             | 32,626    | 241,059,791                | 2,054,076,829    |
| Rhode Island.....            | 9,542            | 27,281              | 5,311     | 36,182,854                 | 318,205,006      |
| Connecticut.....             | 22,202           | 58,934              | 10,611    | 87,110,140                 | 708,559,848      |
| <b>MIDDLE ATLANTIC:</b>      |                  |                     |           |                            |                  |
| New York.....                | 190,017          | 513,434             | 71,253    | 792,285,206                | 7,070,413,862    |
| New Jersey.....              | 60,010           | 129,751             | 22,227    | 193,503,064                | 1,843,544,532    |
| Pennsylvania.....            | 135,276          | 317,099             | 50,045    | 411,938,506                | 3,803,940,527    |
| <b>EAST NORTH CENTRAL:</b>   |                  |                     |           |                            |                  |
| Ohio.....                    | 83,717           | 229,870             | 41,103    | 318,273,446                | 2,864,831,110    |
| Indiana.....                 | 41,018           | 109,077             | 20,591    | 125,956,271                | 1,222,384,471    |
| Illinois.....                | 96,909           | 296,785             | 52,471    | 410,279,922                | 3,711,002,529    |
| Michigan.....                | 55,958           | 161,243             | 26,413    | 241,870,087                | 2,220,307,830    |
| Wisconsin.....               | 39,474           | 88,535              | 20,800    | 121,077,470                | 1,237,442,318    |
| <b>WEST NORTH CENTRAL:</b>   |                  |                     |           |                            |                  |
| Minnesota.....               | 30,725           | 81,729              | 14,527    | 103,816,300                | 1,051,920,668    |
| Iowa.....                    | 32,716           | 79,538              | 18,409    | 89,094,115                 | 972,136,102      |
| Missouri.....                | 47,039           | 123,094             | 20,208    | 163,141,631                | 1,448,220,303    |
| North Dakota.....            | 8,077            | 14,297              | 3,486     | 17,030,981                 | 254,539,853      |
| South Dakota.....            | 8,845            | 16,469              | 5,109     | 20,556,202                 | 265,107,004      |
| Nebraska.....                | 17,637           | 39,780              | 10,012    | 49,078,037                 | 592,944,473      |
| Kansas.....                  | 25,006           | 54,605              | 13,529    | 66,012,234                 | 744,585,928      |
| <b>SOUTH ATLANTIC:</b>       |                  |                     |           |                            |                  |
| Delaware.....                | 3,888            | 7,774               | 1,080     | 9,841,741                  | 108,512,538      |
| Maryland.....                | 21,082           | 53,480              | 7,492     | 64,201,830                 | 619,573,436      |
| District of Columbia.....    | 5,931            | 31,453              | 3,000     | 44,384,876                 | 336,261,091      |
| Virginia.....                | 26,120           | 52,287              | 9,411     | 61,986,141                 | 600,929,023      |
| West Virginia.....           | 17,244           | 32,632              | 5,484     | 42,106,176                 | 447,876,614      |
| North Carolina.....          | 28,831           | 49,900              | 13,635    | 58,006,216                 | 653,418,507      |
| South Carolina.....          | 15,036           | 24,880              | 9,595     | 26,128,367                 | 306,220,007      |
| Georgia.....                 | 28,687           | 57,564              | 11,068    | 60,508,815                 | 635,440,485      |
| Florida.....                 | 22,440           | 45,018              | 7,932     | 52,748,730                 | 504,522,545      |
| <b>EAST SOUTH CENTRAL:</b>   |                  |                     |           |                            |                  |
| Kentucky.....                | 27,117           | 46,749              | 8,289     | 53,265,611                 | 587,340,468      |
| Tennessee.....               | 23,364           | 55,147              | 9,324     | 61,176,268                 | 642,816,875      |
| Alabama.....                 | 21,442           | 43,632              | 7,566     | 48,123,223                 | 527,100,595      |
| Mississippi.....             | 17,266           | 29,244              | 6,618     | 30,747,131                 | 412,737,011      |
| <b>WEST SOUTH CENTRAL:</b>   |                  |                     |           |                            |                  |
| Arkansas.....                | 17,937           | 29,710              | 6,250     | 33,034,221                 | 416,679,820      |
| Louisiana.....               | 23,288           | 47,058              | 4,227     | 49,982,080                 | 472,643,038      |
| Oklahoma.....                | 27,339           | 59,259              | 11,827    | 74,265,882                 | 795,028,171      |
| Texas.....                   | 66,918           | 100,308             | 20,231    | 191,961,267                | 2,043,020,342    |
| <b>MOUNTAIN:</b>             |                  |                     |           |                            |                  |
| Montana.....                 | 6,951            | 16,125              | 3,120     | 23,317,316                 | 243,828,109      |
| Idaho.....                   | 4,916            | 11,313              | 2,256     | 15,385,505                 | 169,087,312      |
| Wyoming.....                 | 2,983            | 6,718               | 1,038     | 9,669,040                  | 103,437,254      |
| Colorado.....                | 13,993           | 39,330              | 6,700     | 50,731,078                 | 406,985,520      |
| New Mexico.....              | 4,191            | 8,500               | 1,501     | 10,343,699                 | 119,785,409      |
| Arizona.....                 | 5,098            | 14,445              | 2,001     | 19,900,150                 | 198,620,286      |
| Utah.....                    | 5,249            | 16,374              | 2,942     | 21,509,229                 | 196,559,206      |
| Nevada.....                  | 1,310            | 3,108               | 404       | 5,000,049                  | 50,401,338       |
| <b>PACIFIC:</b>              |                  |                     |           |                            |                  |
| Washington.....              | 22,110           | 58,768              | 10,752    | 83,444,307                 | 761,808,034      |
| Oregon.....                  | 14,570           | 35,579              | 6,158     | 48,153,727                 | 456,930,890      |
| California.....              | 85,691           | 261,148             | 36,107    | 376,947,861                | 3,210,863,080    |

TABLE 3.—RETAIL DISTRIBUTION, BY TYPES OF

| DIVISION AND STATE        | TOTAL            |                      |                         | SINGLE STORE INDEPENDENTS |                      |                         | 2 AND 3 STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS |                      |                         |
|---------------------------|------------------|----------------------|-------------------------|---------------------------|----------------------|-------------------------|---|----------------------|-------------------------|
|                           | Number of stores | Total net sales      | Per cent of total sales | Number of stores          | Total net sales      | Per cent of total sales | Number of stores                                    | Total net sales      | Per cent of total sales |
|                           |                  | Thousands of dollars |                         |                           | Thousands of dollars |                         |   | Thousands of dollars |                         |
| 1 United States.....      | 1,543,158        | 49,114,653           | 100.00                  | 1,230,300                 | 31,486,128           | 64.11                   | 313,844   | 17,628,525           | 35.89                   |
| GEOGRAPHIC DIVISIONS:     |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 2 New England.....        | 108,764          | 3,785,860            | 100.00                  | 88,580                    | 2,440,230            | 64.40                   | 5,084   | 427,293              | 11.28                   |
| 3 Middle Atlantic.....    | 385,302          | 12,717,900           | 100.00                  | 320,189                   | 8,108,799            | 64.40                   | 10,287  | 1,187,938            | 9.33                    |
| 4 E. North Central.....   | 317,667          | 11,262,958           | 100.00                  | 250,581                   | 7,199,220            | 63.50                   | 13,886  | 1,034,115            | 8.29                    |
| 5 W. North Central.....   | 170,644          | 5,266,553            | 100.00                  | 128,258                   | 3,283,703            | 62.32                   | 6,236   | 375,108              | 7.17                    |
| 6 South Atlantic.....     | 169,068          | 4,201,756            | 100.00                  | 134,309                   | 2,788,016            | 66.35                   | 6,203   | 289,000              | 6.88                    |
| 7 E. South Central.....   | 89,199           | 2,171,995            | 100.00                  | 64,410                    | 1,360,641            | 62.64                   | 2,721   | 148,251              | 6.83                    |
| 8 W. South Central.....   | 135,482          | 3,727,371            | 100.00                  | 106,554                   | 2,387,016            | 64.04                   | 6,104   | 305,606              | 8.18                    |
| 9 Mountain.....           | 44,661           | 1,548,649            | 100.00                  | 36,471                    | 1,044,425            | 67.44                   | 2,057   | 137,206              | 8.87                    |
| 10 Pacific.....           | 122,371          | 4,428,602            | 100.00                  | 100,068                   | 2,787,078            | 62.93                   | 7,100   | 533,759              | 12.06                   |
| NEW ENGLAND:              |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 11 Maine.....             | 11,091           | 307,628              | 100.00                  | 9,255                     | 223,320              | 72.60                   | 430   | 23,002               | 7.48                    |
| 12 New Hampshire.....     | 6,567            | 184,285              | 100.00                  | 5,473                     | 120,816              | 70.44                   | 204   | 19,384               | 10.52                   |
| 13 Vermont.....           | 5,189            | 152,175              | 100.00                  | 4,208                     | 111,647              | 73.38                   | 170   | 11,848               | 7.78                    |
| 14 Massachusetts.....     | 54,183           | 2,054,976            | 100.00                  | 43,515                    | 1,244,255            | 60.55                   | 2,743   | 281,655              | 13.70                   |
| 15 Rhode Island.....      | 9,542            | 318,295              | 100.00                  | 7,907                     | 206,845              | 64.99                   | 450   | 30,900               | 9.71                    |
| 16 Connecticut.....       | 22,202           | 768,510              | 100.00                  | 18,132                    | 524,347              | 68.23                   | 670   | 60,508               | 7.88                    |
| MIDDLE ATLANTIC:          |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 17 New York.....          | 190,017          | 7,070,414            | 100.00                  | 155,521                   | 4,513,584            | 63.84                   | 8,731   | 687,405              | 9.72                    |
| 18 New Jersey.....        | 60,010           | 1,843,545            | 100.00                  | 50,097                    | 1,254,650            | 68.02                   | 2,246   | 137,820              | 7.48                    |
| 19 Pennsylvania.....      | 135,275          | 3,803,941            | 100.00                  | 114,551                   | 2,431,150            | 63.01                   | 5,290   | 361,714              | 9.51                    |
| E. NORTH CENTRAL:         |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 20 Ohio.....              | 83,717           | 2,864,831            | 100.00                  | 65,432                    | 1,889,474            | 65.96                   | 3,532   | 229,287              | 8.00                    |
| 21 Indiana.....           | 41,618           | 1,222,384            | 100.00                  | 32,493                    | 832,038              | 68.07                   | 1,519   | 85,742               | 7.02                    |
| 22 Illinois.....          | 96,900           | 3,711,903            | 100.00                  | 76,838                    | 2,211,269            | 59.57                   | 4,841   | 341,088              | 9.22                    |
| 23 Michigan.....          | 55,188           | 2,226,308            | 100.00                  | 43,457                    | 1,428,908            | 64.18                   | 2,737   | 185,256              | 8.33                    |
| 24 Wisconsin.....         | 30,474           | 1,237,442            | 100.00                  | 22,361                    | 834,471              | 67.43                   | 1,257   | 61,843               | 7.43                    |
| W. NORTH CENTRAL:         |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 25 Minnesota.....         | 30,725           | 1,051,930            | 100.00                  | 23,774                    | 690,223              | 63.06                   | 1,101   | 81,801               | 7.78                    |
| 26 Iowa.....              | 41,618           | 972,130              | 100.00                  | 24,223                    | 611,365              | 62.89                   | 1,108   | 65,156               | 6.70                    |
| 27 Missouri.....          | 47,039           | 1,448,220            | 100.00                  | 35,361                    | 856,020              | 59.17                   | 1,834   | 111,367              | 7.69                    |
| 28 North Dakota.....      | 8,077            | 234,540              | 100.00                  | 5,818                     | 148,008              | 63.11                   | 203   | 11,604               | 4.73                    |
| 29 South Dakota.....      | 8,845            | 255,197              | 100.00                  | 6,534                     | 150,062              | 62.54                   | 254   | 13,076               | 6.12                    |
| 30 Nebraska.....          | 17,637           | 562,944              | 100.00                  | 13,522                    | 369,703              | 65.99                   | 680   | 41,014               | 7.28                    |
| 31 Kansas.....            | 25,605           | 744,586              | 100.00                  | 19,026                    | 498,380              | 62.90                   | 1,056   | 54,610               | 7.34                    |
| SOUTH ATLANTIC:           |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 32 Delaware.....          | 3,688            | 103,513              | 100.00                  | 3,080                     | 73,077               | 70.60                   | 83  | 6,809                | 6.67                    |
| 33 Maryland.....          | 21,082           | 619,573              | 100.00                  | 17,554                    | 415,719              | 67.10                   | 1,015   | 42,343               | 6.84                    |
| 34 Dist. of Columbia..... | 5,931            | 336,262              | 100.00                  | 4,477                     | 200,000              | 62.36                   | 301   | 34,327               | 10.21                   |
| 35 Virginia.....          | 26,120           | 600,920              | 100.00                  | 18,722                    | 393,808              | 65.53                   | 700   | 39,841               | 5.63                    |
| 36 West Virginia.....     | 17,244           | 447,877              | 100.00                  | 13,588                    | 287,771              | 64.25                   | 670   | 31,330               | 7.00                    |
| 37 North Carolina.....    | 28,831           | 653,419              | 100.00                  | 22,728                    | 442,020              | 67.65                   | 901   | 37,406               | 6.72                    |
| 38 South Carolina.....    | 15,030           | 300,220              | 100.00                  | 12,345                    | 205,349              | 68.40                   | 599   | 21,428               | 7.13                    |
| 39 Georgia.....           | 28,687           | 635,440              | 100.00                  | 22,743                    | 411,383              | 64.74                   | 844   | 35,126               | 6.63                    |
| 40 Florida.....           | 22,449           | 504,523              | 100.00                  | 19,072                    | 349,193              | 69.21                   | 1,030   | 46,392               | 9.20                    |
| E. SOUTH CENTRAL:         |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 41 Kentucky.....          | 27,117           | 587,340              | 100.00                  | 19,060                    | 371,257              | 63.21                   | 706   | 37,290               | 6.35                    |
| 42 Tennessee.....         | 23,384           | 643,817              | 100.00                  | 16,666                    | 411,262              | 64.80                   | 750   | 44,507               | 6.92                    |
| 43 Alabama.....           | 21,442           | 527,101              | 100.00                  | 15,648                    | 313,581              | 59.49                   | 716   | 41,268               | 7.83                    |
| 44 Mississippi.....       | 17,250           | 413,737              | 100.00                  | 13,030                    | 286,061              | 62.50                   | 540   | 25,007               | 6.07                    |
| W. SOUTH CENTRAL:         |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 45 Arkansas.....          | 17,937           | 412,680              | 100.00                  | 13,523                    | 266,352              | 64.54                   | 510   | 25,741               | 6.24                    |
| 46 Louisiana.....         | 23,288           | 476,043              | 100.00                  | 20,377                    | 336,374              | 70.57                   | 617   | 35,778               | 7.50                    |
| 47 Oklahoma.....          | 27,330           | 795,028              | 100.00                  | 20,415                    | 495,464              | 62.32                   | 1,188   | 71,223               | 8.96                    |
| 48 Texas.....             | 66,918           | 2,043,020            | 100.00                  | 52,239                    | 1,288,826            | 63.08                   | 2,789   | 172,320              | 8.43                    |
| MOUNTAIN:                 |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 49 Montana.....           | 6,951            | 243,828              | 100.00                  | 5,584                     | 171,113              | 70.18                   | 273   | 10,798               | 8.80                    |
| 50 Idaho.....             | 4,910            | 169,087              | 100.00                  | 3,818                     | 106,115              | 62.70                   | 253   | 14,719               | 8.79                    |
| 51 Wyoming.....           | 2,983            | 103,437              | 100.00                  | 2,512                     | 76,137               | 73.61                   | 116   | 7,676                | 7.42                    |
| 52 Colorado.....          | 13,993           | 466,959              | 100.00                  | 11,604                    | 315,043              | 67.60                   | 637   | 42,136               | 9.02                    |
| 53 New Mexico.....        | 4,191            | 119,758              | 100.00                  | 3,420                     | 80,620               | 67.33                   | 157   | 8,302                | 6.03                    |
| 54 Arizona.....           | 5,068            | 198,620              | 100.00                  | 4,181                     | 124,663              | 62.76                   | 295   | 20,968               | 10.55                   |
| 55 Utah.....              | 5,249            | 196,559              | 100.00                  | 4,282                     | 130,895              | 66.59                   | 283   | 23,463               | 11.93                   |
| 56 Nevada.....            | 1,810            | 50,401               | 100.00                  | 1,170                     | 39,233               | 77.84                   | 48  | 3,255                | 6.46                    |
| PACIFIC:                  |                  |                      |                         |                           |                      |                         |   |                      |                         |
| 57 Washington.....        | 22,110           | 761,808              | 100.00                  | 18,540                    | 521,073              | 68.48                   | 1,135   | 65,204               | 8.50                    |
| 58 Oregon.....            | 14,670           | 455,931              | 100.00                  | 12,437                    | 314,841              | 69.06                   | 653   | 37,084               | 8.14                    |
| 59 California.....        | 85,691           | 3,210,863            | 100.00                  | 69,985                    | 1,950,559            | 60.76                   | 5,408   | 431,471              | 13.44                   |

RETAIL DISTRIBUTION

871

OPERATION, BY DIVISIONS AND STATES: 1929

| LOCAL CHAINS     |                      |                         | SECTIONAL CHAINS |                      |                         | NATIONAL CHAINS  |                      |                         | OTHER TYPES OF OPERATION |                      |                         |    |
|------------------|----------------------|-------------------------|------------------|----------------------|-------------------------|------------------|----------------------|-------------------------|--------------------------|----------------------|-------------------------|----|
| Number of stores | Total net sales      | Per cent of total sales | Number of stores | Total net sales      | Per cent of total sales | Number of stores | Total net sales      | Per cent of total sales | Number of stores         | Total net sales      | Per cent of total sales |    |
|                  | Thousands of dollars |                         |                  | Thousands of dollars |                         |                  | Thousands of dollars |                         |                          | Thousands of dollars |                         |    |
| 52,466           | 3,293,890            | 6.71                    | 41,083           | 2,191,260            | 4.40                    | 61,053           | 3,960,087            | 8.06                    | 103,438                  | 3,843,272            | 7.82                    | 1  |
| 3,208            | 210,517              | 5.80                    | 5,181            | 247,569              | 6.54                    | 4,283            | 322,045              | 8.52                    | 2,428                    | 128,615              | 3.40                    | 2  |
| 15,241           | 990,874              | 7.79                    | 8,711            | 723,170              | 6.60                    | 13,047           | 1,040,378            | 8.23                    | 11,897                   | 371,641              | 4.50                    | 3  |
| 12,024           | 835,776              | 7.42                    | 8,608            | 403,709              | 3.50                    | 14,451           | 1,124,901            | 9.59                    | 17,219                   | 708,240              | 0.82                    | 4  |
| 4,961            | 235,534              | 4.47                    | 5,980            | 204,653              | 3.88                    | 4,757            | 338,047              | 6.43                    | 20,452                   | 828,909              | 15.73                   | 5  |
| 3,472            | 183,110              | 4.36                    | 3,673            | 188,014              | 4.40                    | 4,910            | 344,468              | 8.20                    | 16,411                   | 408,458              | 9.72                    | 6  |
| 1,581            | 68,814               | 3.17                    | 1,409            | 51,471               | 2.37                    | 2,417            | 161,530              | 7.44                    | 16,601                   | 381,238              | 17.55                   | 7  |
| 4,711            | 250,690              | 6.80                    | 2,075            | 100,810              | 2.70                    | 3,622            | 212,760              | 5.71                    | 18,116                   | 465,027              | 12.48                   | 8  |
| 1,341            | 75,077               | 4.85                    | 1,000            | 60,780               | 4.50                    | 1,203            | 107,168              | 0.92                    | 2,524                    | 114,393              | 7.42                    | 9  |
| 5,026            | 428,402              | 0.68                    | 3,428            | 201,477              | 4.55                    | 2,953            | 301,550              | 0.81                    | 2,790                    | 170,240              | 3.98                    | 10 |
| 152              | 8,407                | 2.73                    | 310              | 10,584               | 3.44                    | 320              | 21,483               | 6.98                    | 5,009                    | 20,852               | 6.77                    | 11 |
| 86               | 5,512                | 2.09                    | 297              | 10,568               | 5.73                    | 200              | 12,790               | 6.94                    | 207                      | 0,209                | 8.38                    | 12 |
| 33               | 2,300                | 1.51                    | 167              | 5,479                | 3.90                    | 120              | 3,084                | 5.31                    | 350                      | 12,317               | 8.42                    | 13 |
| 1,907            | 132,705              | 0.40                    | 2,987            | 154,063              | 7.50                    | 2,315            | 182,037              | 8.89                    | 716                      | 60,301               | 2.93                    | 14 |
| 179              | 23,071               | 8.10                    | 477              | 15,904               | 6.90                    | 308              | 28,785               | 9.04                    | 122                      | 0,724                | 2.11                    | 15 |
| 851              | 44,522               | 5.70                    | 937              | 47,911               | 6.23                    | 924              | 69,480               | 0.94                    | 388                      | 21,272               | 2.83                    | 16 |
| 0,509            | 651,617              | 0.22                    | 3,436            | 302,002              | 5.59                    | 6,146            | 558,039              | 7.89                    | 6,674                    | 267,677              | 3.79                    | 17 |
| 2,837            | 141,604              | 7.08                    | 1,548            | 83,433               | 5.61                    | 2,249            | 149,888              | 8.13                    | 1,053                    | 59,732               | 3.08                    | 18 |
| 2,895            | 197,653              | 5.20                    | 3,727            | 227,735              | 6.99                    | 4,052            | 338,451              | 8.89                    | 4,190                    | 247,282              | 6.50                    | 19 |
| 3,504            | 180,338              | 0.61                    | 2,021            | 94,200               | 3.20                    | 4,607            | 324,408              | 11.32                   | 4,475                    | 138,115              | 4.82                    | 20 |
| 1,440            | 64,090               | 5.24                    | 1,173            | 40,400               | 3.31                    | 1,804            | 123,145              | 10.07                   | 3,180                    | 76,909               | 6.29                    | 21 |
| 3,004            | 334,013              | 0.00                    | 3,004            | 164,179              | 4.42                    | 3,817            | 334,178              | 0.00                    | 4,406                    | 326,276              | 8.79                    | 22 |
| 2,728            | 177,468              | 7.97                    | 1,449            | 59,475               | 2.67                    | 3,142            | 261,100              | 11.73                   | 2,445                    | 114,432              | 6.12                    | 23 |
| 1,193            | 70,867               | 6.73                    | 959              | 45,377               | 3.67                    | 991              | 82,070               | 6.03                    | 2,713                    | 112,814              | 9.11                    | 24 |
| 752              | 33,201               | 3.10                    | 1,405            | 49,272               | 4.68                    | 709              | 54,941               | 5.22                    | 2,094                    | 163,092              | 15.50                   | 25 |
| 987              | 40,324               | 4.77                    | 1,422            | 40,977               | 4.22                    | 781              | 54,131               | 5.67                    | 2,195                    | 154,183              | 15.85                   | 26 |
| 1,310            | 69,489               | 4.80                    | 1,100            | 46,337               | 3.20                    | 1,944            | 132,041              | 9.18                    | 5,490                    | 231,170              | 15.99                   | 27 |
| 104              | 6,014                | 2.56                    | 405              | 13,831               | 5.70                    | 82               | 10,353               | 4.11                    | 1,382                    | 45,490               | 19.40                   | 28 |
| 210              | 8,888                | 3.48                    | 398              | 17,072               | 0.92                    | 83               | 8,639                | 3.39                    | 1,809                    | 47,820               | 18.55                   | 29 |
| 617              | 25,948               | 4.01                    | 320              | 13,178               | 2.34                    | 400              | 31,371               | 5.57                    | 2,180                    | 81,640               | 14.51                   | 30 |
| 991              | 45,070               | 0.13                    | 871              | 23,636               | 818                     | 689              | 40,271               | 6.21                    | 2,972                    | 106,013              | 14.24                   | 31 |
| 45               | 1,373                | 1.33                    | 123              | 6,896                | 6.00                    | 123              | 8,000                | 7.73                    | 234                      | 7,259                | 7.01                    | 32 |
| 516              | 34,115               | 5.51                    | 474              | 29,638               | 4.78                    | 660              | 48,477               | 7.82                    | 863                      | 49,281               | 7.95                    | 33 |
| 147              | 14,833               | 4.41                    | 163              | 23,891               | 7.10                    | 615              | 45,400               | 13.62                   | 108                      | 8,079                | 2.40                    | 34 |
| 601              | 30,841               | 5.13                    | 301              | 17,788               | 2.96                    | 709              | 47,860               | 7.96                    | 4,907                    | 76,801               | 12.79                   | 35 |
| 365              | 20,847               | 4.66                    | 372              | 17,079               | 3.05                    | 522              | 37,969               | 8.48                    | 1,727                    | 52,281               | 11.60                   | 36 |
| 624              | 31,104               | 4.77                    | 490              | 24,890               | 3.81                    | 680              | 46,419               | 7.10                    | 3,408                    | 71,515               | 10.95                   | 37 |
| 244              | 6,501                | 3.30                    | 278              | 11,444               | 3.81                    | 241              | 16,843               | 5.61                    | 1,359                    | 35,205               | 11.75                   | 38 |
| 420              | 18,629               | 2.98                    | 810              | 35,244               | 5.55                    | 719              | 40,337               | 7.70                    | 3,139                    | 85,422               | 13.44                   | 39 |
| 504              | 21,117               | 4.19                    | 536              | 21,166               | 4.19                    | 641              | 44,101               | 8.74                    | 606                      | 22,555               | 4.47                    | 40 |
| 307              | 10,825               | 2.87                    | 444              | 10,645               | 2.83                    | 831              | 53,517               | 0.11                    | 5,673                    | 91,797               | 15.63                   | 41 |
| 406              | 10,002               | 2.49                    | 357              | 19,478               | 3.03                    | 757              | 55,465               | 8.62                    | 4,440                    | 91,073               | 14.14                   | 42 |
| 409              | 20,511               | 3.89                    | 320              | 11,404               | 2.17                    | 655              | 41,515               | 7.89                    | 3,028                    | 98,772               | 18.74                   | 43 |
| 307              | 15,470               | 3.74                    | 342              | 3,384                | 0.4                     | 174              | 11,083               | 2.08                    | 2,854                    | 28,606               | 24.07                   | 44 |
| 308              | 10,715               | 4.05                    | 517              | 13,574               | 3.20                    | 270              | 15,535               | 3.70                    | 2,740                    | 74,783               | 18.12                   | 45 |
| 374              | 10,463               | 4.09                    | 510              | 10,025               | 3.36                    | 351              | 24,943               | 5.23                    | 1,070                    | 44,065               | 9.25                    | 46 |
| 1,304            | 66,278               | 8.34                    | 904              | 31,374               | 3.94                    | 686              | 43,002               | 5.41                    | 2,872                    | 87,487               | 11.03                   | 47 |
| 2,005            | 154,240              | 7.55                    | 1,036            | 39,843               | 1.06                    | 1,766            | 129,270              | 0.33                    | 6,425                    | 258,612              | 12.60                   | 48 |
| 261              | 10,684               | 0.84                    | 183              | 8,123                | 3.33                    | 131              | 11,312               | 4.64                    | 520                      | 19,798               | 8.12                    | 49 |
| 200              | 8,035                | 5.11                    | 189              | 14,773               | 8.74                    | 125              | 11,312               | 6.00                    | 328                      | 13,533               | 8.00                    | 50 |
| 67               | 3,714                | 3.59                    | 56               | 3,321                | 3.21                    | 69               | 5,608                | 5.42                    | 163                      | 6,381                | 6.75                    | 51 |
| 890              | 14,030               | 3.13                    | 354              | 25,521               | 5.47                    | 434              | 31,750               | 6.80                    | 675                      | 37,304               | 7.98                    | 52 |
| 80               | 5,337                | 4.87                    | 61               | 2,899                | 2.42                    | 102              | 7,357                | 6.14                    | 371                      | 14,737               | 12.31                   | 53 |
| 146              | 16,497               | 7.78                    | 100              | 9,127                | 4.60                    | 144              | 17,572               | 8.55                    | 202                      | 10,323               | 5.49                    | 54 |
| 189              | 9,331                | 4.75                    | 108              | 5,445                | 2.77                    | 174              | 18,431               | 9.38                    | 213                      | 0,004                | 4.58                    | 55 |
| 18               | 803                  | 1.00                    | 12               | 571                  | 1.13                    | 29               | 3,820                | 7.69                    | 43                       | 2,713                | 5.38                    | 56 |
| 729              | 49,377               | 0.48                    | 671              | 38,635               | 5.07                    | 363              | 47,207               | 6.20                    | 660                      | 39,797               | 5.21                    | 57 |
| 359              | 18,594               | 4.08                    | 422              | 23,719               | 5.20                    | 216              | 30,234               | 6.63                    | 483                      | 31,459               | 6.80                    | 58 |
| 3,938            | 300,521              | 11.28                   | 2,355            | 130,123              | 4.83                    | 2,384            | 224,109              | 6.98                    | 1,641                    | 105,080              | 3.27                    | 59 |

TABLE 4.—OPERATING EXPENSES, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929

| 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 expenses (per \$100 of sales) |
|--|------------------|-------------------------|--|---|---|---|
| United States, total.....  | 1,543,168        | \$5,189,609,960         | \$1,822,800,369  | \$7,012,560,328                                   | \$5,182,733,847                             | \$24.58                                       |
| Food group.....  | 481,891          | 787,207,382             | 685,128,190  | 1,802,335,572                                     | 810,541,522                                 | 10.50   |
| Candy and confectionery stores:<br>Candy stores—nut stores.....                                      | 2,658            | 4,365,395               | 1,806,232  | 6,171,627   | 7,235,878                                   | 38.40   |
| Confectionery stores (candy and fountain).....   | 60,607           | 41,858,024              | 58,088,869   | 90,447,703  | 70,454,973                                  | 32.78   |
| Dairy products stores:<br>Dairy products stores (including ice cream).....                           | 4,488            | 13,582,048              | 5,533,012  | 10,115,900  | 13,777,428                                  | 10.82   |
| Egg and poultry dealers.....   | 3,258            | 3,319,756               | 4,085,066  | 7,541,935   | 4,504,174                                   | 17.09   |
| Milk dealers.....  | 3,990            | 101,027,019             | 6,605,871  | 107,585,777                                       | 68,582,501                                  | 30.87   |
| Delicatessen stores.....   | 11,166           | 10,698,981              | 11,800,106   | 22,559,087  | 19,945,064                                  | 21.82   |
| Fruit stores and vegetable markets.....  | 22,904           | 20,583,348              | 27,584,034   | 48,168,282  | 20,500,178                                  | 25.19   |
| Grocery stores (without meats).....  | 101,870          | 183,439,001             | 193,204,894  | 370,703,895                                       | 221,058,300                                 | 17.30   |
| Combination stores (groceries and meats):<br>Grocery stores with meats.....                          | 91,888           | 192,504,127             | 193,316,008  | 295,820,735                                       | 181,672,797                                 | 15.78   |
| Meat markets with groceries.....   | 23,661           | 61,759,350              | 32,598,595   | 94,367,045  | 50,777,878                                  | 17.21   |
| Meat markets (including sea foods):<br>Fish markets—sea foods.....                                   | 6,077            | 7,500,379               | 7,046,891  | 15,147,270  | 9,503,716                                   | 29.45   |
| Meat markets.....  | 43,788           | 84,898,268              | 65,653,416   | 150,551,684                                       | 87,017,170                                  | 18.96   |
| Bakeries—caterers:<br>Bakeries—bakery goods stores <sup>1</sup> (except manufacturing bakeries)..... | 11,003           | 20,327,722              | 13,424,999   | 42,752,724  | 27,040,007                                  | 36.06   |
| Caterers.....  | 110              | 1,732,729               | 102,054  | 1,834,780   | 1,077,681                                   | 33.08   |
| Other food stores:<br>Coffee, tea, spice dealers.....  | 1,230            | 7,437,642               | 1,207,050  | 8,644,701   | 5,207,043                                   | 30.82   |
| Farm products stores.....  | 974              | 455,775                 | 839,954  | 1,295,720   | 558,338                                     | 20.73   |
| General food stores (miscellaneous).....   | 686              | 617,617                 | 660,545  | 1,278,102   | 799,374                                     | 24.16   |
| Bottled waters and beverage dealers.....   | 621              | 2,598,401               | 750,085  | 3,357,486   | 1,959,353                                   | 46.10   |
| General stores.....  | 104,089          | 115,611,168             | 118,895,492  | 234,406,060                                       | 114,975,350                                 | 13.59   |
| General stores—groceries with apparel.....   | 5,426            | 4,019,272               | 6,098,961  | 11,018,233  | 5,348,023                                   | 14.74   |
| General stores—groceries with dry goods.....   | 40,159           | 29,095,406              | 41,073,059   | 70,709,365  | 32,860,758                                  | 14.63   |
| General stores—groceries with general merchandise.....   | 58,504           | 81,490,400              | 71,122,572   | 152,019,002                                       | 76,705,978                                  | 13.13   |
| General merchandise group.....   | 54,656           | 818,930,246             | 49,547,592   | 868,477,938                                       | 858,912,168                                 | 28.81   |
| Department stores:<br>With food departments.....   | 460              | 139,292,780             | 228,527  | 139,521,307                                       | 125,320,432                                 | 28.10   |
| Without food departments.....  | 3,730            | 443,080,893             | -1,532,870   | 444,023,733                                       | 422,247,343                                 | 26.25   |
| Mail-order houses—general merchandise.....   | 31               | 38,006,539              | 10,001   | 38,016,540  | 93,507,340                                  | 22.84   |
| Dry goods stores:<br>Dry goods stores.....   | 24,676           | 55,962,201              | 27,048,507   | 83,010,708  | 71,398,920                                  | 24.21   |
| Piece goods stores.....  | 774              | 1,502,854               | 1,101,930  | 2,004,484   | 2,358,157                                   | 22.74   |
| General merchandise stores:<br>With food departments.....  | 2,182            | 10,804,835              | 2,606,660  | 13,411,504  | 9,120,044                                   | 16.17   |
| Without food departments.....  | 9,840            | 31,904,750              | 9,610,452  | 41,515,202  | 37,006,078                                  | 21.60   |
| Army and Navy good stores.....   | 724              | 1,576,187               | 891,859  | 2,468,026   | 2,474,775                                   | 24.98   |
| Women's exchanges.....   | 100              | 827,306                 | 69,710   | 897,022   | 302,048                                     | 36.00   |
| Variety, 5-and-10, and 25-a-dollar stores.....   | 12,110           | 95,361,951              | 5,247,361  | 100,609,312                                       | 125,080,416                                 | 24.90   |
| Automotive group.....  | 257,685          | 934,401,791             | 314,203,145  | 1,248,604,936                                     | 872,245,798                                 | 22.06   |
| Motor-vehicle dealers (new and used):<br>Automobile sales rooms.....                                 | 40,797           | 528,987,607             | 60,617,274   | 589,604,881                                       | 499,945,210                                 | 17.71   |
| Used-car dealers.....  | 3,097            | 11,805,400              | 4,799,036  | 16,005,936  | 14,055,871                                  | 21.70   |
| Automobile dealers with farm implements and machinery.....   | 1,407            | 8,217,289               | 2,267,409  | 10,484,698  | 7,865,840                                   | 10.18   |

<sup>1</sup> Undoubtedly includes some manufacturing costs with operating expenses, in the case of employees engaged both in manufacturing and selling.

TABLE 4.—OPERATING EXPENSES, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—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 expenses (per \$100 of sales) |
|--|------------------|-------------------------|--|---|---|---|
| <b>Automotive group—Contd.</b>                                   |                  |                         |  |   |   |   |
| Accessories, tires, and batteries:                               |                  |                         |  |   |   |   |
| Accessories stores with tires and batteries                      | 7,762            | \$30,990,392            | \$10,070,468   | \$41,060,850                                      | \$31,972,390                                | \$28.34                                       |
| Battery and ignition shops—brake-repair shops                    | 6,400            | 15,442,170              | 9,769,713  | 25,201,883  | 14,185,470                                  | 41.80   |
| Tire shops (including tire repairs)                              | 8,142            | 29,671,214              | 10,939,774   | 40,610,988  | 30,975,237                                  | 28.95   |
| Filling stations:  |                  |                         |  |   |   |   |
| Filling stations—gasoline and oil                                | 52,727           | 87,517,127              | 40,409,610   | 127,926,737                                       | 77,674,389                                  | 23.68   |
| Filling stations with tires and accessories                      | 20,775           | 43,173,479              | 31,797,280   | 74,970,759  | 43,241,005                                  | 22.87   |
| Filling stations with other merchandise                          | 42,011           | 28,521,091              | 41,620,072   | 70,141,163  | 31,719,129                                  | 25.37   |
| Motor cycles, bicycles, and supplies:                            |                  |                         |  |   |   |   |
| Motor cycle dealers  | 298              | 988,004                 | 429,140  | 1,417,234   | 871,741                                     | 28.49   |
| Bicycle, motor cycle, and supply stores                          | 255              | 584,521                 | 349,258  | 930,779   | 701,205                                     | 35.17   |
| Bicycle shops (including repairs)                                | 879              | 746,580                 | 1,058,780  | 1,805,366   | 1,043,741                                   | 37.04   |
| Garages and repair shops:  |                  |                         |  |   |   |   |
| Body, fender, and paint shops                                    | 3,379            | 15,288,921              | 5,788,446  | 21,077,367  | 6,902,000                                   | 60.82   |
| Garages (repairs and storage, gasoline, oil, accessories)        | 60,027           | 121,257,445             | 90,435,068   | 211,093,113                                       | 97,258,283                                  | 44.58   |
| Parking stations, parking garages, and lots                      | 2,069            | 7,441,590               | 2,341,711  | 9,783,301   | 10,740,015                                  | 52.28   |
| Radiator shops (including repairs)                               | 728              | 1,554,128               | 1,109,670  | 2,723,098   | 1,120,335                                   | 58.05   |
| Other automotive establishments:                                 |                  |                         |  |   |   |   |
| Aircraft and accessories   | 114              | 1,343,814               | 49,642   | 1,393,456   | 820,307                                     | 39.58   |
| Boats (motor boats, yachts, canoes)                              | 210              | 870,929                 | 302,698  | 1,173,627   | 1,091,828                                   | 21.09   |
| Apparel group  | 114,296          | 606,352,285             | 147,689,112  | 653,041,397                                       | 648,212,905                                 | 30.84   |
| Men's and boys' clothing and furnishings stores:                 |                  |                         |  |   |   |   |
| Men's and boys' clothing stores                                  | 3,380            | 18,317,298              | 4,518,389  | 22,835,687  | 25,293,508                                  | 27.28   |
| Men's and boys' hat stores                                       | 1,566            | 4,851,642               | 1,520,221  | 6,371,703   | 6,019,147                                   | 30.56   |
| Men's furnishings stores   | 9,196            | 17,296,989              | 13,350,004   | 30,596,943  | 31,843,407                                  | 29.45   |
| Men's clothing and furnishings stores                            | 14,049           | 82,927,674              | 24,741,044   | 107,668,718                                       | 110,696,144                                 | 28.71   |
| Family clothing stores—men's, women's, and children's            | 10,551           | 65,086,231              | 13,363,817   | 78,450,048  | 78,056,336                                  | 28.44   |
| Women's ready-to-wear specialty stores—apparel and accessories   | 18,253           | 134,581,843             | 20,349,297   | 154,931,140                                       | 161,520,931                                 | 26.10   |
| Women's accessories stores:                                      |                  |                         |  |   |   |   |
| Blouse shops   | 11               | 31,373                  | 13,511   | 44,884  | 43,505                                      | 28.21   |
| Corsets and lingerie shops                                       | 2,300            | 4,591,204               | 2,679,512  | 7,270,716   | 7,920,791                                   | 30.07   |
| Furriers—fur shops   | 2,280            | 14,344,377              | 4,037,620  | 18,381,997  | 17,795,634                                  | 38.85   |
| Hosiery shops  | 1,943            | 9,859,827               | 1,368,242  | 11,218,069  | 6,498,254                                   | 32.31   |
| Knit goods shops   | 464              | 1,056,923               | 438,453  | 1,494,376   | 1,680,218                                   | 28.03   |
| Millinery stores (including leased millinery departments)        | 12,433           | 23,788,421              | 11,094,682   | 35,483,053  | 35,331,067                                  | 43.70   |
| Costume accessories stores (including jewelry, bags, and gloves) | 323              | 715,469                 | 311,202  | 1,026,671   | 1,244,354                                   | 33.49   |
| Umbrella shops (including parasols, canes)                       | 127              | 115,225                 | 96,061   | 211,286   | 239,789                                     | 39.35   |
| Other apparel stores:  |                  |                         |  |   |   |   |
| Children's specialty shops                                       | 1,019            | 1,861,323               | 1,199,345  | 3,057,668   | 3,478,075                                   | 25.25   |
| Custom tailors   | 11,284           | 39,138,023              | 18,698,990   | 57,837,013  | 24,794,978                                  | 50.05   |
| Dressmakers  | 493              | 4,028,636               | 549,066  | 4,577,642   | 1,046,969                                   | 56.20   |
| Infants' wear shops  | 290              | 439,713                 | 372,742  | 899,455   | 893,053                                     | 28.46   |
| Mail-order apparel houses  | 9                | 136,457                 | 2,000  | 138,457   | 299,355                                     | 19.23   |
| Shoe stores:   |                  |                         |  |   |   |   |
| Shoe stores—men's  | 1,402            | 5,193,838               | 742,265  | 5,936,103   | 13,117,535                                  | 31.04   |
| Shoe stores—women's  | 1,666            | 15,673,069              | 979,954  | 16,653,023  | 22,612,769                                  | 30.05   |
| Family shoe stores—men's, women's, and children's                | 21,191           | 61,350,880              | 20,695,895   | 88,046,685  | 90,724,789                                  | 29.09   |

TABLE 4.—OPERATING EXPENSES BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—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 expenses (per \$100 of sales) |
|---|------------------|-------------------------|--|---|---|---|
| Furniture and household group.  | 58, 941          | \$404, 095, 221         | \$80, 320, 250   | \$484, 415, 471                                   | \$411, 137, 080                             | \$32. 51                                      |
| Furniture stores:   |                  |                         |  |   |   |   |
| Furniture stores.....   | 17, 891          | 176, 361, 716           | 27, 320, 307   | 203, 691, 023                                     | 208, 299, 350                               | 32. 38  |
| Furniture and undertaker.....   | 3, 500           | 8, 790, 097             | 6, 351, 271  | 15, 141, 368                                      | 12, 753, 939                                | 27. 04  |
| Furniture and hardware stores.....                                      | 3, 672           | 11, 425, 269            | 5, 777, 210  | 17, 202, 470                                      | 12, 947, 303                                | 22. 46  |
| Floor coverings, drapery, curtains and upholstery stores:               |                  |                         |  |   |   |   |
| Drapery, curtain, and upholstery stores.....                            | 973              | 2, 092, 502             | 1, 394, 430  | 4, 386, 932                                       | 2, 647, 295                                 | 37. 55  |
| Floor covering stores.....  | 1, 503           | 10, 280, 808            | 2, 627, 354  | 12, 908, 222                                      | 10, 104, 473                                | 31. 42  |
| Household appliances stores:  |                  |                         |  |   |   |   |
| Household appliances stores (electric only).....                        | 6, 037           | 55, 574, 226            | 2, 944, 987  | 58, 519, 213                                      | 31, 331, 130                                | 30. 29  |
| Household appliances stores.....  | 1, 757           | 16, 741, 612            | 420, 415   | 17, 162, 027                                      | 13, 019, 189                                | 30. 21  |
| Refrigerator dealers (electric only).....                               | 492              | 6, 922, 074             | 533, 458   | 7, 455, 532                                       | 5, 790, 595                                 | 27. 04  |
| Refrigerator dealers (electric and gas).....                            | 45               | 269, 072                | 55, 890  | 324, 902  | 180, 081                                    | 25. 48  |
| Other home furnishings and appliances stores:                           |                  |                         |  |   |   |   |
| Aluminumware.....   | 58               | 1, 357, 780             | 3, 228   | 1, 361, 017                                       | 1, 000, 802                                 | 62. 96  |
| Antique and used furniture dealers.....                                 | 715              | 1, 649, 245             | 1, 205, 315  | 2, 854, 500                                       | 1, 780, 946                                 | 40. 30  |
| Brushes and brooms (largely house-to-house).....                        | 269              | 4, 641, 924             | 134, 153   | 4, 776, 077                                       | 305, 950                                    | 52. 04  |
| China, glassware, crockery, tinware, enamelware dealers.....            | 1, 008           | 4, 076, 990             | 1, 306, 189  | 5, 383, 179                                       | 5, 378, 891                                 | 35. 10  |
| Picture and framing stores.....   | 690              | 1, 509, 758             | 982, 024   | 2, 489, 412                                       | 1, 755, 814                                 | 48. 30  |
| Stove and range dealers.....  | 398              | 1, 038, 652             | 462, 014   | 2, 101, 565                                       | 1, 281, 314                                 | 30. 16  |
| Antique shops.....  | 1, 354           | 5, 062, 295             | 2, 682, 124  | 7, 744, 419                                       | 8, 000, 400                                 | 31. 40  |
| Awning, flag, banner, window shade, and tent shops <sup>1</sup> .....   | 841              | 2, 690, 425             | 1, 222, 901  | 3, 883, 326                                       | 2, 555, 444                                 | 41. 87  |
| Interior decorators.....  | 701              | 11, 062, 559            | 1, 155, 193  | 12, 817, 065                                      | 8, 842, 013                                 | 31. 47  |
| Lamp and shade shops <sup>1</sup> .....                                 | 290              | 485, 342                | 343, 491   | 828, 833  | 599, 214                                    | 40. 62  |
| Radio and music stores:   |                  |                         |  |   |   |   |
| Radio and electrical shops.....   | 11, 783          | 45, 410, 689            | 17, 383, 960   | 62, 794, 649                                      | 42, 259, 968                                | 31. 15  |
| Radio and musical instrument stores.....                                | 4, 254           | 34, 585, 087            | 6, 003, 923  | 40, 589, 010                                      | 40, 125, 290                                | 35. 96  |
| Restaurants and eating places.....                                      | 134, 293         | 396, 075, 391           | 122, 981, 755  | 519, 057, 146                                     | 331, 659, 957                               | 40. 04  |
| Restaurants, cafeterias, and lunch rooms:                               |                  |                         |  |   |   |   |
| Cafeterias.....   | 3, 124           | 57, 887, 721            | 1, 941, 210  | 59, 828, 937                                      | 40, 492, 400                                | 38. 97  |
| Lunch rooms.....  | 67, 612          | 82, 232, 028            | 49, 734, 754   | 131, 969, 782                                     | 79, 539, 145                                | 39. 04  |
| Restaurants with table service.....                                     | 36, 214          | 208, 679, 748           | 37, 137, 505   | 245, 717, 253                                     | 155, 409, 959                               | 40. 59  |
| Lunch counters, refreshment stands, etc.:                               |                  |                         |  |   |   |   |
| Box lunches.....  | 101              | 1, 277, 603             | 148, 296   | 1, 425, 899                                       | 507, 485                                    | 31. 47  |
| Refreshment stands.....   | 7, 764           | 5, 014, 465             | 6, 399, 418  | 11, 413, 881                                      | 7, 812, 837                                 | 41. 70  |
| Fountain-lunches.....   | 1, 066           | 12, 207, 013            | 1, 475, 237  | 13, 682, 250                                      | 11, 239, 505                                | 38. 00  |
| Lunch counters.....   | 17, 119          | 25, 018, 402            | 15, 008, 495   | 40, 680, 957                                      | 22, 712, 337                                | 30. 09  |
| Soft drink stands.....  | 10, 393          | 3, 858, 351             | 10, 476, 836   | 14, 335, 187                                      | 7, 869, 090                                 | 51. 76  |
| Lumber and building group.....  | 52, 814          | 359, 985, 034           | 73, 925, 659   | 433, 810, 693                                     | 247, 483, 411                               | 25. 99  |
| Lumber and building materials:  |                  |                         |  |   |   |   |
| Lumber and building material dealers.....                               | 16, 911          | 163, 437, 103           | 21, 080, 171   | 184, 523, 274                                     | 133, 718, 842                               | 21. 02  |
| Lumber and hardware dealers.....  | 6, 139           | 46, 720, 968            | 5, 112, 612  | 51, 842, 580                                      | 38, 139, 222                                | 19. 06  |
| Roofing dealers.....  | 2, 808           | 11, 452, 569            | 4, 532, 079  | 15, 984, 648                                      | 4, 880, 202                                 | 45. 22  |
| Other retailers of building materials (brick, stone, cement, etc.)..... | 459              | 1, 234, 527             | 510, 804   | 1, 754, 331                                       | 676, 280                                    | 42. 51  |
| Electrical shops (without radio).....                                   | 4, 858           | 23, 538, 994            | 7, 890, 733  | 31, 429, 727                                      | 12, 867, 228                                | 40. 21  |

<sup>1</sup> Undoubtedly includes some manufacturing costs with operating expenses, in the case of employees engaged both in manufacturing and selling.

TABLE 4.—OPERATING EXPENSES, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—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 expenses (per \$100 of sales) |
|--|------------------|-------------------------|--|---|---|---|
| <b>Lumber and building group—Continued.</b>                    |                  |                         |  |   |   |   |
| <b>Heating and plumbing shops:</b>                             |                  |                         |  |   |   |   |
| Heating appliance and oil burner dealers.....                  | 1, 015           | \$20, 320, 388          | \$1, 877, 582  | \$22, 197, 970                                    | \$8, 569, 212                               | \$43. 40                                      |
| Plumbing shops (heating and ventilating).....                  | 10, 704          | 60, 003, 301            | 10, 492, 701   | 79, 490, 002                                      | 24, 146, 829                                | 30. 33  |
| <b>Paint and glass stores:</b>                                 |                  |                         |  |   |   |   |
| Glass and mirror shops.....                                    | 588              | 1, 852, 922             | 972, 574   | 2, 825, 496                                       | 1, 427, 051                                 | 44. 52  |
| Paint and glass stores.....                                    | 8, 282           | 31, 415, 262            | 12, 341, 403   | 43, 756, 065                                      | 23, 059, 545                                | 35. 91  |
| Other retail stores.....                                       | 260, 448         | 867, 949, 095           | 360, 706, 140  | 1, 228, 655, 145                                  | 865, 582, 863                               | 27. 00  |
| <b>Hardware stores.....</b>                                    | 25, 330          | 73, 272, 000            | 40, 927, 326   | 114, 190, 326                                     | 73, 841, 977                                | 26. 63  |
| <b>Hardware and farm implement stores:</b>                     |                  |                         |  |   |   |   |
| Farm implement, machinery, and equipment dealers.....          | 4, 680           | 10, 590, 762            | 7, 347, 376  | 17, 938, 138                                      | 11, 886, 037                                | 17. 04  |
| Farm implement dealers with hay, grain, and feed.....          | 673              | 2, 118, 926             | 929, 104   | 3, 048, 120                                       | 2, 066, 458                                 | 10. 90  |
| Hardware and farm implement stores.....                        | 6, 589           | 22, 895, 715            | 11, 245, 584   | 33, 641, 299                                      | 22, 328, 350                                | 18. 86  |
| <b>Farmers' supplies:</b>                                      |                  |                         |  |   |   |   |
| Feed stores (flour, feed, grain, fertilizer).....              | 9, 953           | 20, 035, 157            | 11, 569, 947   | 31, 605, 104                                      | 20, 364, 107                                | 10. 82  |
| Fertilizer dealers.....  | 1, 213           | 692, 181                | 1, 038, 176  | 1, 730, 357                                       | 688, 675                                    | 11. 07  |
| Harness shops.....   | 2, 567           | 1, 369, 550             | 3, 222, 659  | 4, 592, 200                                       | 1, 853, 689                                 | 30. 63  |
| Irrigation and drainage equipment and supplies (retail).....   | 40               | 345, 788                | 60, 792  | 415, 550  | 157, 908                                    | 38. 04  |
| Farmers' supply stores.....                                    | 305              | 1, 210, 404             | 381, 443   | 1, 597, 847                                       | 1, 223, 906                                 | 18. 39  |
| Seeds, bulbs, and nursery stock.....                           | 1, 489           | 11, 304, 808            | 1, 823, 514  | 13, 128, 622                                      | 10, 495, 929                                | 33. 44  |
| Cooperages (barrels, boxes, crates, casks).....                | 119              | 365, 144                | 117, 105   | 482, 249  | 204, 228                                    | 23. 18  |
| Coal and feed stores.....                                      | 4, 093           | 16, 429, 038            | 5, 402, 317  | 21, 621, 355                                      | 16, 130, 335                                | 13. 23  |
| Grain elevators (sales at retail).....                         | 221              | 648, 575                | 224, 482   | 871, 057  | 695, 057                                    | 8. 78   |
| Feed stores with groceries.....                                | 7, 127           | 8, 633, 743             | 8, 206, 084  | 16, 830, 827                                      | 8, 050, 307                                 | 12. 13  |
| <b>Book stores:</b>  |                  |                         |  |   |   |   |
| Book stores.....   | 2, 720           | 18, 208, 990            | 3, 229, 119  | 21, 438, 118                                      | 16, 331, 421                                | 32. 46  |
| Circulating libraries (book sellers).....                      | 89               | 73, 701                 | 89, 038  | 162, 730  | 123, 855                                    | 44. 12  |
| <b>Cigar stores and cigar stands:</b>                          |                  |                         |  |   |   |   |
| Cigar stores with fountains.....                               | 2, 234           | 4, 252, 941             | 3, 275, 823  | 7, 528, 794                                       | 6, 435, 806                                 | 31. 22  |
| Cigar stands.....  | 12, 239          | 12, 218, 827            | 13, 730, 623   | 25, 949, 450                                      | 15, 634, 472                                | 42. 46  |
| Cigar stores without fountains.....                            | 18, 776          | 17, 768, 353            | 23, 617, 023   | 41, 260, 415                                      | 31, 931, 413                                | 27. 38  |
| <b>Coal and wood yards—Ice dealers:</b>                        |                  |                         |  |   |   |   |
| Coal and wood yards.....                                       | 15, 444          | 101, 157, 676           | 20, 763, 154   | 121, 020, 830                                     | 93, 706, 320                                | 23. 19  |
| Ice dealers.....   | 3, 674           | 20, 189, 381            | 3, 872, 611  | 24, 061, 092                                      | 12, 004, 092                                | 43. 17  |
| <b>Drug stores:</b>  |                  |                         |  |   |   |   |
| Drug stores without fountains.....                             | 23, 414          | 58, 827, 577            | 31, 096, 553   | 90, 524, 130                                      | 55, 730, 091                                | 27. 21  |
| Drug stores with fountains.....                                | 34, 844          | 136, 014, 845           | 40, 349, 772   | 177, 264, 617                                     | 133, 620, 832                               | 27. 05  |
| <b>Florists.....</b>   | 9, 328           | 30, 760, 016            | 13, 134, 185   | 43, 894, 201                                      | 32, 551, 662                                | 43. 40  |
| <b>Gifts—novelties and toys—cameras:</b>                       |                  |                         |  |   |   |   |
| Toy shops.....   | 620              | 1, 060, 960             | 687, 769   | 1, 748, 729                                       | 1, 827, 443                                 | 30. 98  |
| Art and gift shops.....  | 2, 959           | 4, 304, 492             | 3, 335, 406  | 7, 059, 898                                       | 7, 312, 138                                 | 38. 87  |
| Novelty and souvenir shops.....                                | 2, 227           | 2, 348, 515             | 2, 232, 307  | 4, 580, 822                                       | 4, 163, 332                                 | 38. 17  |
| Camera dealers—photographic supplies.....                      | 710              | 4, 250, 657             | 918, 452   | 5, 160, 100                                       | 4, 563, 381                                 | 33. 78  |
| <b>Jewelry stores:</b>   |                  |                         |  |   |   |   |
| Jewelry stores (installment credit).....                       | 837              | 14, 464, 446            | 787, 834   | 15, 252, 280                                      | 18, 659, 928                                | 36. 30  |
| Jewelry stores.....  | 19, 161          | 55, 093, 008            | 33, 762, 814   | 88, 890, 522                                      | 67, 314, 641                                | 35. 33  |
| Luggage and leather goods stores.....                          | 1, 967           | 4, 555, 944             | 2, 000, 363  | 6, 556, 307                                       | 7, 550, 413                                 | 35. 01  |
| Music stores (without radio).....                              | 2, 232           | 8, 914, 939             | 3, 011, 832  | 11, 926, 771                                      | 10, 177, 581                                | 40. 38  |
| News dealers.....  | 10, 285          | 14, 839, 834            | 7, 992, 728  | 22, 852, 502                                      | 17, 747, 038                                | 27. 09  |
| <b>Office, school, and store supply and equipment dealers:</b> |                  |                         |  |   |   |   |
| Office and school supply dealers.....                          | 1, 176           | 10, 740, 932            | 1, 420, 890  | 12, 161, 822                                      | 7, 945, 296                                 | 32. 52  |
| Office and store mechanical appliance dealers (retail).....    | 1, 284           | 30, 785, 692            | 739, 515   | 31, 525, 207                                      | 9, 865, 493                                 | 36. 71  |
| Office and store furniture and equipment dealers.....          | 988              | 13, 215, 035            | 1, 146, 534  | 14, 461, 569                                      | 12, 120, 235                                | 29. 67  |
| Store fixture dealers.....                                     | 343              | 2, 355, 175             | 575, 664   | 2, 930, 839                                       | 1, 736, 599                                 | 28. 00  |
| Typewriter dealers.....  | 878              | 11, 629, 335            | 830, 689   | 12, 460, 424                                      | 5, 756, 681                                 | 42. 24  |

TABLE 4.—OPERATING EXPENSES, BY KINDS OF BUSINESS, FOR THE UNITED STATES: 1929—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 expenses (per \$100 of sales) |
|--|------------------|-------------------------|--|---|---|---|
| Other retail stores—Continued.                                       |                  |                         |  |   |   |   |
| Opticians and optometrists.....                                      | 3, 001           | \$10, 131, 646          | \$5, 246, 359  | \$15, 378, 005                                    | \$10, 421, 770                              | \$51. 00                                      |
| Sporting goods stores (including athletic and playground equipment): |                  |                         |  |   |   |   |
| Sporting goods specialty stores and stationery.....                  | 1, 238           | 5, 045, 399             | 1, 868, 085  | 6, 913, 484                                       | 6, 244, 137                                 | 20. 31  |
| Athletic and playground equipment dealers.....                       | 675              | 1, 940, 658             | 923, 705   | 2, 804, 453                                       | 2, 554, 200                                 | 27. 24  |
| Scientific and medical instrument and supply dealers (retail).....   | 17               | 79, 951                 | 18, 044  | 97, 095   | 132, 124                                    | 33. 72  |
| Stationers and printers:   |                  |                         |  |   |   |   |
| Dealers in accounting and legal forms and blank books.....           | 574              | 4, 946, 068             | 701, 792   | 5, 648, 760                                       | 4, 144, 226                                 | 31. 42  |
| Paper and paper products stores.....                                 | 80               | 1, 053, 137             | 99, 312  | 1, 152, 449                                       | 307, 062                                    | 35. 35  |
| Printers and lithographers.....                                      | 135              | 631, 272                | 188, 022   | 820, 104  | 468, 225                                    | 27. 41  |
| Stationers and engravers.....  | 1, 084           | 2, 662, 305             | 1, 558, 372  | 4, 220, 677                                       | 1, 731, 837                                 | 51. 15  |
| Monument and tombstone works.  | 1, 572           | 11, 720, 716            | 2, 156, 795  | 13, 886, 511                                      | 10, 058, 604                                | 33. 00  |
| Miscellaneous classifications (combined).....                        | 2, 564           | 8, 760, 775             | 4, 842, 761  | 13, 612, 536                                      | 6, 704, 799                                 | 41. 88  |
| Secondhand stores.....   | 25, 969          | 72, 400, 607            | 37, 385, 067   | 109, 846, 574                                     | 76, 320, 562                                | 36. 47  |
|  | 15, 065          | 20, 162, 437            | 19, 593, 034   | 39, 755, 471                                      | 23, 092, 484                                | 43. 05  |

TABLE 5.—RETAIL DISTRIBUTION—NUMBER OF STORES, EMPLOYEES, PAY ROLL, AND SALES, BY TYPES OF OPERATION, FOR THE UNITED STATES: 1929

| TYPE OF OPERATION                                  | Number of stores | NUMBER OF EMPLOYEES |           | Salaries and wages (total) | Net sales (1929)    |
|--|------------------|---------------------|-----------|----------------------------|---------------------|
|  |                  | Full time           | Part time |                            |                     |
| United States, total.....                          | 1, 543, 158      | 3, 833, 581         | 676, 559  | \$5, 189, 699, 960         | \$49, 114, 653, 269 |
| Single-store independents.....                     | 1, 230, 300      | 2, 421, 438         | 439, 192  | 3, 247, 935, 559           | 31, 486, 128, 140   |
| 2-store independents.....                          | 49, 071          | 256, 497            | 29, 835   | 367, 241, 583              | 3, 020, 443, 282    |
| 3-store independents.....                          | 15, 512          | 108, 769            | 14, 704   | 165, 204, 249              | 1, 255, 141, 641    |
| Local branch systems.....                          | 231              | 5, 447              | 404       | 8, 771, 046                | 64, 440, 908        |
| Local chains.....                                  | 52, 405          | 263, 508            | 36, 646   | 395, 576, 595              | 3, 293, 890, 233    |
| Sectional chains.....                              | 41, 083          | 180, 496            | 33, 779   | 259, 389, 902              | 2, 191, 250, 396    |
| National chains.....                               | 51, 058          | 341, 772            | 79, 906   | 412, 447, 238              | 3, 960, 086, 992    |
| Other types of operation:                          |                  |                     |           |                            |                     |
| Mail-order houses (catalog only).....              | 271              | 41, 756             | 1, 565    | 45, 408, 187               | 515, 237, 235       |
| Direct selling (house-to-house).....               | 1, 661           | 30, 380             | 435       | 33, 018, 077               | 63, 961, 162        |
| Roadside markets or stands.....                    | 840              | 214                 | 274       | 150, 843                   | 2, 458, 646         |
| Curbside markets or stands.....                    | 3, 662           | 365                 | 114       | 306, 293                   | 16, 155, 379        |
| Itinerant vendors.....                             | 1, 384           | 208                 | 111       | 259, 982                   | 7, 130, 545         |
| Rolling stores.....                                | 244              | 411                 | 52        | 710, 478                   | 3, 976, 700         |
| Industrial stores (including commissaries).....    | 1, 347           | 6, 104              | 542       | 8, 836, 701                | 115, 583, 327       |
| Leased departments—Independent operators.....      | 590              | 2, 460              | 439       | 3, 175, 006                | 24, 321, 260        |
| Leased department chains.....                      | 3, 675           | 16, 702             | 1, 851    | 22, 310, 231               | 129, 702, 438       |
| Utility-operated retail stores.....                | 4, 053           | 16, 462             | 4, 347    | 26, 309, 052               | 163, 376, 660       |
| Manufacturer-controlled chains.....                | 3, 431           | 43, 455             | 1, 416    | 81, 604, 749               | 389, 618, 669       |
| Cooperative stores <sup>1</sup> .....              | 1, 143           | 3, 420              | 753       | 4, 582, 990                | 76, 034, 829        |
| Cooperative buying associations <sup>1</sup> ..... | 566              | 1, 294              | 309       | 1, 787, 863                | 40, 960, 108        |
| Retailers—country buyers <sup>1</sup> .....        | 73, 274          | 63, 357             | 24, 888   | 65, 510, 034               | 1, 779, 278, 343    |
| Retailers—wholesalers <sup>1</sup> .....           | 7, 121           | 28, 407             | 4, 775    | 37, 904, 312               | 476, 071, 334       |
| Unclassified types.....                            | 170              | 590                 | 72        | 948, 430                   | 0, 417, 594         |

<sup>1</sup> These classifications are used only in rural areas and places having less than 10,000 inhabitants.



TABLE 6.—SEVENTEEN KINDS OF BUSINESS, BY TYPES OF OPERATION, FOR THE UNITED STATES: 1929

| KIND OF BUSINESS   | Total            | Independent stores | Local chains  | Sectional chains | National chains | Other types   |
|--|------------------|--------------------|---------------|------------------|-----------------|---------------|
| <b>Department stores:</b>  |                  |                    |               |                  |                 |               |
| Number of stores.....  | 4, 221           | 2, 160             | 170           | 155              | 1, 639          | 91            |
| Annual net sales.....dollars.....  | 4, 350, 097, 538 | 3, 144, 704, 038   | 111, 736, 294 | 88, 326, 834     | 620, 449, 700   | 484, 789, 772 |
| Per cent of total sales.....   | 100.00           | 72.30              | 2.57          | 2.03             | 11.00           | 11.14         |
| <b>Variety, 5-and-10, and to-a-dollar stores:</b>                        |                  |                    |               |                  |                 |               |
| Number of stores.....  | 12, 110          | 6, 603             | 707           | 728              | 3, 942          | 130           |
| Annual net sales.....dollars.....  | 904, 147, 405    | 88, 340, 558       | 24, 140, 068  | 51, 240, 084     | 739, 381, 213   | 1, 044, 672   |
| Per cent of total sales.....   | 100.00           | 9.77               | 2.67          | 5.67             | 81.78           | 0.11          |
| <b>Men's and boys' clothing and furnishing stores:</b>                   |                  |                    |               |                  |                 |               |
| Number of stores.....  | 28, 197          | 25, 114            | 1, 076        | 1, 021           | 718             | 248           |
| Annual net sales.....dollars.....  | 1, 192, 722, 778 | 920, 364, 874      | 100, 747, 737 | 77, 874, 515     | 73, 732, 213    | 11, 003, 434  |
| Per cent of total sales.....   | 100.00           | 77.92              | 8.45          | 6.53             | 6.18            | 0.92          |
| <b>Family clothing stores (men's, women's, and children's):</b>          |                  |                    |               |                  |                 |               |
| Number of stores.....  | 10, 551          | 8, 860             | 443           | 500              | 633             | 106           |
| Annual net sales.....dollars.....  | 552, 353, 340    | 304, 707, 696      | 42, 455, 815  | 64, 070, 238     | 44, 204, 045    | 6, 906, 546   |
| Per cent of total sales.....   | 100.00           | 71.46              | 7.69          | 11.60            | 8.00            | 1.25          |
| <b>Women's ready-to-wear specialty stores (apparel and accessories):</b> |                  |                    |               |                  |                 |               |
| Number of stores.....  | 18, 253          | 15, 906            | 692           | 632              | 500             | 373           |
| Annual net sales.....dollars.....  | 1, 087, 600, 723 | 807, 811, 199      | 44, 333, 550  | 110, 045, 823    | 92, 580, 516    | 32, 820, 629  |
| Per cent of total sales.....   | 100.00           | 74.27              | 4.08          | 10.12            | 8.51            | 3.02          |
| <b>Shoe stores:</b>  |                  |                    |               |                  |                 |               |
| Number of stores.....  | 24, 250          | 17, 938            | 1, 328        | 1, 078           | 2, 080          | 1, 229        |
| Annual net sales.....dollars.....  | 806, 828, 989    | 431, 817, 867      | 80, 104, 878  | 69, 197, 724     | 147, 913, 007   | 68, 795, 513  |
| Per cent of total sales.....   | 100.00           | 53.52              | 11.04         | 8.58             | 18.33           | 8.53          |
| <b>Furniture stores:</b>   |                  |                    |               |                  |                 |               |
| Number of stores.....  | 25, 153          | 23, 901            | 604           | 359              | 18              | 248           |
| Annual net sales.....dollars.....  | 1, 509, 814, 999 | 1, 267, 276, 853   | 131, 041, 618 | 75, 446, 413     | 6, 273, 349     | 28, 876, 766  |
| Per cent of total sales.....   | 100.00           | 83.93              | 8.74          | 5.00             | 0.42            | 1.91          |
| <b>Radio and music stores:</b>   |                  |                    |               |                  |                 |               |
| Number of stores.....  | 16, 037          | 15, 081            | 461           | 219              | 114             | 162           |
| Annual net sales.....dollars.....  | 561, 772, 000    | 443, 974, 180      | 63, 697, 782  | 23, 040, 265     | 20, 540, 064    | 10, 518, 818  |
| Per cent of total sales.....   | 100.00           | 79.03              | 11.34         | 4.10             | 3.66            | 1.87          |
| <b>Grocery stores (without meats):</b>                                   |                  |                    |               |                  |                 |               |
| Number of stores.....  | 191, 876         | 142, 245           | 0, 754        | 0, 044           | 16, 571         | 14, 262       |
| Annual net sales.....dollars.....  | 3, 449, 126, 144 | 1, 674, 804, 892   | 367, 642, 766 | 361, 606, 623    | 847, 004, 005   | 108, 071, 858 |
| Per cent of total sales.....   | 100.00           | 48.56              | 10.66         | 10.48            | 24.56           | 5.74          |
| <b>Combination stores (groceries and meats):</b>                         |                  |                    |               |                  |                 |               |
| Number of stores.....  | 115, 549         | 91, 837            | 6, 192        | 2, 609           | 8, 388          | 6, 403        |
| Annual net sales.....dollars.....  | 3, 903, 632, 067 | 2, 463, 173, 400   | 343, 570, 590 | 219, 377, 187    | 694, 779, 272   | 182, 761, 618 |
| Per cent of total sales.....   | 100.00           | 63.10              | 8.80          | 5.62             | 17.80           | 4.68          |
| <b>Restaurants, cafeterias, and lunch rooms:</b>                         |                  |                    |               |                  |                 |               |
| Number of stores.....  | 96, 950          | 94, 540            | 1, 120        | 504              | 523             | 251           |
| Annual net sales.....dollars.....  | 1, 802, 913, 240 | 1, 551, 011, 555   | 121, 165, 250 | 69, 338, 214     | 55, 235, 025    | 5, 213, 196   |
| Per cent of total sales.....   | 100.00           | 86.08              | 6.72          | 3.85             | 3.06            | 0.29          |
| <b>Cigar stores and cigar stands:</b>                                    |                  |                    |               |                  |                 |               |
| Number of stores.....  | 33, 248          | 30, 910            | 630           | 85               | 1, 447          | 176           |
| Annual net sales.....dollars.....  | 410, 063, 928    | 301, 327, 800      | 21, 883, 313  | 2, 446, 240      | 78, 650, 767    | 5, 755, 802   |
| Per cent of total sales.....   | 100.00           | 73.48              | 5.34          | 0.60             | 19.18           | 1.40          |
| <b>Filling stations:</b>   |                  |                    |               |                  |                 |               |
| Number of stations.....  | 121, 513         | 90, 366            | 6, 751        | 15, 118          | 6, 748          | 2, 531        |
| Annual net sales.....dollars.....  | 1, 787, 423, 097 | 1, 113, 012, 153   | 172, 317, 220 | 306, 374, 144    | 126, 172, 354   | 69, 207, 166  |
| Per cent of total sales.....   | 100.00           | 62.27              | 9.94          | 17.16            | 7.00            | 3.87          |
| <b>Coal and wood yards—ice dealers:</b>                                  |                  |                    |               |                  |                 |               |
| Number of yards.....   | 19, 118          | 17, 258            | 1, 066        | 336              | -----           | 459           |
| Annual net sales.....dollars.....  | 1, 013, 369, 400 | 811, 159, 240      | 110, 540, 167 | 69, 126, 146     | -----           | 16, 543, 848  |
| Per cent of total sales.....   | 100.00           | 80.05              | 11.50         | 6.82             | -----           | 1.63          |
| <b>Drug stores:</b>  |                  |                    |               |                  |                 |               |
| Number of stores.....  | 58, 258          | 54, 585            | 1, 065        | 483              | 1, 078          | 147           |
| Annual net sales.....dollars.....  | 1, 600, 398, 682 | 1, 371, 085, 050   | 132, 474, 301 | 45, 973, 737     | 134, 002, 851   | 5, 002, 137   |
| Per cent of total sales.....   | 100.00           | 81.16              | 7.84          | 2.72             | 7.93            | 0.35          |
| <b>Hardware stores:</b>  |                  |                    |               |                  |                 |               |
| Number of stores.....  | 25, 330          | 24, 059            | 321           | 10               | 21              | 319           |
| Annual net sales.....dollars.....  | 706, 062, 831    | 667, 828, 995      | 16, 282, 997  | 501, 309         | 4, 206, 392     | 17, 083, 138  |
| Per cent of total sales.....   | 100.00           | 94.59              | 2.30          | 0.08             | 0.61            | 2.42          |
| <b>Jewelry stores:</b>   |                  |                    |               |                  |                 |               |
| Number of stores.....  | 19, 998          | 19, 534            | 235           | 88               | 47              | 94            |
| Annual net sales.....dollars.....  | 536, 280, 697    | 498, 601, 891      | 20, 352, 497  | 8, 138, 797      | 5, 755, 173     | 3, 432, 350   |
| Per cent of total sales.....   | 100.00           | 92.97              | 3.80          | 1.52             | 1.07            | 0.64          |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929

| CITIES                    | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | NET SALES (1929) | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part-time) |
|---------------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                           |                   |                  |  |                       |                  |                                       |  |
| United States, total..... | 122, 776, 048     | 1, 543, 158      | 1, 510, 607                                    | 3, 833, 681           | 49, 114, 653     | 7, 262, 683                           | 5, 189, 071                              |
| Aberdeen, S. Dak.....     | 16, 465           | 280              | 250  | 1, 163                | 13, 706          | 2, 119                                | 1, 561                                   |
| Aberdeen, Wash.....       | 21, 723           | 413              | 388  | 1, 353                | 18, 441          | 2, 501                                | 2, 000                                   |
| Abilene, Tex.....         | 23, 175           | 469              | 418  | 1, 507                | 17, 502          | 2, 383                                | 1, 844                                   |
| Ada, Okla.....            | 11, 261           | 274              | 297  | 577                   | 8, 034           | 1, 248                                | 699                                      |
| Adams, Mass.....          | 12, 697           | 192              | 185  | 266                   | 4, 204           | 727                                   | 318                                      |
| Adrian, Mich.....         | 13, 064           | 299              | 249  | 792                   | 10, 122          | 1, 435                                | 1, 028                                   |
| Akron, Ohio.....          | 255, 040          | 3, 057           | 2, 477   | 11, 006               | 140, 409         | 16, 018                               | 17, 089                                  |
| Alameda, Calif.....       | 36, 033           | 563              | 374  | 622                   | 9, 107           | 976                                   | 885                                      |
| Albany, Ga.....           | 14, 507           | 261              | 248  | 970                   | 8, 678           | 1, 625                                | 1, 017                                   |
| Albany, N. Y.....         | 127, 412          | 1, 909           | 1, 727   | 8, 669                | 102, 257         | 17, 470                               | 12, 218                                  |
| Albert Lea, Minn.....     | 10, 169           | 185              | 102  | 677                   | 7, 914           | 1, 247                                | 893                                      |
| Albuquerque, N. Mex.....  | 26, 570           | 440              | 372  | 1, 697                | 20, 497          | 3, 212                                | 2, 060                                   |
| Alexandria, La.....       | 23, 025           | 336              | 340  | 1, 304                | 12, 242          | 2, 043                                | 1, 421                                   |
| Alexandria, Va.....       | 24, 140           | 265              | 250  | 764                   | 9, 058           | 1, 399                                | 910                                      |
| Alhambra, Calif.....      | 20, 472           | 383              | 323  | 1, 050                | 14, 701          | 1, 720                                | 1, 443                                   |
| Aliquippa, Pa.....        | 27, 116           | 292              | 282  | 594                   | 9, 629           | 1, 467                                | 823                                      |
| Allentown, Pa.....        | 92, 593           | 1, 401           | 1, 317   | 5, 402                | 59, 999          | 9, 799                                | 7, 565                                   |
| Alliance, Ohio.....       | 23, 047           | 374              | 410  | 1, 053                | 13, 490          | 1, 898                                | 1, 378                                   |
| Alpena, Mich.....         | 12, 166           | 183              | 187  | 438                   | 5, 402           | 1, 117                                | 464                                      |
| Alton, Ill.....           | 30, 151           | 505              | 478  | 1, 251                | 15, 408          | 2, 073                                | 1, 569                                   |
| Altoona, Pa.....          | 32, 054           | 1, 171           | 1, 176   | 3, 978                | 39, 092          | 5, 398                                | 4, 049                                   |
| Amarillo, Tex.....        | 43, 132           | 506              | 526  | 2, 314                | 30, 067          | 4, 054                                | 3, 276                                   |
| Ambridge, Pa.....         | 20, 227           | 288              | 283  | 545                   | 8, 416           | 1, 226                                | 739                                      |
| Ames, Iowa.....           | 10, 261           | 186              | 190  | 539                   | 7, 028           | 932                                   | 689                                      |
| Amesbury, Mass.....       | 11, 890           | 168              | 162  | 305                   | 4, 431           | 692                                   | 387                                      |
| Amsterdam, N. Y.....      | 34, 817           | 520              | 521  | 1, 108                | 17, 671          | 2, 870                                | 1, 613                                   |
| Anaconda, Mont.....       | 12, 494           | 194              | 200  | 592                   | 7, 354           | 1, 247                                | 792                                      |
| Anaheim, Calif.....       | 10, 995           | 230              | 238  | 568                   | 8, 997           | 1, 379                                | 859                                      |
| Anderson, Ind.....        | 39, 804           | 437              | 449  | 1, 674                | 20, 099          | 2, 411                                | 2, 089                                   |
| Anderson, S. C.....       | 14, 383           | 244              | 237  | 828                   | 8, 734           | 1, 304                                | 929                                      |
| Annapolis, Md.....        | 12, 531           | 210              | 241  | 638                   | 7, 747           | 1, 046                                | 716                                      |
| Ann Arbor, Mich.....      | 26, 944           | 443              | 393  | 1, 932                | 25, 915          | 3, 896                                | 3, 061                                   |
| Anniston, Ala.....        | 22, 345           | 284              | 250  | 1, 035                | 9, 744           | 1, 498                                | 1, 110                                   |
| Ansonia, Conn.....        | 19, 898           | 248              | 225  | 405                   | 6, 477           | 939                                   | 561                                      |
| Appleton, Wis.....        | 25, 267           | 344              | 296  | 1, 498                | 17, 494          | 2, 046                                | 2, 126                                   |
| Ardmore, Okla.....        | 15, 741           | 288              | 271  | 828                   | 9, 498           | 1, 587                                | 984                                      |
| Arkansas City, Kans.....  | 13, 946           | 249              | 249  | 704                   | 7, 989           | 1, 445                                | 898                                      |
| Arlington, Mass.....      | 36, 094           | 280              | 207  | 757                   | 9, 920           | 915                                   | 1, 072                                   |
| Arnold, Pa.....           | 10, 575           | 91               | 88   | 91                    | 1, 548           | 247                                   | 119                                      |
| Asbury Park, N. J.....    | 14, 981           | 659              | 679  | 2, 101                | 24, 698          | 3, 529                                | 3, 122                                   |
| Asheville, N. C.....      | 59, 193           | 694              | 646  | 2, 936                | 29, 519          | 4, 025                                | 3, 531                                   |
| Ashland, Ky.....          | 29, 074           | 384              | 323  | 1, 134                | 13, 553          | 2, 013                                | 1, 479                                   |
| Ashland, Ohio.....        | 11, 141           | 174              | 189  | 490                   | 7, 023           | 1, 038                                | 680                                      |
| Ashland, Wis.....         | 10, 622           | 220              | 206  | 595                   | 5, 314           | 920                                   | 621                                      |
| Ashtabula, Ohio.....      | 23, 301           | 479              | 466  | 1, 237                | 15, 293          | 2, 421                                | 1, 645                                   |
| Astoria, Oreg.....        | 10, 349           | 258              | 309  | 556                   | 7, 145           | 1, 252                                | 783                                      |
| Atchison, Kans.....       | 13, 024           | 252              | 316  | 706                   | 7, 797           | 1, 208                                | 901                                      |
| Athens, Ga.....           | 18, 192           | 290              | 245  | 990                   | 9, 774           | 1, 452                                | 957                                      |
| Athol, Mass.....          | 10, 677           | 136              | 113  | 392                   | 5, 520           | 950                                   | 491                                      |
| Atlanta, Ga.....          | 279, 396          | 3, 754           | 2, 981   | 19, 002               | 189, 666         | 20, 372                               | 23, 028                                  |
| Atlantic City, N. J.....  | 66, 198           | 1, 649           | 1, 523   | 6, 331                | 70, 665          | 10, 699                               | 8, 625                                   |
| Attleboro, Mass.....      | 21, 769           | 282              | 249  | 625                   | 9, 393           | 1, 011                                | 867                                      |
| Auburn, Me.....           | 13, 571           | 226              | 233  | 410                   | 5, 722           | 777                                   | 551                                      |
| Auburn, N. Y.....         | 36, 662           | 653              | 639  | 1, 766                | 22, 301          | 3, 755                                | 2, 261                                   |
| Augusta, Ga.....          | 90, 342           | 898              | 902  | 2, 683                | 24, 307          | 3, 885                                | 2, 770                                   |
| Augusta, Me.....          | 17, 198           | 292              | 157  | 663                   | 9, 121           | 1, 501                                | 850                                      |
| Aurora, Ill.....          | 46, 539           | 573              | 519  | 2, 217                | 28, 692          | 3, 832                                | 3, 379                                   |
| Austin, Minn.....         | 12, 276           | 181              | 190  | 490                   | 7, 170           | 1, 057                                | 610                                      |
| Austin, Tex.....          | 53, 120           | 758              | 724  | 2, 855                | 37, 047          | 4, 550                                | 3, 637                                   |
| Bakersfield, Calif.....   | 26, 015           | 382              | 379  | 1, 493                | 19, 348          | 2, 830                                | 2, 374                                   |
| Baltimore, Md.....        | 894, 874          | 12, 285          | 11, 109  | 38, 907               | 406, 352         | 48, 223                               | 47, 873                                  |
| Bangor, Me.....           | 28, 749           | 451              | 346  | 2, 114                | 22, 971          | 3, 772                                | 2, 495                                   |
| Barberton, Ohio.....      | 23, 994           | 312              | 270  | 750                   | 11, 060          | 1, 496                                | 1, 330                                   |
| Barre, Vt.....            | 11, 307           | 189              | 173  | 607                   | 9, 346           | 1, 452                                | 963                                      |
| Bardonia, Okla.....       | 14, 793           | 240              | 285  | 825                   | 10, 965          | 1, 663                                | 1, 125                                   |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | Thousands of dollars |                                       |  |
|-----------------------|-------------------|------------------|--|-----------------------|----------------------|---------------------------------------|--|
|                       |                   |                  |  |                       | NET SALES (1929)     | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part time) |
| Batavia, N. Y.        | 17,375            | 340              | 333  | 934                   | 12,011               | 2,008                                 | 1,297                                    |
| Baton Rouge, La.      | 30,729            | 457              | 430  | 2,012                 | 10,096               | 2,803                                 | 2,240                                    |
| Battle Creek, Mich.   | 43,573            | 702              | 570  | 2,564                 | 33,117               | 4,176                                 | 3,830                                    |
| Bay City, Mich.       | 47,355            | 710              | 674  | 1,901                 | 24,468               | 3,883                                 | 2,416                                    |
| Bayonne, N. J.        | 88,979            | 1,403            | 1,432  | 1,013                 | 29,381               | 5,533                                 | 2,290                                    |
| Beacon, N. Y.         | 11,933            | 214              | 204  | 267                   | 5,132                | 707                                   | 359                                      |
| Beatrice, Nebr.       | 10,237            | 252              | 231  | 796                   | 9,027                | 1,706                                 | 911                                      |
| Beaumont, Tex.        | 57,732            | 759              | 629  | 3,514                 | 36,231               | 5,332                                 | 4,371                                    |
| Beaver Falls, Pa.     | 17,147            | 380              | 370  | 957                   | 12,242               | 2,035                                 | 1,310                                    |
| Bedford, Ind.         | 13,208            | 188              | 184  | 546                   | 7,331                | 1,017                                 | 676                                      |
| Bellaire, Ohio        | 13,327            | 227              | 225  | 465                   | 5,395                | 869                                   | 584                                      |
| Bellefonte, Pa.       | 28,425            | 382              | 408  | 932                   | 11,899               | 1,958                                 | 1,187                                    |
| Bellefonte, N. J.     | 26,974            | 278              | 320  | 324                   | 6,950                | 793                                   | 595                                      |
| Bellevue, Pa.         | 10,252            | 78               | 72   | 290                   | 3,565                | 343                                   | 370                                      |
| Bellingham, Wash.     | 30,823            | 175              | 557  | 1,516                 | 19,740               | 2,897                                 | 2,064                                    |
| Belmont, Mass.        | 21,748            | 80               | 127  | 410                   | 5,235                | 436                                   | 574                                      |
| Beloit, Wis.          | 23,611            | 330              | 312  | 1,010                 | 14,894               | 1,811                                 | 1,457                                    |
| Benton Harbor, Mich.  | 15,434            | 338              | 302  | 1,026                 | 12,971               | 1,825                                 | 1,408                                    |
| Berkeley, Calif.      | 82,100            | 1,114            | 1,098  | 2,606                 | 32,538               | 4,436                                 | 3,903                                    |
| Berlin, N. H.         | 20,018            | 170              | 158  | 520                   | 7,600                | 1,018                                 | 678                                      |
| Berwick, Pa.          | 12,060            | 155              | 142  | 405                   | 4,490                | 874                                   | 454                                      |
| Berwyn, Ill.          | 47,027            | 451              | 480  | 622                   | 13,162               | 1,336                                 | 940                                      |
| Bessemer, Ala.        | 20,721            | 312              | 292  | 902                   | 9,698                | 1,274                                 | 906                                      |
| Bethlehem, Pa.        | 57,892            | 913              | 885  | 1,944                 | 23,387               | 4,125                                 | 2,582                                    |
| Beverly, Mass.        | 25,086            | 326              | 287  | 922                   | 10,871               | 1,305                                 | 1,169                                    |
| Beverly Hills, Calif. | 17,429            | 183              | 140  | 785                   | 11,304               | 1,333                                 | 1,155                                    |
| Biddeford, Me.        | 17,633            | 248              | 202  | 683                   | 7,763                | 1,436                                 | 784                                      |
| Big Spring, Tex.      | 13,735            | 124              | 126  | 495                   | 6,978                | 1,087                                 | 668                                      |
| Billings, Mont.       | 16,380            | 329              | 308  | 1,157                 | 14,072               | 2,261                                 | 1,078                                    |
| Biloxi, Miss.         | 14,850            | 269              | 242  | 586                   | 4,891                | 741                                   | 523                                      |
| Binghamton, N. Y.     | 76,062            | 1,220            | 1,128  | 4,175                 | 52,320               | 8,195                                 | 5,704                                    |
| Birmingham, Ala.      | 259,678           | 2,799            | 2,177  | 13,689                | 129,369              | 17,664                                | 16,000                                   |
| Bismarck, N. Dak.     | 11,060            | 178              | 162  | 787                   | 9,943                | 1,442                                 | 1,002                                    |
| Bloomfield, N. J.     | 38,077            | 480              | 538  | 761                   | 13,033               | 1,386                                 | 1,102                                    |
| Bloomington, Ill.     | 30,930            | 502              | 417  | 2,320                 | 24,889               | 4,133                                 | 2,930                                    |
| Bloomington, Ind.     | 18,227            | 304              | 323  | 958                   | 12,445               | 1,656                                 | 1,324                                    |
| Bluefield, Va.-W. Va. | 23,245            | 259              | 188  | 912                   | 12,100               | 1,819                                 | 1,250                                    |
| Blue Island, Ill.     | 16,534            | 206              | 216  | 529                   | 9,362                | 1,247                                 | 920                                      |
| Blytheville, Ark.     | 10,098            | 210              | 192  | 578                   | 6,782                | 1,120                                 | 662                                      |
| Bogalusa, La.         | 14,029            | 204              | 195  | 443                   | 4,800                | 734                                   | 468                                      |
| Boise, Idaho          | 21,544            | 375              | 381  | 1,808                 | 20,950               | 3,187                                 | 2,491                                    |
| Boonville, Iowa       | 11,886            | 206              | 199  | 591                   | 6,528                | 1,039                                 | 688                                      |
| Boston, Mass.         | 781,188           | 9,972            | 8,217  | 66,244                | 672,760              | 84,080                                | 98,560                                   |
| Boulder, Colo.        | 11,223            | 272              | 264  | 669                   | 7,543                | 1,277                                 | 813                                      |
| Bowling Green, Ky.    | 12,348            | 248              | 291  | 682                   | 7,146                | 1,301                                 | 713                                      |
| Bradford, Pa.         | 10,329            | 206              | 175  | 861                   | 10,787               | 1,685                                 | 1,300                                    |
| Bradford, Pa.         | 10,806            | 326              | 310  | 1,014                 | 14,633               | 2,508                                 | 1,477                                    |
| Braintree, Minn.      | 10,221            | 185              | 195  | 420                   | 5,904                | 985                                   | 488                                      |
| Braintree, Mass.      | 15,712            | 145              | 131  | 284                   | 3,668                | 360                                   | 402                                      |
| Brawley, Calif.       | 10,490            | 193              | 192  | 518                   | 8,269                | 1,265                                 | 800                                      |
| Bremerton, Wash.      | 10,170            | 216              | 202  | 501                   | 7,214                | 925                                   | 784                                      |
| Bridgeton, Conn.      | 140,716           | 2,181            | 1,880  | 6,501                 | 79,410               | 10,020                                | 9,532                                    |
| Bridgeton, N. J.      | 15,600            | 327              | 310  | 812                   | 10,367               | 1,925                                 | 1,055                                    |
| Bristol, Conn.        | 28,451            | 373              | 324  | 732                   | 11,542               | 1,517                                 | 1,973                                    |
| Bristol, Pa.          | 11,769            | 254              | 295  | 308                   | 4,863                | 882                                   | 415                                      |
| Bristol, R. I.        | 11,953            | 242              | 260  | 205                   | 3,206                | 605                                   | 269                                      |
| Bristol, Tenn.-Va.    | 20,845            | 333              | 298  | 1,404                 | 12,770               | 2,070                                 | 1,554                                    |
| Brockton, Mass.       | 63,797            | 888              | 777  | 2,960                 | 35,004               | 4,719                                 | 4,177                                    |
| Brookfield, Ill.      | 10,036            | 68               | 66   | 74                    | 1,661                | 167                                   | 111                                      |
| Brookline, Mass.      | 47,490            | 341              | 246  | 1,820                 | 18,705               | 1,703                                 | 2,366                                    |
| Brownsville, Tex.     | 22,021            | 367              | 366  | 867                   | 9,679                | 1,928                                 | 903                                      |
| Brownwood, Tex.       | 12,789            | 297              | 302  | 847                   | 10,129               | 2,101                                 | 1,020                                    |
| Brunswick, Ga.        | 14,022            | 363              | 371  | 706                   | 6,740                | 1,173                                 | 764                                      |
| Bucyrus, Ohio         | 10,027            | 198              | 212  | 522                   | 6,034                | 1,011                                 | 608                                      |
| Buffalo, N. Y.        | 673,076           | 9,786            | 8,835  | 28,003                | 342,855              | 46,785                                | 39,191                                   |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                  | Population<br>(1930) | Number<br>of stores | Proprietors<br>and<br>firm<br>members<br>(not on<br>pay roll) | Employ-<br>ees (full-<br>time) | NET SALES<br>(1929) | STOCKS<br>ON HAND,<br>END OF<br>YEAR (at<br>cost) | TOTAL<br>PAY ROLL<br>(full-<br>time and<br>part-<br>time) |
|-------------------------|----------------------|---------------------|---|--------------------------------|---------------------|---|---|
|                         |                      |                     |   |                                |                     |   |   |
| Burbank, Calif.         | 16,662               | 206                 | 189   | 329                            | 6,350               | 701   | 513   |
| Burlingame, Calif.      | 13,270               | 174                 | 174   | 563                            | 8,315               | 901   | 907   |
| Burlington, Iowa        | 26,755               | 404                 | 360   | 1,418                          | 16,134              | 2,526   | 1,877   |
| Burlington, N. J.       | 10,844               | 229                 | 235   | 365                            | 4,019               | 840   | 455   |
| Burlington, Vt.         | 24,789               | 310                 | 283   | 1,014                          | 18,124              | 3,166   | 2,002   |
| Butler, Pa.             | 23,568               | 378                 | 373   | 1,327                          | 17,565              | 2,825   | 1,613   |
| Butte, Mont.            | 39,532               | 547                 | 521   | 2,580                          | 34,231              | 5,359   | 4,096   |
| Cairo, Ill.             | 13,532               | 269                 | 290   | 696                            | 6,525               | 1,129   | 803   |
| Calumet City, Ill.      | 12,298               | 92                  | 88  | 108                            | 1,030               | 177   | 135   |
| Cambridge, Mass.        | 113,643              | 1,494               | 1,258   | 4,472                          | 54,904              | 5,584   | 6,493   |
| Cambridge, Ohio         | 16,129               | 226                 | 214   | 420                            | 8,559               | 1,375   | 896   |
| Camden, N. J.           | 118,700              | 1,839               | 1,952   | 7,418                          | 54,320              | 7,339   | 6,237   |
| Campbell, Ohio          | 14,673               | 177                 | 185   | 143                            | 2,481               | 290   | 168   |
| Canonsburg, Pa.         | 12,558               | 192                 | 194   | 358                            | 5,023               | 941   | 444   |
| Canton, Ill.            | 11,718               | 199                 | 173   | 509                            | 6,351               | 911   | 610   |
| Canton, Ohio            | 104,906              | 1,433               | 1,172   | 5,308                          | 63,991              | 7,897   | 7,440   |
| Cape Girardeau, Mo.     | 16,227               | 267                 | 234   | 759                            | 8,514               | 1,413   | 824   |
| Carbondale, Pa.         | 20,061               | 399                 | 396   | 777                            | 8,102               | 1,604   | 852   |
| Carlisle, Pa.           | 12,590               | 319                 | 319   | 641                            | 7,780               | 1,500   | 725   |
| Carnegie, Pa.           | 12,497               | 108                 | 222   | 418                            | 6,257               | 945   | 629   |
| Carters, N. J.          | 13,339               | 213                 | 204   | 204                            | 3,775               | 552   | 280   |
| Casper, Wyo.            | 16,619               | 293                 | 279   | 871                            | 14,081              | 2,165   | 1,411   |
| Cedar Rapids, Iowa      | 56,097               | 821                 | 720   | 3,062                          | 34,932              | 5,071   | 4,012   |
| Central Falls, R. I.    | 25,898               | 314                 | 297   | 343                            | 5,108               | 612   | 448   |
| Centralia, Ill.         | 12,583               | 201                 | 214   | 591                            | 7,833               | 1,176   | 670   |
| Chambersburg, Pa.       | 13,788               | 293                 | 308   | 702                            | 8,082               | 1,796   | 717   |
| Champaign, Ill.         | 20,348               | 383                 | 341   | 1,772                          | 18,592              | 2,716   | 2,360   |
| Chanute, Kans.          | 10,277               | 241                 | 270   | 536                            | 6,318               | 1,083   | 523   |
| Charleroi, Pa.          | 11,260               | 212                 | 202   | 581                            | 7,012               | 1,360   | 718   |
| Charleston, S. C.       | 62,265               | 830                 | 756   | 2,082                          | 26,105              | 2,809   | 2,734   |
| Charleston, W. Va.      | 60,408               | 886                 | 724   | 3,093                          | 42,839              | 5,978   | 5,149   |
| Charlotte, N. C.        | 82,675               | 954                 | 772   | 4,891                          | 48,135              | 6,370   | 6,290   |
| Charlottesville, Va.    | 15,245               | 287                 | 277   | 1,126                          | 11,793              | 2,285   | 1,399   |
| Chattanooga, Tenn.      | 119,798              | 1,845               | 1,170   | 5,721                          | 58,048              | 7,012   | 6,791   |
| Chelsea, Mass.          | 45,816               | 685                 | 648   | 1,224                          | 16,378              | 2,212   | 1,578   |
| Chester, Pa.            | 59,104               | 1,107               | 1,064   | 2,041                          | 20,089              | 3,894   | 2,930   |
| Cheyenne, Wyo.          | 17,361               | 302                 | 253   | 1,130                          | 13,301              | 2,052   | 1,088   |
| Chicago, Ill.           | 3,376,438            | 43,576              | 38,829  | 177,969                        | 2,127,520           | 260,804   | 283,862   |
| Chicago Heights, Ill.   | 22,321               | 304                 | 359   | 831                            | 12,257              | 1,771   | 1,380   |
| Chickasha, Okla.        | 14,099               | 221                 | 208   | 648                            | 8,995               | 1,554   | 804   |
| Chicopee, Mass.         | 43,930               | 522                 | 512   | 549                            | 8,814               | 1,006   | 705   |
| Chillicothe, Ohio       | 18,340               | 357                 | 353   | 1,006                          | 11,392              | 1,894   | 1,160   |
| Cicero, Ill.            | 66,602               | 819                 | 849   | 1,251                          | 21,602              | 2,808   | 1,904   |
| Cincinnati, Ohio        | 451,160              | 6,950               | 5,768   | 25,933                         | 291,083             | 37,215  | 36,585  |
| Clairton, Pa.           | 15,291               | 165                 | 169   | 203                            | 3,308               | 577   | 244   |
| Claremont, N. H.        | 12,377               | 147                 | 123   | 366                            | 5,498               | 876   | 433   |
| Clarksburg, W. Va.      | 28,866               | 435                 | 357   | 1,699                          | 18,237              | 3,179   | 2,227   |
| Clarksdale, Miss.       | 10,043               | 227                 | 250   | 606                            | 8,691               | 1,137   | 849   |
| Cleburne, Tex.          | 11,539               | 238                 | 253   | 445                            | 6,396               | 1,007   | 549   |
| Cleveland, Ohio         | 900,429              | 12,470              | 10,377  | 46,497                         | 534,061             | 61,959  | 68,944  |
| Cleveland Heights, Ohio | 50,945               | 294                 | 212   | 968                            | 12,403              | 838   | 1,448   |
| Cliffside Park, N. J.   | 15,267               | 205                 | 189   | 224                            | 4,063               | 670   | 379   |
| Clifton, N. J.          | 40,875               | 399                 | 387   | 480                            | 6,301               | 1,023   | 794   |
| Clinton, Iowa           | 25,726               | 495                 | 490   | 1,265                          | 15,259              | 2,353   | 1,594   |
| Clinton, Mass.          | 12,817               | 268                 | 259   | 481                            | 5,689               | 974   | 579   |
| Coteseville, Pa.        | 14,582               | 215                 | 197   | 475                            | 6,646               | 1,149   | 590   |
| Coffeyville, Kans.      | 10,198               | 271                 | 268   | 713                            | 8,052               | 1,236   | 806   |
| Cohoes, N. Y.           | 23,226               | 270                 | 266   | 482                            | 7,051               | 1,114   | 681   |
| Collingswood, N. J.     | 12,723               | 117                 | 102   | 220                            | 3,009               | 829   | 281   |
| Colorado Springs, Colo. | 33,237               | 574                 | 434   | 2,440                          | 25,679              | 4,102   | 3,218   |
| Columbia, Mo.           | 14,967               | 252                 | 228   | 1,024                          | 10,671              | 1,659   | 1,203   |
| Columbia, Pa.           | 11,349               | 164                 | 169   | 269                            | 3,276               | 708   | 302   |
| Columbia, S. C.         | 51,581               | 803                 | 628   | 3,179                          | 28,689              | 3,487   | 3,794   |
| Columbus, Ga.           | 43,131               | 682                 | 589   | 2,308                          | 22,338              | 3,232   | 2,507   |
| Columbus, Miss.         | 10,743               | 202                 | 189   | 665                            | 6,234               | 1,129   | 646   |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                     | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | NET SALES (1929) | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part-time) |
|----------------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                            |                   |                  |  |                       |                  |                                       | Thousands of dollars                     |
| Columbus, Ohio.....        | 290,504           | 3,722            | 2,000  | 16,799                | 170,930          | 21,047                                | 22,290                                   |
| Compton, Calif.....        | 12,514            | 204              | 190  | 332                   | 6,099            | 642                                   | 441                                      |
| Concord, N. C.....         | 11,820            | 140              | 111  | 567                   | 6,105            | 1,005                                 | 620                                      |
| Concord, N. H.....         | 25,228            | 336              | 206  | 1,222                 | 13,916           | 2,160                                 | 1,537                                    |
| Connersville, Ind.....     | 12,795            | 236              | 243  | 580                   | 7,530            | 1,050                                 | 787                                      |
| Connellsville, Pa.....     | 13,290            | 291              | 257  | 673                   | 7,873            | 1,335                                 | 811                                      |
| Conshohocken, Pa.....      | 10,815            | 215              | 210  | 231                   | 3,092            | 511                                   | 289                                      |
| Corning, N. Y.....         | 15,777            | 311              | 270  | 690                   | 8,747            | 1,603                                 | 836                                      |
| Corapolis, Pa.....         | 10,724            | 123              | 134  | 238                   | 4,355            | 669                                   | 380                                      |
| Corpus Christi, Tex.....   | 27,741            | 331              | 357  | 1,364                 | 16,065           | 2,610                                 | 1,685                                    |
| Corsicana, Tex.....        | 15,202            | 340              | 308  | 904                   | 10,589           | 2,001                                 | 1,156                                    |
| Cortland, N. Y.....        | 15,043            | 220              | 216  | 722                   | 10,981           | 1,858                                 | 1,033                                    |
| Coshocton, Ohio.....       | 10,908            | 172              | 174  | 498                   | 6,027            | 1,063                                 | 617                                      |
| Council Bluffs, Iowa.....  | 42,048            | 482              | 481  | 1,344                 | 17,359           | 2,261                                 | 1,767                                    |
| Covington, Ky.....         | 65,252            | 857              | 787  | 1,962                 | 25,722           | 3,337                                 | 2,810                                    |
| Cranston, R. I.....        | 42,911            | 316              | 286  | 327                   | 5,491            | 554                                   | 443                                      |
| Crawfordsville, Ind.....   | 10,355            | 210              | 208  | 645                   | 6,690            | 997                                   | 685                                      |
| Cudahy, Wis.....           | 10,631            | 178              | 192  | 170                   | 3,301            | 447                                   | 218                                      |
| Cumberland, Md.....        | 37,747            | 527              | 487  | 1,747                 | 20,970           | 2,848                                 | 2,259                                    |
| Cumberland, R. I.....      | 10,304            | 108              | 105  | 82                    | 1,428            | 168                                   | 90                                       |
| Cuyahoga Falls, Ohio.....  | 19,707            | 214              | 195  | 504                   | 7,220            | 779                                   | 720                                      |
| Dallas, Tex.....           | 200,475           | 3,445            | 2,094  | 17,222                | 178,027          | 25,534                                | 22,526                                   |
| Danbury, Conn.....         | 22,261            | 450              | 384  | 1,293                 | 18,413           | 2,966                                 | 2,129                                    |
| Danvers, Mass.....         | 12,957            | 123              | 107  | 265                   | 3,645            | 420                                   | 320                                      |
| Danville, Ill.....         | 36,765            | 568              | 462  | 2,399                 | 24,337           | 3,408                                 | 2,866                                    |
| Danville, Va.....          | 22,247            | 337              | 303  | 1,412                 | 12,631           | 2,556                                 | 1,937                                    |
| Dayton, Ohio.....          | 200,982           | 2,010            | 1,594  | 10,481                | 118,597          | 15,292                                | 14,950                                   |
| Daytona Beach, Fla.....    | 16,698            | 372              | 294  | 807                   | 9,428            | 1,761                                 | 1,061                                    |
| Dearborn, Mich.....        | 60,358            | 265              | 225  | 883                   | 14,580           | 1,281                                 | 1,354                                    |
| Decatur, Ala.....          | 15,693            | 270              | 284  | 670                   | 7,549            | 1,265                                 | 746                                      |
| Decatur, Ga.....           | 13,276            | 102              | 86   | 377                   | 4,555            | 371                                   | 441                                      |
| Decatur, Ill.....          | 57,510            | 844              | 742  | 3,109                 | 32,709           | 4,802                                 | 3,832                                    |
| Deerham, Mass.....         | 15,136            | 120              | 92   | 260                   | 3,742            | 326                                   | 256                                      |
| Del Rio, Tex.....          | 11,693            | 222              | 245  | 564                   | 7,110            | 1,091                                 | 673                                      |
| Denison, Tex.....          | 13,850            | 274              | 300  | 608                   | 6,758            | 1,278                                 | 694                                      |
| Denver, Colo.....          | 287,861           | 4,426            | 3,851  | 19,404                | 194,193          | 27,832                                | 25,587                                   |
| Derby, Conn.....           | 10,788            | 202              | 173  | 390                   | 5,795            | 1,074                                 | 547                                      |
| Des Moines, Iowa.....      | 142,559           | 2,031            | 1,675  | 8,848                 | 89,605           | 10,251                                | 11,740                                   |
| Detroit, Mich.....         | 1,668,692         | 17,169           | 15,001   | 69,013                | 890,189          | 60,859                                | 112,022                                  |
| Dickson City, Pa.....      | 12,395            | 133              | 145  | 87                    | 1,502            | 277                                   | 95                                       |
| Dodge City, Kans.....      | 10,959            | 188              | 191  | 707                   | 10,145           | 1,216                                 | 985                                      |
| Donora, Pa.....            | 13,005            | 185              | 170  | 331                   | 4,319            | 669                                   | 373                                      |
| Dormont, Pa.....           | 13,190            | 97               | 88   | 417                   | 5,600            | 443                                   | 564                                      |
| Dothan, Ala.....           | 16,046            | 204              | 189  | 611                   | 7,191            | 1,384                                 | 667                                      |
| Dover, N. H.....           | 13,873            | 193              | 164  | 592                   | 7,902            | 1,160                                 | 781                                      |
| Dover, N. J.....           | 10,931            | 259              | 217  | 636                   | 6,604            | 1,012                                 | 968                                      |
| Du Bois, Pa.....           | 11,696            | 240              | 236  | 574                   | 6,377            | 1,315                                 | 696                                      |
| Dubuque, Iowa.....         | 41,570            | 580              | 570  | 1,952                 | 24,480           | 3,637                                 | 2,616                                    |
| Dunkirk, N. Y.....         | 17,802            | 280              | 293  | 600                   | 7,970            | 1,526                                 | 740                                      |
| Duluth, Minn.....          | 101,463           | 1,280            | 1,121  | 5,564                 | 55,851           | 8,212                                 | 7,356                                    |
| Dunmore, Pa.....           | 22,627            | 261              | 263  | 281                   | 3,652            | 532                                   | 282                                      |
| Duquesne, Pa.....          | 21,396            | 275              | 293  | 393                   | 5,795            | 832                                   | 454                                      |
| Durham, N. C.....          | 52,037            | 697              | 624  | 1,891                 | 21,269           | 3,081                                 | 2,333                                    |
| East Chicago, Ind.....     | 54,784            | 752              | 733  | 1,204                 | 17,406           | 2,232                                 | 1,607                                    |
| East Cleveland, Ohio.....  | 39,667            | 324              | 273  | 893                   | 12,138           | 976                                   | 1,237                                    |
| Easthampton, Mass.....     | 11,323            | 150              | 150  | 219                   | 3,319            | 475                                   | 275                                      |
| East Liverpool, Ohio.....  | 23,329            | 363              | 345  | 1,166                 | 15,047           | 2,507                                 | 1,643                                    |
| East Moline, Ill.....      | 10,107            | 189              | 138  | 245                   | 3,296            | 519                                   | 357                                      |
| Easton, Pa.....            | 34,468            | 645              | 594  | 2,420                 | 27,259           | 5,161                                 | 3,377                                    |
| East Orange, N. J.....     | 68,020            | 821              | 624  | 2,056                 | 29,021           | 3,100                                 | 3,283                                    |
| East Providence, R. I..... | 29,965            | 274              | 242  | 463                   | 7,882            | 709                                   | 608                                      |
| East St. Louis, Ill.....   | 74,347            | 1,057            | 937  | 2,667                 | 39,109           | 3,949                                 | 3,598                                    |
| Eau Claire, Wis.....       | 26,287            | 368              | 285  | 1,363                 | 16,754           | 2,065                                 | 1,686                                    |
| Ecorse, Mich.....          | 12,716            | 99               | 96   | 142                   | 2,350            | 238                                   | 192                                      |

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| CITIES                    | Population<br>(1930) | Number<br>of stores | Proprietors and<br>firm<br>members<br>(not on<br>pay roll) | Employees (full-<br>time) | NET SALES<br>(1929)  |        | STOCKS<br>ON HAND,<br>END OF<br>YEAR (at<br>cost) | TOTAL<br>PAY ROLL<br>(full-<br>time and<br>part-<br>time) |
|---------------------------|----------------------|---------------------|--|---------------------------|----------------------|--------|---|---|
|                           |                      |                     |  |                           | Thousands of dollars |        |   |   |
| El Dorado, Ark.....       | 16,421               | 326                 | 330  | 1,147                     | 13,620               | 2,263  | 1,549   |   |
| El Dorado, Kans.....      | 10,311               | 193                 | 186  | 653                       | 7,038                | 1,255  | 784   |   |
| Elgin, Ill.....           | 95,920               | 485                 | 401  | 1,064                     | 29,607               | 2,988  | 2,908   |   |
| Elizabeth, N. J.....      | 114,589              | 2,171               | 1,969  | 3,823                     | 60,156               | 7,705  | 6,266   |   |
| Elizabeth City, N. C..... | 10,037               | 230                 | 255  | 613                       | 6,247                | 1,111  | 530   |   |
| Elkhart, Ind.....         | 32,940               | 373                 | 318  | 1,350                     | 17,236               | 2,410  | 1,893   |   |
| Ellwood City, Pa.....     | 12,323               | 243                 | 262  | 415                       | 6,191                | 1,000  | 515   |   |
| Elmhurst, Ill.....        | 14,055               | 157                 | 142  | 431                       | 6,338                | 747    | 800   |   |
| Elmira, N. Y.....         | 47,397               | 746                 | 688  | 2,763                     | 31,290               | 5,263  | 3,744   |   |
| Elmwood Park, Ill.....    | 11,270               | 60                  | 64   | 70                        | 1,313                | 149    | 108   |   |
| El Paso, Tex.....         | 102,421              | 1,308               | 1,259  | 5,289                     | 54,908               | 8,338  | 6,485   |   |
| Elwood, Ind.....          | 10,685               | 174                 | 189  | 431                       | 6,128                | 820    | 560   |   |
| Elyria, Ohio.....         | 25,633               | 339                 | 256  | 1,413                     | 16,362               | 2,177  | 1,626   |   |
| Emporia, Kans.....        | 14,097               | 275                 | 283  | 1,018                     | 11,200               | 1,873  | 1,250   |   |
| Endicott, N. Y.....       | 16,231               | 234                 | 218  | 483                       | 7,903                | 1,122  | 605   |   |
| Englewood, N. J.....      | 17,805               | 370                 | 301  | 959                       | 13,808               | 1,815  | 1,633   |   |
| Enid, Okla.....           | 26,399               | 461                 | 480  | 1,622                     | 19,416               | 3,067  | 2,641   |   |
| Erie, Pa.....             | 115,967              | 1,881               | 1,817  | 4,900                     | 59,033               | 9,086  | 6,786   |   |
| Escanaba, Mich.....       | 14,524               | 211                 | 208  | 675                       | 8,665                | 1,234  | 892   |   |
| Euclid, Ohio.....         | 18,901               | 144                 | 120  | 199                       | 3,000                | 250    | 287   |   |
| Eugene, Ore.....          | 36,369               | 357                 | 357  | 1,162                     | 19,745               | 2,650  | 1,672   |   |
| Eureka, Calif.....        | 15,752               | 351                 | 407  | 974                       | 13,807               | 2,058  | 1,853   |   |
| Evanston, Ill.....        | 63,338               | 834                 | 676  | 3,094                     | 49,210               | 5,454  | 7,639   |   |
| Evansville, Ind.....      | 102,249              | 1,688               | 1,325  | 4,803                     | 47,634               | 6,474  | 6,096   |   |
| Everett, Mass.....        | 48,424               | 461                 | 373  | 871                       | 12,059               | 1,023  | 1,317   |   |
| Everett, Wash.....        | 30,567               | 535                 | 500  | 1,698                     | 21,385               | 2,914  | 2,491   |   |
| Fairfield, Ala.....       | 11,059               | 85                  | 70   | 224                       | 2,732                | 312    | 260   |   |
| Fairhaven, Mass.....      | 10,951               | 82                  | 77   | 84                        | 1,398                | 118    | 99  |   |
| Fairmont, W. Va.....      | 23,159               | 307                 | 247  | 1,202                     | 14,008               | 2,034  | 1,663   |   |
| Fall River, Mass.....     | 115,274              | 1,551               | 1,485  | 4,012                     | 45,097               | 6,073  | 4,039   |   |
| Fargo, N. Dak.....        | 28,619               | 432                 | 308  | 2,002                     | 21,632               | 3,205  | 2,063   |   |
| Fairbault, Minn.....      | 12,767               | 204                 | 205  | 529                       | 6,403                | 1,001  | 704   |   |
| Farrall, Pa.....          | 14,359               | 242                 | 255  | 289                       | 3,809                | 852    | 330   |   |
| Fayetteville, N. C.....   | 13,049               | 220                 | 238  | 641                       | 7,412                | 1,327  | 736   |   |
| Ferndale, Mich.....       | 20,855               | 159                 | 139  | 441                       | 7,564                | 596    | 680   |   |
| Findlay, Ohio.....        | 10,363               | 337                 | 343  | 901                       | 11,085               | 1,061  | 1,265   |   |
| Fitchburg, Mass.....      | 40,692               | 479                 | 420  | 1,669                     | 10,271               | 2,930  | 2,192   |   |
| Flint, Mich.....          | 156,492              | 1,754               | 1,511  | 7,031                     | 63,444               | 10,730 | 10,503  |   |
| Floral Park, N. Y.....    | 10,016               | 151                 | 118  | 322                       | 5,800                | 741    | 488   |   |
| Florence, Ala.....        | 11,720               | 240                 | 243  | 607                       | 6,508                | 1,107  | 745   |   |
| Florence, S. C.....       | 14,774               | 228                 | 186  | 607                       | 7,075                | 920    | 650   |   |
| Fond du Lac, Wis.....     | 26,449               | 472                 | 442  | 1,413                     | 17,281               | 2,312  | 1,959   |   |
| Forest Park, Ill.....     | 14,555               | 219                 | 210  | 472                       | 7,000                | 829    | 823   |   |
| Fort Collins, Colo.....   | 11,489               | 221                 | 204  | 671                       | 8,142                | 1,420  | 810   |   |
| Fort Dodge, Iowa.....     | 21,896               | 371                 | 357  | 1,211                     | 14,718               | 2,164  | 1,640   |   |
| Fort Madison, Iowa.....   | 13,779               | 228                 | 228  | 480                       | 6,309                | 1,158  | 651   |   |
| Fort Scott, Kans.....     | 10,763               | 210                 | 206  | 602                       | 6,629                | 1,005  | 612   |   |
| Fort Smith, Ark.....      | 31,429               | 513                 | 536  | 1,601                     | 16,357               | 2,719  | 1,813   |   |
| Fort Thomas, Ky.....      | 10,008               | 60                  | 53   | 72                        | 1,124                | 91     | 61  |   |
| Fort Wayne, Ind.....      | 114,946              | 1,459               | 1,211  | 6,353                     | 69,620               | 9,011  | 8,104   |   |
| Fort Worth, Tex.....      | 163,447              | 1,981               | 1,990  | 9,103                     | 69,856               | 15,383 | 11,662  |   |
| Postoria, Ohio.....       | 12,790               | 176                 | 173  | 493                       | 6,046                | 930    | 663   |   |
| Framingham, Mass.....     | 22,210               | 248                 | 194  | 736                       | 9,664                | 1,606  | 671   |   |
| Frankfort, Ind.....       | 12,196               | 190                 | 206  | 548                       | 6,883                | 1,046  | 649   |   |
| Frankfort, Ky.....        | 11,626               | 174                 | 180  | 548                       | 5,642                | 1,078  | 593   |   |
| Franklin, Pa.....         | 10,254               | 210                 | 214  | 617                       | 7,890                | 1,461  | 772   |   |
| Frederick, Md.....        | 14,434               | 303                 | 296  | 1,000                     | 10,830               | 1,638  | 1,137   |   |
| Freeport, Ill.....        | 22,045               | 306                 | 346  | 1,155                     | 14,897               | 2,329  | 1,501   |   |
| Freeport, N. Y.....       | 15,467               | 360                 | 302  | 853                       | 12,097               | 2,025  | 1,610   |   |
| Fremont, Nebr.....        | 11,407               | 207                 | 192  | 717                       | 8,660                | 1,029  | 840   |   |
| Fremont, Ohio.....        | 13,422               | 250                 | 243  | 651                       | 8,795                | 1,343  | 847   |   |
| Fresno, Calif.....        | 62,513               | 1,451               | 1,434  | 4,036                     | 52,654               | 7,505  | 6,287   |   |
| Fullerton, Calif.....     | 10,860               | 217                 | 230  | 502                       | 7,001                | 1,073  | 825   |   |
| Fulton, N. Y.....         | 12,462               | 255                 | 234  | 436                       | 7,145                | 1,178  | 548   |   |
| Gadsden, Ala.....         | 24,042               | 287                 | 249  | 1,028                     | 11,817               | 1,664  | 1,217   |   |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                    | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | Thousands of dollars |                                       |  |
|---------------------------|-------------------|------------------|--|-----------------------|----------------------|---------------------------------------|--|
|                           |                   |                  |  |                       | NET SALES (1929)     | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part time) |
| Gainesville, Fla.         | 10,405            | 226              | 189  | 639                   | 6,047                | 1,108                                 | 728                                      |
| Galesburg, Ill.           | 28,830            | 411              | 398  | 1,720                 | 18,983               | 2,823                                 | 2,130                                    |
| Galveston, Tex.           | 62,938            | 824              | 860  | 2,023                 | 26,906               | 4,671                                 | 3,177                                    |
| Gardner, Mass.            | 19,390            | 155              | 124  | 499                   | 6,108                | 956                                   | 646                                      |
| Garfield, N. J.           | 29,739            | 304              | 305  | 261                   | 6,378                | 1,129                                 | 485                                      |
| Garfield Heights, Ohio    | 15,689            | 83               | 112  | 125                   | 1,133                | 120                                   | 162                                      |
| Gary, Ind.                | 100,420           | 1,283            | 1,265  | 3,321                 | 48,246               | 6,147                                 | 5,446                                    |
| Gastonia, N. C.           | 17,093            | 220              | 193  | 605                   | 8,489                | 1,275                                 | 873                                      |
| Geneva, N. Y.             | 10,053            | 303              | 291  | 826                   | 10,193               | 1,834                                 | 1,101                                    |
| Glen Cove, N. Y.          | 11,430            | 248              | 238  | 490                   | 9,838                | 1,267                                 | 879                                      |
| Glendale, Calif.          | 62,736            | 909              | 874  | 2,844                 | 39,805               | 4,063                                 | 4,040                                    |
| Glens Falls, N. Y.        | 18,531            | 350              | 333  | 1,618                 | 10,509               | 3,097                                 | 1,537                                    |
| Gloucester, Mass.         | 24,204            | 480              | 431  | 1,211                 | 13,853               | 1,875                                 | 1,601                                    |
| Gloucester, N. Y.         | 13,706            | 215              | 209  | 203                   | 3,390                | 419                                   | 388                                      |
| Gloversville, N. Y.       | 23,690            | 323              | 327  | 1,068                 | 16,280               | 2,657                                 | 1,627                                    |
| Goldensboro, N. C.        | 14,985            | 231              | 190  | 737                   | 7,790                | 1,349                                 | 825                                      |
| Goshen, Ind.              | 10,397            | 177              | 164  | 428                   | 5,931                | 984                                   | 682                                      |
| Grand Forks, N. Dak.      | 17,112            | 227              | 196  | 1,080                 | 12,325               | 2,182                                 | 1,840                                    |
| Grand Island, Nebr.       | 18,041            | 351              | 343  | 1,207                 | 14,023               | 2,500                                 | 1,614                                    |
| Grand Junction, Colo.     | 10,247            | 203              | 171  | 807                   | 8,808                | 1,639                                 | 1,048                                    |
| Grand Rapids, Mich.       | 168,502           | 2,500            | 2,211  | 9,392                 | 114,582              | 14,351                                | 14,230                                   |
| Granite City, Ill.        | 25,130            | 348              | 333  | 873                   | 11,906               | 1,490                                 | 1,201                                    |
| Great Falls, Mont.        | 28,822            | 432              | 388  | 2,037                 | 26,513               | 3,701                                 | 3,194                                    |
| Greeley, Colo.            | 12,203            | 242              | 228  | 325                   | 11,559               | 1,773                                 | 1,204                                    |
| Green Bay, Wis.           | 37,416            | 501              | 431  | 2,913                 | 23,924               | 3,245                                 | 2,707                                    |
| Greensboro, N. C.         | 63,609            | 630              | 469  | 2,577                 | 26,830               | 4,093                                 | 3,463                                    |
| Greensburg, Pa.           | 10,608            | 311              | 302  | 1,272                 | 16,335               | 2,661                                 | 1,723                                    |
| Greenfield, Mass.         | 16,500            | 252              | 226  | 610                   | 12,300               | 1,749                                 | 1,119                                    |
| Greenville, Miss.         | 14,897            | 276              | 290  | 808                   | 9,633                | 1,289                                 | 967                                      |
| Greenville, S. C.         | 26,164            | 516              | 397  | 2,117                 | 22,466               | 2,577                                 | 2,010                                    |
| Greenville, Tex.          | 12,407            | 234              | 225  | 718                   | 7,548                | 1,238                                 | 742                                      |
| Greenwood, Miss.          | 11,123            | 249              | 237  | 913                   | 10,913               | 1,736                                 | 1,140                                    |
| Greenwood, S. C.          | 11,020            | 164              | 134  | 430                   | 4,908                | 744                                   | 509                                      |
| Griffin, Ga.              | 10,321            | 206              | 189  | 632                   | 5,999                | 932                                   | 651                                      |
| Grosse Pointe Park, Mich. | 11,174            | 47               | 33   | 118                   | 2,152                | 193                                   | 131                                      |
| Gulfport, Miss.           | 12,647            | 223              | 181  | 690                   | 6,576                | 904                                   | 735                                      |
| Hackensack, N. J.         | 24,547            | 505              | 432  | 1,633                 | 22,094               | 2,604                                 | 2,639                                    |
| Hagerstown, Md.           | 30,861            | 520              | 480  | 1,816                 | 16,315               | 2,446                                 | 2,022                                    |
| Hamilton, Ohio            | 62,176            | 601              | 583  | 2,111                 | 28,150               | 3,436                                 | 2,922                                    |
| Hammond, Ind.             | 64,660            | 606              | 617  | 2,325                 | 29,882               | 4,010                                 | 3,376                                    |
| Hamtramck, Mich.          | 50,268            | 648              | 652  | 1,253                 | 19,787               | 2,524                                 | 1,908                                    |
| Hanibal, Mo.              | 22,761            | 327              | 315  | 1,013                 | 10,618               | 1,812                                 | 1,072                                    |
| Hanover, Pa.              | 13,305            | 263              | 263  | 660                   | 8,696                | 1,034                                 | 742                                      |
| Harlingen, Tex.           | 12,124            | 159              | 149  | 527                   | 6,616                | 1,061                                 | 651                                      |
| Harrisburg, Ill.          | 11,925            | 197              | 182  | 419                   | 5,514                | 1,040                                 | 601                                      |
| Harrisburg, Pa.           | 80,830            | 1,850            | 1,607  | 5,019                 | 67,542               | 8,085                                 | 7,300                                    |
| Harrison, N. J.           | 15,691            | 214              | 210  | 192                   | 4,636                | 511                                   | 328                                      |
| Hartford, Conn.           | 104,072           | 2,313            | 1,925  | 12,173                | 128,802              | 16,570                                | 17,949                                   |
| Harvey, Ill.              | 16,874            | 211              | 214  | 548                   | 7,710                | 853                                   | 742                                      |
| Hastings, Nebr.           | 15,490            | 286              | 281  | 1,024                 | 13,275               | 1,787                                 | 1,209                                    |
| Hattiesburg, Miss.        | 18,001            | 284              | 245  | 805                   | 9,150                | 1,227                                 | 935                                      |
| Haverhill, Mass.          | 48,710            | 670              | 616  | 1,852                 | 20,299               | 2,677                                 | 2,466                                    |
| Hawthorne, N. J.          | 13,868            | 104              | 91   | 147                   | 2,656                | 405                                   | 192                                      |
| Hazleton, Pa.             | 36,785            | 682              | 670  | 1,511                 | 17,094               | 3,197                                 | 1,784                                    |
| Helena, Mont.             | 11,803            | 201              | 190  | 845                   | 10,132               | 1,802                                 | 1,198                                    |
| Hempstead, N. Y.          | 12,660            | 387              | 293  | 1,324                 | 20,097               | 2,675                                 | 2,227                                    |
| Henderson, Ky.            | 17,668            | 234              | 191  | 530                   | 5,108                | 901                                   | 526                                      |
| Herkimer, N. Y.           | 10,446            | 195              | 174  | 561                   | 7,410                | 1,342                                 | 749                                      |
| Hibbing, Minn.            | 15,666            | 191              | 179  | 569                   | 8,313                | 1,330                                 | 807                                      |
| Highland Park, Ill.       | 12,203            | 135              | 136  | 647                   | 9,017                | 915                                   | 1,270                                    |
| Highland Park, Mich.      | 52,950            | 488              | 443  | 1,920                 | 30,850               | 2,515                                 | 3,222                                    |
| High Point, N. C.         | 38,745            | 421              | 344  | 1,132                 | 14,348               | 1,878                                 | 1,523                                    |
| Hoboken, N. J.            | 66,381            | 1,005            | 1,002  | 1,593                 | 24,358               | 3,318                                 | 2,282                                    |
| Holland, Mich.            | 14,346            | 252              | 271  | 656                   | 9,608                | 1,583                                 | 985                                      |
| Holyoke, Mass.            | 56,537            | 1,023            | 977  | 2,511                 | 26,141               | 4,177                                 | 3,267                                    |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued.

| CITIES                  | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | Thousands of dollars |                                       |  |
|-------------------------|-------------------|------------------|--|-----------------------|----------------------|---------------------------------------|--|
|                         |                   |                  |  |                       | NET SALES (1929)     | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part-time) |
| Homestead, Pa.          | 20,141            | 288              | 204  | 078                   | 8,702                | 1,435                                 | 880                                      |
| Hopewell, Va.           | 11,327            | 178              | 159  | 322                   | 3,743                | 590                                   | 308                                      |
| Hopkinsville, Ky.       | 10,746            | 261              | 268  | 570                   | 5,570                | 1,171                                 | 553                                      |
| Houquiam, Wash.         | 12,766            | 220              | 220  | 410                   | 5,883                | 800                                   | 004                                      |
| Hornell, N. Y.          | 16,250            | 333              | 314  | 443                   | 12,150               | 1,812                                 | 1,104                                    |
| Hot Springs, Ark.       | 20,238            | 524              | 597  | 1,355                 | 13,050               | 2,713                                 | 1,382                                    |
| Houston, Tex.           | 292,352           | 3,825            | 3,498  | 17,220                | 184,630              | 23,038                                | 22,018                                   |
| Hudson, N. Y.           | 12,337            | 280              | 272  | 595                   | 8,095                | 1,700                                 | 786                                      |
| Huntington, Ind.        | 13,420            | 259              | 247  | 677                   | 8,590                | 1,322                                 | 836                                      |
| Huntington, W. Va.      | 75,672            | 916              | 811  | 3,000                 | 33,361               | 4,024                                 | 3,934                                    |
| Huntington Park, Calif. | 24,601            | 230              | 162  | 842                   | 11,891               | 1,401                                 | 1,255                                    |
| Huntsville, Ala.        | 11,554            | 260              | 202  | 968                   | 10,003               | 2,050                                 | 1,077                                    |
| Huron, S. Dak.          | 10,946            | 177              | 160  | 651                   | 8,466                | 1,460                                 | 879                                      |
| Hutchinson, Kans.       | 27,085            | 453              | 370  | 2,013                 | 21,410               | 3,055                                 | 2,447                                    |
| Independence, Kans.     | 12,782            | 280              | 225  | 606                   | 8,471                | 1,383                                 | 829                                      |
| Independence, Mo.       | 15,296            | 172              | 101  | 609                   | 8,663                | 1,135                                 | 962                                      |
| Indianapolis, Ind.      | 364,101           | 4,911            | 3,882  | 22,984                | 220,628              | 27,015                                | 28,480                                   |
| Inglewood, Calif.       | 19,480            | 244              | 219  | 580                   | 8,784                | 1,077                                 | 850                                      |
| Iowa City, Iowa.        | 15,340            | 230              | 253  | 1,031                 | 12,231               | 1,730                                 | 1,273                                    |
| Iron Mountain, Mich.    | 11,052            | 206              | 217  | 504                   | 7,202                | 973                                   | 658                                      |
| Ironton, Ohio.          | 10,621            | 282              | 200  | 570                   | 7,240                | 1,271                                 | 604                                      |
| Ironwood, Mich.         | 14,299            | 200              | 197  | 620                   | 7,100                | 1,140                                 | 767                                      |
| Irrington, N. J.        | 56,733            | 583              | 463  | 951                   | 20,436               | 1,813                                 | 1,497                                    |
| Ithaca, N. Y.           | 20,708            | 344              | 304  | 1,706                 | 18,160               | 3,212                                 | 2,358                                    |
| Jackson, Mich.          | 55,187            | 753              | 688  | 3,453                 | 41,548               | 6,350                                 | 4,014                                    |
| Jackson, Miss.          | 48,282            | 688              | 634  | 3,301                 | 20,470               | 3,773                                 | 3,575                                    |
| Jackson, Tenn.          | 22,172            | 310              | 313  | 1,221                 | 12,240               | 2,045                                 | 1,262                                    |
| Jacksonville, Fla.      | 129,549           | 2,027            | 1,835  | 7,536                 | 65,910               | 10,203                                | 8,313                                    |
| Jacksonville, Ill.      | 17,747            | 277              | 278  | 928                   | 9,145                | 1,692                                 | 963                                      |
| Jamestown, N. Y.        | 45,155            | 757              | 670  | 2,411                 | 30,423               | 4,981                                 | 3,298                                    |
| Jamesville, Wis.        | 21,628            | 325              | 311  | 1,091                 | 14,622               | 1,893                                 | 1,590                                    |
| Jeannette, Pa.          | 15,126            | 201              | 239  | 400                   | 5,587                | 963                                   | 548                                      |
| Jefferson City, Mo.     | 21,596            | 222              | 234  | 782                   | 9,224                | 1,676                                 | 910                                      |
| Jeffersonville, Ind.    | 11,946            | 175              | 181  | 321                   | 4,482                | 667                                   | 362                                      |
| Jersey City, N. J.      | 310,715           | 4,369            | 3,923  | 7,076                 | 121,085              | 16,817                                | 12,626                                   |
| Johnson City, N. Y.     | 13,567            | 166              | 140  | 358                   | 4,957                | 653                                   | 408                                      |
| Johnson City, Tenn.     | 26,080            | 343              | 205  | 1,273                 | 13,005               | 1,906                                 | 1,450                                    |
| Johnstown, N. Y.        | 10,801            | 194              | 208  | 427                   | 5,700                | 1,083                                 | 591                                      |
| Johnstown, Pa.          | 66,993            | 940              | 882  | 3,934                 | 42,851               | 6,035                                 | 5,199                                    |
| Joliet, Ill.            | 42,993            | 860              | 793  | 2,799                 | 35,937               | 4,798                                 | 4,070                                    |
| Jonesboro, Ark.         | 10,326            | 202              | 175  | 634                   | 7,135                | 1,215                                 | 710                                      |
| Joplin, Mo.             | 33,454            | 688              | 635  | 2,056                 | 21,946               | 3,557                                 | 2,635                                    |
| Kalamazoo, Mich.        | 54,786            | 812              | 660  | 3,187                 | 41,973               | 5,045                                 | 4,040                                    |
| Kankakee, Ill.          | 20,020            | 338              | 332  | 1,162                 | 15,002               | 2,210                                 | 1,631                                    |
| Kansas City, Kans.      | 121,857           | 1,589            | 1,533  | 3,143                 | 40,517               | 4,084                                 | 4,052                                    |
| Kansas City, Mo.        | 399,746           | 6,188            | 5,205  | 34,297                | 349,918              | 46,380                                | 44,182                                   |
| Kearny, N. J.           | 40,710            | 396              | 345  | 506                   | 9,361                | 952                                   | 738                                      |
| Keene, N. H.            | 13,794            | 225              | 219  | 721                   | 8,830                | 1,546                                 | 966                                      |
| Kenmore, N. Y.          | 16,482            | 139              | 112  | 343                   | 5,465                | 590                                   | 561                                      |
| Kenosha, Wis.           | 50,262            | 690              | 723  | 1,640                 | 25,030               | 3,151                                 | 2,680                                    |
| Keokuk, Iowa.           | 15,106            | 202              | 282  | 910                   | 9,171                | 1,510                                 | 976                                      |
| Kewanee, Ill.           | 17,093            | 238              | 237  | 793                   | 9,472                | 1,673                                 | 971                                      |
| Key West, Fla.          | 12,831            | 216              | 209  | 298                   | 3,101                | 544                                   | 242                                      |
| Kingsport, Tenn.        | 11,914            | 174              | 173  | 460                   | 5,952                | 880                                   | 510                                      |
| Kingston, N. Y.         | 28,088            | 647              | 613  | 1,540                 | 21,342               | 3,473                                 | 2,179                                    |
| Kingston, Pa.           | 21,600            | 298              | 274  | 850                   | 10,019               | 1,751                                 | 1,185                                    |
| Kingston, N. C.         | 11,362            | 228              | 243  | 579                   | 7,522                | 1,405                                 | 692                                      |
| Klamath Falls, Oreg.    | 16,093            | 300              | 308  | 1,124                 | 14,986               | 1,972                                 | 1,767                                    |
| Knoxville, Tenn.        | 105,802           | 1,382            | 1,188  | 6,618                 | 55,027               | 7,189                                 | 6,450                                    |
| Kokomo, Ind.            | 32,843            | 395              | 350  | 1,275                 | 15,651               | 2,210                                 | 1,579                                    |
| Laconia, N. H.          | 12,471            | 205              | 191  | 470                   | 6,250                | 940                                   | 561                                      |
| Lackawanna, N. Y.       | 23,948            | 370              | 384  | 287                   | 6,671                | 863                                   | 372                                      |
| La Crosse, Wis.         | 30,614            | 713              | 685  | 1,996                 | 24,405               | 3,517                                 | 2,636                                    |
| Lafayette, Ind.         | 26,240            | 441              | 383  | 1,333                 | 19,714               | 2,882                                 | 2,242                                    |
| Lafayette, La.          | 14,635            | 279              | 253  | 775                   | 6,190                | 1,000                                 | 606                                      |



TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES               | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | NET SALES (1929) | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part time) |
|----------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                      |                   |                  |  |                       |                  |                                       | Thousands of dollars                     |
| La Grange, Ga.       | 20,131            | 256              | 221  | 547                   | 0,217            | 903                                   | 528                                      |
| La Grange, Ill.      | 10,103            | 118              | 97   | 426                   | 5,653            | 035                                   | 634                                      |
| Lake Charles, La.    | 15,791            | 345              | 292  | 1,105                 | 10,033           | 1,500                                 | 1,215                                    |
| Lakeland, Fla.       | 18,554            | 340              | 317  | 708                   | 7,507            | 1,269                                 | 736                                      |
| Lakewood, Ohio.      | 70,609            | 600              | 495  | 1,495                 | 22,524           | 1,727                                 | 2,353                                    |
| Lancaster, Ohio.     | 18,716            | 348              | 336  | 816                   | 10,047           | 1,030                                 | 983                                      |
| Lancaster, Pa.       | 59,949            | 941              | 872  | 3,674                 | 39,678           | 6,987                                 | 4,782                                    |
| Laosung, Mich.       | 78,397            | 981              | 770  | 4,406                 | 55,801           | 7,067                                 | 6,494                                    |
| La Porte, Ind.       | 15,755            | 265              | 234  | 810                   | 10,270           | 1,591                                 | 1,119                                    |
| Laredo, Tex.         | 32,918            | 472              | 472  | 1,151                 | 10,395           | 2,391                                 | 955                                      |
| La Salle, Ill.       | 13,149            | 250              | 228  | 706                   | 8,899            | 1,416                                 | 950                                      |
| Latrobe, Pa.         | 10,644            | 181              | 180  | 508                   | 8,479            | 1,164                                 | 596                                      |
| Laurel, Miss.        | 18,017            | 270              | 220  | 730                   | 8,322            | 1,167                                 | 790                                      |
| Lawrence, Kans.      | 13,726            | 200              | 335  | 890                   | 10,565           | 1,064                                 | 1,150                                    |
| Lawrence, Mass.      | 85,068            | 1,220            | 1,136  | 2,725                 | 35,916           | 5,543                                 | 3,041                                    |
| Lawton, Okla.        | 12,121            | 305              | 324  | 772                   | 9,905            | 1,706                                 | 915                                      |
| Leavenworth, Kans.   | 17,406            | 385              | 369  | 959                   | 11,202           | 1,487                                 | 1,090                                    |
| Lebanon, Pa.         | 25,501            | 304              | 358  | 877                   | 11,631           | 2,527                                 | 1,051                                    |
| Leominster, Mass.    | 21,810            | 335              | 309  | 959                   | 7,464            | 1,132                                 | 832                                      |
| Leviston, Me.        | 34,948            | 512              | 478  | 1,730                 | 20,763           | 3,499                                 | 2,315                                    |
| Lewiston, Pa.        | 13,367            | 287              | 282  | 900                   | 9,677            | 1,833                                 | 943                                      |
| Lexington, Ky.       | 45,736            | 824              | 734  | 3,761                 | 39,677           | 5,179                                 | 4,593                                    |
| Lima, Ohio.          | 42,287            | 610              | 486  | 2,228                 | 25,013           | 3,875                                 | 2,910                                    |
| Lincoln, Ill.        | 12,855            | 214              | 200  | 524                   | 6,200            | 1,035                                 | 611                                      |
| Lincoln, Nebr.       | 75,033            | 986              | 832  | 4,797                 | 50,034           | 7,177                                 | 6,235                                    |
| Lincoln, R. I.       | 10,421            | 91               | 97   | 107                   | 1,481            | 226                                   | 126                                      |
| Lincoln Park, Mich.  | 12,336            | 70               | 52   | 174                   | 3,194            | 313                                   | 208                                      |
| Linden, N. J.        | 21,206            | 316              | 359  | 224                   | 4,945            | 588                                   | 308                                      |
| Little Falls, N. Y.  | 11,105            | 264              | 269  | 429                   | 6,431            | 1,168                                 | 583                                      |
| Little Rock, Ark.    | 81,679            | 1,040            | 911  | 4,680                 | 46,733           | 6,472                                 | 5,722                                    |
| Lockport, N. Y.      | 23,100            | 328              | 328  | 1,037                 | 13,451           | 2,271                                 | 1,359                                    |
| Lodi, N. J.          | 11,549            | 123              | 125  | 64                    | 1,661            | 278                                   | 104                                      |
| Logansport, Ind.     | 18,508            | 397              | 388  | 973                   | 11,321           | 1,074                                 | 1,166                                    |
| Long Beach, Calif.   | 142,032           | 2,107            | 2,184  | 5,958                 | 78,252           | 10,421                                | 8,705                                    |
| Long Branch, N. J.   | 18,309            | 484              | 468  | 983                   | 13,142           | 1,927                                 | 1,501                                    |
| Longview, Wash.      | 10,652            | 137              | 99   | 503                   | 6,324            | 869                                   | 693                                      |
| Lorain, Ohio.        | 44,512            | 689              | 679  | 1,600                 | 19,947           | 2,770                                 | 2,230                                    |
| Los Angeles, Calif.  | 1,238,048         | 17,887           | 16,307   | 76,584                | 875,775          | 120,325                               | 115,652                                  |
| Louisville, Ky.      | 307,745           | 3,952            | 3,295  | 16,092                | 152,850          | 20,109                                | 19,177                                   |
| Lowell, Mass.        | 100,234           | 1,535            | 1,375  | 4,071                 | 44,050           | 5,818                                 | 5,125                                    |
| Lubbock, Tex.        | 20,520            | 370              | 386  | 1,079                 | 15,558           | 2,204                                 | 1,453                                    |
| Lynchburg, Va.       | 40,061            | 533              | 441  | 2,344                 | 21,537           | 3,206                                 | 2,962                                    |
| Lynbrook, N. Y.      | 11,063            | 217              | 177  | 504                   | 8,045            | 692                                   | 796                                      |
| Lynn, Mass.          | 102,320           | 1,445            | 1,241  | 4,400                 | 51,714           | 6,012                                 | 5,975                                    |
| Macon, Ga.           | 53,320            | 590              | 472  | 3,005                 | 25,572           | 3,745                                 | 3,340                                    |
| Madison, Wis.        | 57,899            | 973              | 716  | 3,007                 | 46,613           | 6,047                                 | 5,957                                    |
| Mahanzoy City, Pa.   | 14,734            | 462              | 469  | 353                   | 5,073            | 1,324                                 | 459                                      |
| Malden, Mass.        | 58,030            | 761              | 632  | 2,053                 | 25,837           | 2,371                                 | 2,903                                    |
| Mammonock, N. Y.     | 11,706            | 172              | 140  | 413                   | 6,541            | 800                                   | 691                                      |
| Manchester, N. H.    | 76,834            | 1,124            | 1,006  | 3,112                 | 37,706           | 4,065                                 | 3,840                                    |
| Manhattan, Kans.     | 10,130            | 197              | 191  | 688                   | 7,619            | 1,300                                 | 907                                      |
| Mantowoc, Wis.       | 22,963            | 325              | 358  | 1,032                 | 14,020           | 2,331                                 | 1,351                                    |
| Mankato, Minn.       | 14,038            | 298              | 310  | 1,018                 | 13,386           | 2,158                                 | 1,396                                    |
| Mansfield, Ohio.     | 33,525            | 648              | 691  | 1,845                 | 23,444           | 3,859                                 | 2,459                                    |
| Maplewood, Mo.       | 12,667            | 128              | 106  | 332                   | 4,359            | 580                                   | 473                                      |
| Marietta, Ohio.      | 14,285            | 306              | 299  | 803                   | 9,971            | 2,195                                 | 973                                      |
| Marinette, Wis.      | 13,734            | 236              | 220  | 749                   | 8,037            | 1,214                                 | 714                                      |
| Marion, Ind.         | 24,490            | 376              | 348  | 1,232                 | 14,151           | 2,124                                 | 1,710                                    |
| Marion, Ohio.        | 31,084            | 422              | 351  | 1,418                 | 17,483           | 2,633                                 | 1,801                                    |
| Marlborough, Mass.   | 15,587            | 206              | 256  | 575                   | 6,465            | 891                                   | 716                                      |
| Marquette, Mich.     | 14,739            | 182              | 216  | 572                   | 7,732            | 1,187                                 | 682                                      |
| Marshall, Tex.       | 10,203            | 254              | 240  | 726                   | 8,314            | 1,481                                 | 856                                      |
| Marshalltown, Iowa.  | 17,373            | 342              | 313  | 1,030                 | 11,687           | 1,728                                 | 1,224                                    |
| Martinsburg, W. Va.  | 14,857            | 228              | 200  | 626                   | 7,715            | 1,216                                 | 696                                      |
| Martins Ferry, Ohio. | 14,524            | 130              | 130  | 265                   | 4,170            | 705                                   | 354                                      |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                      | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | NET SALES (1929) | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part-time) |
|-----------------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                             |                   |                  |  |                       |                  |                                       |  |
| Mason City, Iowa.....       | 23,304            | 380              | 340  | 1,436                 | 16,088           | 2,361                                 | 1,769                                    |
| Massena, N. Y.....          | 10,637            | 154              | 100  | 371                   | 5,675            | 1,002                                 | 421                                      |
| Massillon, Ohio.....        | 26,400            | 369              | 328  | 1,303                 | 15,408           | 2,431                                 | 1,914                                    |
| Mattoon, Ill.....           | 14,631            | 267              | 269  | 721                   | 8,391            | 1,370                                 | 785                                      |
| Maywood, Ill.....           | 25,820            | 204              | 226  | 578                   | 8,392            | 850                                   | 890                                      |
| McAlester, Okla.....        | 11,804            | 241              | 220  | 694                   | 8,379            | 1,382                                 | 795                                      |
| McComb, Miss.....           | 10,057            | 197              | 202  | 543                   | 5,820            | 834                                   | 495                                      |
| McKeesport, Pa.....         | 54,632            | 812              | 775  | 2,354                 | 27,540           | 3,915                                 | 2,994                                    |
| McKees Rocks, Pa.....       | 18,116            | 399              | 430  | 443                   | 7,431            | 1,253                                 | 593                                      |
| Meadville, Pa.....          | 16,698            | 335              | 349  | 937                   | 11,585           | 1,958                                 | 1,074                                    |
| Medford, Oreg.....          | 11,007            | 228              | 219  | 784                   | 10,342           | 1,088                                 | 1,114                                    |
| Medford, Mass.....          | 59,714            | 387              | 334  | 922                   | 12,300           | 1,124                                 | 1,278                                    |
| Melrose, Mass.....          | 23,170            | 181              | 132  | 454                   | 6,507            | 627                                   | 673                                      |
| Melrose Park, Ill.....      | 10,741            | 149              | 143  | 296                   | 3,930            | 525                                   | 435                                      |
| Memphis, Tenn.....          | 253,143           | 3,147            | 2,782  | 15,381                | 151,235          | 19,216                                | 18,223                                   |
| Menominee, Mich.....        | 10,320            | 157              | 164  | 440                   | 5,311            | 957                                   | 538                                      |
| Meriden, Conn.....          | 38,481            | 627              | 547  | 1,308                 | 17,777           | 2,371                                 | 1,944                                    |
| Meridian, Miss.....         | 31,954            | 408              | 335  | 1,383                 | 14,454           | 2,015                                 | 1,400                                    |
| Methuen, Mass.....          | 21,069            | 170              | 173  | 203                   | 2,797            | 206                                   | 256                                      |
| Miami, Fla.....             | 110,637           | 2,386            | 1,999  | 6,618                 | 72,804           | 9,056                                 | 8,229                                    |
| Michigan City, Ind.....     | 20,735            | 336              | 287  | 1,030                 | 13,493           | 1,707                                 | 1,388                                    |
| Middleborough, Ky.....      | 10,850            | 151              | 157  | 427                   | 4,187            | 781                                   | 445                                      |
| Middletown, Conn.....       | 24,554            | 320              | 284  | 1,060                 | 12,744           | 1,974                                 | 1,499                                    |
| Middletown, N. Y.....       | 21,276            | 380              | 338  | 1,119                 | 10,001           | 2,689                                 | 1,586                                    |
| Middletown, Ohio.....       | 29,992            | 436              | 437  | 1,224                 | 15,820           | 2,005                                 | 1,601                                    |
| Milford, Mass.....          | 14,741            | 248              | 266  | 511                   | 6,316            | 1,148                                 | 610                                      |
| Millville, N. J.....        | 14,705            | 253              | 232  | 475                   | 7,042            | 1,317                                 | 582                                      |
| Milton, Mass.....           | 10,434            | 74               | 55   | 356                   | 4,794            | 302                                   | 597                                      |
| Milwaukee, Wis.....         | 578,249           | 8,069            | 7,575  | 29,861                | 353,894          | 43,065                                | 43,036                                   |
| Minneapolis, Minn.....      | 464,356           | 5,939            | 5,476  | 20,103                | 298,577          | 37,244                                | 38,741                                   |
| Minot, N. Dak.....          | 16,099            | 274              | 246  | 1,340                 | 15,020           | 2,158                                 | 1,703                                    |
| Mishawaka, Ind.....         | 28,630            | 297              | 268  | 709                   | 9,750            | 1,206                                 | 1,009                                    |
| Missoula, Mont.....         | 14,657            | 304              | 288  | 860                   | 10,941           | 1,887                                 | 1,264                                    |
| Mitchell, S. Dak.....       | 10,942            | 216              | 196  | 959                   | 10,520           | 1,079                                 | 1,231                                    |
| Moberly, Mo.....            | 13,772            | 230              | 240  | 601                   | 7,023            | 1,203                                 | 623                                      |
| Mobile, Ala.....            | 68,202            | 943              | 792  | 3,320                 | 33,062           | 4,744                                 | 3,020                                    |
| Modesto, Calif.....         | 13,842            | 388              | 402  | 1,262                 | 18,888           | 2,794                                 | 1,794                                    |
| Moline, Ill.....            | 32,236            | 495              | 440  | 1,946                 | 21,384           | 2,860                                 | 2,381                                    |
| Monessen, Pa.....           | 20,268            | 285              | 273  | 497                   | 6,889            | 1,201                                 | 553                                      |
| Monroe, La.....             | 20,028            | 455              | 409  | 1,779                 | 18,035           | 2,520                                 | 2,190                                    |
| Monroe, Mich.....           | 18,110            | 256              | 254  | 1,067                 | 12,477           | 1,895                                 | 1,480                                    |
| Monrovia, Calif.....        | 10,890            | 197              | 201  | 385                   | 6,496            | 953                                   | 536                                      |
| Montclair, N. J.....        | 42,017            | 539              | 425  | 2,007                 | 29,649           | 3,042                                 | 3,589                                    |
| Montgomery, Ala.....        | 66,079            | 850              | 744  | 3,573                 | 31,875           | 4,789                                 | 4,060                                    |
| Morgantown, W. Va.....      | 16,186            | 191              | 172  | 755                   | 9,033            | 1,384                                 | 976                                      |
| Morristown, N. J.....       | 15,197            | 364              | 278  | 1,291                 | 17,590           | 2,407                                 | 2,014                                    |
| Moundsville, W. Va.....     | 14,411            | 227              | 243  | 370                   | 5,434            | 914                                   | 440                                      |
| Mount Carmel, Pa.....       | 17,967            | 278              | 300  | 416                   | 5,350            | 1,275                                 | 445                                      |
| Mount Clemens, Mich.....    | 13,497            | 259              | 275  | 896                   | 11,836           | 1,701                                 | 1,307                                    |
| Mount Vernon, Ill.....      | 12,375            | 254              | 204  | 508                   | 7,292            | 1,228                                 | 593                                      |
| Mount Vernon, N. Y.....     | 61,499            | 890              | 747  | 2,656                 | 38,268           | 4,530                                 | 4,737                                    |
| Muncie, Ind.....            | 40,548            | 610              | 560  | 2,298                 | 20,990           | 3,355                                 | 3,087                                    |
| Munhall, Pa.....            | 12,995            | 54               | 53   | 72                    | 1,302            | 160                                   | 80                                       |
| Muscataine, Iowa.....       | 16,778            | 385              | 361  | 986                   | 11,228           | 1,910                                 | 1,772                                    |
| Muskegon, Mich.....         | 41,390            | 626              | 558  | 2,240                 | 31,757           | 3,996                                 | 3,329                                    |
| Muskegon Heights, Mich..... | 15,584            | 162              | 162  | 389                   | 5,985            | 583                                   | 599                                      |
| Muskogee, Okla.....         | 32,026            | 481              | 430  | 1,819                 | 17,800           | 2,978                                 | 2,110                                    |
| Nanticoke, Pa.....          | 26,043            | 464              | 445  | 680                   | 9,019            | 1,755                                 | 884                                      |
| Nashua, N. H.....           | 31,463            | 526              | 498  | 1,253                 | 15,318           | 2,307                                 | 1,573                                    |
| Nashville, Tenn.....        | 163,866           | 1,843            | 1,583  | 8,959                 | 90,024           | 11,855                                | 10,504                                   |
| Natchez, Miss.....          | 13,422            | 298              | 321  | 321                   | 6,899            | 1,049                                 | 775                                      |
| Natick, Mass.....           | 13,589            | 137              | 134  | 328                   | 4,053            | 577                                   | 405                                      |
| Natugatuck, Conn.....       | 14,315            | 187              | 164  | 285                   | 4,890            | 675                                   | 410                                      |
| Needham, Mass.....          | 10,845            | 81               | 54   | 243                   | 3,323            | 310                                   | 302                                      |
| Newark, N. J.....           | 442,337           | 7,153            | 6,419  | 26,208                | 322,778          | 38,786                                | 41,550                                   |

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|-----------------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                             |                   |                  |  |                       |                  |                                       | Thousands of dollars                     |
| Newark, Ohio.....           | 30,506            | 543              | 524  | 1,458                 | 17,513           | 2,350                                 | 1,847                                    |
| New Albany, Ind.....        | 25,810            | 403              | 400  | 989                   | 10,815           | 1,487                                 | 1,208                                    |
| New Bedford, Mass.....      | 112,597           | 1,802            | 1,800  | 4,553                 | 51,758           | 7,612                                 | 5,570                                    |
| New Bern, N. C.....         | 11,081            | 237              | 233  | 503                   | 6,341            | 1,017                                 | 6,618                                    |
| New Britain, Conn.....      | 68,128            | 601              | 490  | 1,432                 | 22,795           | 3,236                                 | 2,331                                    |
| New Brunswick, N. J.....    | 34,555            | 631              | 579  | 1,509                 | 24,180           | 3,690                                 | 2,512                                    |
| Newburgh, N. Y.....         | 31,275            | 785              | 709  | 1,548                 | 22,580           | 3,084                                 | 2,151                                    |
| Newburyport, Mass.....      | 15,084            | 305              | 272  | 691                   | 8,900            | 1,239                                 | 865                                      |
| New Castle, Ind.....        | 14,027            | 250              | 242  | 709                   | 8,897            | 1,320                                 | 861                                      |
| New Castle, Pa.....         | 48,074            | 792              | 700  | 2,207                 | 26,243           | 4,570                                 | 2,788                                    |
| New Haven, Conn.....        | 162,655           | 3,225            | 2,818  | 9,428                 | 113,890          | 16,668                                | 13,061                                   |
| New Kensington, Pa.....     | 10,702            | 313              | 295  | 972                   | 13,457           | 2,272                                 | 1,202                                    |
| New London, Conn.....       | 29,640            | 400              | 318  | 1,550                 | 20,683           | 3,207                                 | 2,243                                    |
| New Orleans, La.....        | 158,762           | 7,912            | 8,299  | 19,900                | 102,048          | 24,240                                | 20,798                                   |
| New Philadelphia, Ohio..... | 12,365            | 200              | 192  | 544                   | 6,474            | 1,179                                 | 685                                      |
| Newport, Ky.....            | 20,744            | 549              | 505  | 1,204                 | 10,557           | 1,858                                 | 1,807                                    |
| Newport, R. I.....          | 27,612            | 587              | 532  | 1,615                 | 17,732           | 2,721                                 | 2,020                                    |
| Newport News, Va.....       | 34,417            | 541              | 491  | 1,407                 | 15,048           | 2,677                                 | 1,903                                    |
| New Rochelle, N. Y.....     | 54,000            | 766              | 687  | 2,749                 | 37,893           | 4,410                                 | 5,125                                    |
| Newton, Iowa.....           | 11,560            | 161              | 160  | 537                   | 7,484            | 977                                   | 708                                      |
| Newton, Kans.....           | 11,034            | 150              | 184  | 607                   | 7,221            | 1,186                                 | 781                                      |
| Newton, Mass.....           | 65,276            | 512              | 375  | 1,032                 | 20,744           | 1,705                                 | 2,426                                    |
| New York, N. Y.....         | 6,930,446         | 103,036          | 91,975   | 316,570               | 4,272,633        | 600,373                               | 513,799                                  |
| Niagara Falls, N. Y.....    | 75,466            | 1,118            | 990  | 3,108                 | 38,402           | 6,684                                 | 4,455                                    |
| Niles, Mich.....            | 11,826            | 181              | 148  | 522                   | 7,070            | 954                                   | 724                                      |
| Niles, Ohio.....            | 16,314            | 246              | 208  | 404                   | 6,402            | 790                                   | 540                                      |
| Norfolk, Nebr.....          | 10,717            | 217              | 221  | 631                   | 8,451            | 1,484                                 | 784                                      |
| Norfolk, Va.....            | 129,710           | 2,133            | 1,741  | 7,308                 | 67,087           | 9,600                                 | 9,088                                    |
| Norristown, Pa.....         | 35,853            | 573              | 540  | 1,208                 | 17,358           | 2,678                                 | 1,797                                    |
| North Adams, Mass.....      | 21,621            | 347              | 303  | 754                   | 10,456           | 1,601                                 | 1,030                                    |
| North Attleboro, Mass.....  | 10,167            | 136              | 123  | 315                   | 4,013            | 537                                   | 403                                      |
| North Braddock, Pa.....     | 10,782            | 115              | 125  | 68                    | 1,401            | 172                                   | 77                                       |
| Northampton, Mass.....      | 24,881            | 315              | 304  | 900                   | 12,527           | 1,990                                 | 1,230                                    |
| North Little Rock, Ark..... | 19,418            | 262              | 252  | 583                   | 6,726            | 906                                   | 704                                      |
| North Platte, Nebr.....     | 12,661            | 107              | 222  | 684                   | 9,158            | 1,411                                 | 893                                      |
| North Providence, R. I..... | 11,104            | 115              | 116  | 74                    | 1,454            | 200                                   | 91                                       |
| North Tonawanda, N. Y.....  | 10,019            | 215              | 202  | 438                   | 7,032            | 1,355                                 | 698                                      |
| Norwalk, Conn.....          | 36,019            | 618              | 580  | 1,617                 | 22,555           | 3,117                                 | 2,531                                    |
| Norwich, Conn.....          | 23,621            | 408              | 426  | 1,165                 | 15,893           | 2,351                                 | 1,585                                    |
| Norwich, Mass.....          | 15,049            | 178              | 164  | 427                   | 6,581            | 737                                   | 585                                      |
| Norwood, Ohio.....          | 33,411            | 335              | 236  | 992                   | 14,144           | 1,267                                 | 1,438                                    |
| Nutley, N. J.....           | 20,372            | 195              | 160  | 246                   | 4,868            | 488                                   | 372                                      |
| Oakland, Calif.....         | 284,063           | 5,061            | 5,011  | 16,480                | 291,637          | 28,287                                | 24,837                                   |
| Oak Park, Ill.....          | 63,982            | 510              | 362  | 2,061                 | 32,741           | 3,530                                 | 4,766                                    |
| Ogden, Utah.....            | 40,272            | 627              | 554  | 2,268                 | 26,080           | 3,844                                 | 3,084                                    |
| Ogdensburg, N. Y.....       | 16,915            | 240              | 215  | 112                   | 7,905            | 1,554                                 | 800                                      |
| Oil City, Pa.....           | 22,075            | 330              | 330  | 631                   | 12,833           | 2,359                                 | 1,478                                    |
| Oklahoma City, Okla.....    | 185,380           | 2,432            | 2,234  | 10,952                | 118,614          | 15,038                                | 14,029                                   |
| Okmulgee, Okla.....         | 17,097            | 365              | 314  | 1,030                 | 11,078           | 2,108                                 | 1,328                                    |
| Old Forge, Pa.....          | 12,661            | 200              | 208  | 111                   | 1,068            | 388                                   | 113                                      |
| Olean, N. Y.....            | 21,790            | 404              | 409  | 1,288                 | 15,414           | 2,709                                 | 1,690                                    |
| Olympia, Wash.....          | 11,733            | 227              | 196  | 773                   | 8,897            | 1,342                                 | 902                                      |
| Olyphant, Pa.....           | 10,743            | 228              | 243  | 210                   | 3,051            | 652                                   | 214                                      |
| Omaha, Nebr.....            | 214,000           | 2,653            | 2,444  | 11,577                | 118,184          | 10,273                                | 15,551                                   |
| Oneida, N. Y.....           | 10,555            | 225              | 210  | 518                   | 7,635            | 1,377                                 | 707                                      |
| Oneonta, N. Y.....          | 12,536            | 202              | 193  | 633                   | 10,913           | 1,812                                 | 1,098                                    |
| Ontario, Calif.....         | 13,583            | 224              | 227  | 617                   | 9,470            | 1,354                                 | 900                                      |
| Orange, N. J.....           | 35,399            | 608              | 638  | 1,186                 | 17,164           | 1,983                                 | 1,069                                    |
| Orlando, Fla.....           | 27,330            | 486              | 374  | 1,694                 | 17,151           | 2,618                                 | 2,002                                    |
| Oshkosh, Wis.....           | 40,198            | 680              | 647  | 2,292                 | 23,244           | 2,973                                 | 2,755                                    |
| Oskaloosa, Iowa.....        | 10,123            | 205              | 185  | 641                   | 7,160            | 1,308                                 | 778                                      |
| Ossining, N. Y.....         | 15,241            | 230              | 208  | 592                   | 9,971            | 1,200                                 | 926                                      |
| Oswego, N. Y.....           | 22,052            | 451              | 415  | 772                   | 10,004           | 1,877                                 | 994                                      |
| Ottawa, Ill.....            | 15,094            | 242              | 220  | 771                   | 9,377            | 1,040                                 | 982                                      |
| Ottumwa, Iowa.....          | 28,075            | 382              | 370  | 1,298                 | 14,082           | 2,255                                 | 1,480                                    |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                  | Population<br>(1930) | Number<br>of stores | Proprietors and<br>firm<br>members<br>(not on<br>pay roll) | Employ-<br>ees (full-<br>time) | NET SALES<br>(1929) | STOCKS<br>ON HAND,<br>END OF<br>YEAR (at<br>cost) | TOTAL<br>PAY ROLL<br>(full-<br>time and<br>part-<br>time) |
|-------------------------|----------------------|---------------------|--|--------------------------------|---------------------|---|---|
|                         |                      |                     |  |                                |                     |   |   |
| Owosso, Mich.....       | 14,496               | 230                 | 196  | 865                            | 11,700              | 1,570   | 1,172   |
| Owensboro, Ky.....      | 12,765               | 249                 | 220  | 872                            | 9,426               | 1,424   | 1,045   |
| Paducah, Ky.....        | 33,541               | 535                 | 537  | 1,704                          | 16,573              | 2,080   | 1,010   |
| Painesville, Ohio.....  | 10,944               | 186                 | 168  | 620                            | 8,588               | 1,237   | 881   |
| Palo Alto, Calif.....   | 13,652               | 288                 | 311  | 1,014                          | 12,780              | 1,803   | 1,602   |
| Palestine, Tex.....     | 11,445               | 242                 | 329  | 541                            | 6,188               | 1,063   | 671   |
| Pampa, Tex.....         | 10,470               | 242                 | 233  | 731                            | 12,395              | 1,612   | 1,011   |
| Paris, Tex.....         | 15,640               | 232                 | 209  | 863                            | 9,156               | 1,700   | 853   |
| Parkersburg, W. Va..... | 29,623               | 435                 | 309  | 1,491                          | 16,893              | 2,070   | 1,966   |
| Park Ridge, Ill.....    | 10,417               | 80                  | 65   | 274                            | 4,074               | 446   | 443   |
| Parma, Ohio.....        | 13,899               | 80                  | 76   | 72                             | 1,204               | 81  | 95  |
| Parsons, Kans.....      | 14,903               | 309                 | 294  | 677                            | 7,893               | 1,332   | 806   |
| Pasadena, Calif.....    | 76,086               | 1,419               | 1,256  | 5,215                          | 60,035              | 9,827   | 7,801   |
| Passaic, N. J.....      | 62,959               | 1,046               | 1,106  | 1,971                          | 32,088              | 5,770   | 3,118   |
| Pateron, N. J.....      | 138,513              | 2,166               | 2,009  | 5,683                          | 85,026              | 12,460  | 9,215   |
| Pawtucket, R. I.....    | 77,149               | 1,056               | 905  | 3,154                          | 40,763              | 4,925   | 4,310   |
| Peabody, Mass.....      | 21,345               | 317                 | 306  | 483                            | 6,304               | 764   | 625   |
| Peekskill, N. Y.....    | 17,125               | 350                 | 336  | 850                            | 13,373              | 1,762   | 1,270   |
| Pekin, Ill.....         | 16,120               | 241                 | 242  | 648                            | 8,270               | 1,201   | 814   |
| Pensacola, Fla.....     | 31,579               | 444                 | 411  | 1,623                          | 14,191              | 2,150   | 1,650   |
| Peoria, Ill.....        | 104,969              | 1,432               | 1,176  | 7,087                          | 70,345              | 10,060  | 8,658   |
| Perth Amboy, N. J.....  | 43,516               | 709                 | 853  | 1,478                          | 24,015              | 3,704   | 2,590   |
| Peru, Ind.....          | 12,730               | 225                 | 214  | 708                            | 8,220               | 1,246   | 855   |
| Petersburg, Va.....     | 28,564               | 468                 | 414  | 1,608                          | 14,280              | 2,409   | 1,695   |
| Phenix City, Ala.....   | 13,862               | 147                 | 142  | 166                            | 1,689               | 125   | 152   |
| Philadelphia, Pa.....   | 1,950,961            | 33,905              | 31,522   | 102,032                        | 1,083,914           | 151,519   | 131,949   |
| Phillipsburg, N. J..... | 19,255               | 302                 | 300  | 399                            | 6,338               | 732   | 566   |
| Phoenix, Ariz.....      | 48,118               | 937                 | 822  | 4,027                          | 58,464              | 7,159   | 6,409   |
| Phoenixville, Pa.....   | 12,029               | 225                 | 221  | 385                            | 5,679               | 1,015   | 483   |
| Pine Bluff, Ark.....    | 20,760               | 422                 | 395  | 1,399                          | 14,256              | 2,390   | 1,592   |
| Piqua, Ohio.....        | 10,090               | 250                 | 228  | 760                            | 8,983               | 1,341   | 945   |
| Pittsburg, Kans.....    | 18,145               | 419                 | 401  | 1,122                          | 12,529              | 2,053   | 1,425   |
| Pittsburgh, Pa.....     | 669,817              | 8,547               | 7,880  | 41,518                         | 441,143             | 69,180  | 61,927  |
| Pittsfield, Mass.....   | 49,677               | 698                 | 640  | 2,560                          | 32,204              | 4,372   | 3,604   |
| Pittston, Pa.....       | 18,246               | 447                 | 402  | 937                            | 9,600               | 2,050   | 1,052   |
| Plainfield, N. J.....   | 34,422               | 644                 | 519  | 2,366                          | 32,372              | 4,479   | 3,080   |
| Plattsburg, N. Y.....   | 13,349               | 271                 | 252  | 721                            | 10,093              | 2,023   | 945   |
| Plensanville, N. J..... | 11,530               | 214                 | 189  | 355                            | 4,593               | 674   | 423   |
| Plymouth, Mass.....     | 13,042               | 236                 | 218  | 541                            | 6,962               | 1,110   | 670   |
| Plymouth, Pa.....       | 10,543               | 310                 | 306  | 406                            | 5,410               | 1,032   | 451   |
| Pocatello, Idaho.....   | 16,471               | 200                 | 155  | 829                            | 9,771               | 1,685   | 1,171   |
| Pomona, Calif.....      | 20,804               | 303                 | 328  | 960                            | 13,766              | 2,021   | 1,381   |
| Ponca City, Okla.....   | 10,136               | 226                 | 188  | 726                            | 6,568               | 1,569   | 940   |
| Pontiac, Mich.....      | 64,928               | 833                 | 766  | 3,196                          | 44,477              | 5,037   | 5,105   |
| Port Angeles, Wash..... | 10,188               | 178                 | 162  | 406                            | 6,568               | 1,060   | 581   |
| Port Arthur, Tex.....   | 50,802               | 491                 | 575  | 1,726                          | 21,731              | 2,510   | 2,140   |
| Port Chester, N. Y..... | 22,602               | 421                 | 384  | 996                            | 17,560              | 2,354   | 1,583   |
| Port Huron, Mich.....   | 31,361               | 547                 | 481  | 1,705                          | 20,468              | 2,502   | 2,259   |
| Port Jervis, N. Y.....  | 10,243               | 248                 | 240  | 493                            | 7,684               | 1,331   | 616   |
| Portland, Me.....       | 70,810               | 1,225               | 990  | 5,383                          | 56,281              | 8,083   | 7,307   |
| Portland, Oreg.....     | 301,615              | 5,150               | 4,810  | 19,746                         | 208,661             | 31,783  | 20,497  |
| Portsmouth, N. H.....   | 14,495               | 287                 | 236  | 825                            | 10,192              | 1,093   | 1,001   |
| Portsmouth, Ohio.....   | 42,660               | 663                 | 641  | 1,821                          | 22,307              | 3,472   | 2,478   |
| Portsmouth, Va.....     | 45,704               | 587                 | 551  | 1,176                          | 13,553              | 1,998   | 1,301   |
| Pottstown, Pa.....      | 19,430               | 379                 | 368  | 878                            | 12,025              | 2,101   | 1,131   |
| Pottsville, Pa.....     | 24,300               | 465                 | 438  | 1,023                          | 16,300              | 3,001   | 1,846   |
| Poughkeepsie, N. Y..... | 40,288               | 741                 | 711  | 2,503                          | 31,227              | 5,147   | 3,451   |
| Providence, R. I.....   | 252,081              | 4,036               | 3,003  | 16,498                         | 173,489             | 21,561  | 22,490  |
| Provo, Utah.....        | 14,766               | 148                 | 109  | 697                            | 7,878               | 1,199   | 910   |
| Pueblo, Colo.....       | 50,098               | 700                 | 719  | 2,441                          | 20,944              | 4,102   | 3,120   |
| Quincy, Ill.....        | 39,241               | 555                 | 481  | 2,077                          | 21,941              | 3,423   | 2,463   |
| Quincy, Mass.....       | 71,083               | 860                 | 721  | 2,539                          | 32,745              | 3,366   | 3,577   |
| Racine, Wis.....        | 67,232               | 1,139               | 1,057  | 2,883                          | 40,758              | 5,050   | 4,340   |
| Rahway, N. J.....       | 16,011               | 248                 | 212  | 384                            | 6,664               | 815   | 618   |
| Raleigh, N. C.....      | 37,379               | 573                 | 445  | 2,368                          | 23,208              | 3,287   | 2,845   |

RETAIL DISTRIBUTION

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TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                   | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | NET SALES (1929) | STOCKS ON HAND, END OF YEAR (at cost) | TOTAL PAY ROLL (full-time and part time) |
|--------------------------|-------------------|------------------|--|-----------------------|------------------|---------------------------------------|--|
|                          |                   |                  |  |                       |                  |                                       |  |
| Rapid City, S. Dak.      | 10,404            | 192              | 198  | 615                   | 9,644            | 1,430                                 | 870                                      |
| Reading, Pa.             | 111,171           | 1,791            | 1,628  | 6,100                 | 72,790           | 10,476                                | 8,573                                    |
| Red Bank, N. J.          | 11,622            | 328              | 308  | 976                   | 13,330           | 2,132                                 | 1,469                                    |
| Redlands, Calif.         | 14,177            | 247              | 250  | 695                   | 8,951            | 1,330                                 | 987                                      |
| Reno, Nev.               | 18,529            | 358              | 376  | 1,321                 | 18,707           | 2,930                                 | 2,313                                    |
| Rensselaer, N. Y.        | 11,223            | 197              | 211  | 189                   | 3,781            | 366                                   | 264                                      |
| Revere, Mass.            | 35,680            | 418              | 393  | 559                   | 6,895            | 654                                   | 635                                      |
| Richmond, Calif.         | 20,093            | 337              | 343  | 560                   | 9,471            | 1,245                                 | 826                                      |
| Richmond, Ind.           | 32,493            | 528              | 488  | 1,769                 | 20,384           | 2,922                                 | 2,349                                    |
| Richmond, Va.            | 182,020           | 2,558            | 2,231  | 10,614                | 104,043          | 14,366                                | 13,777                                   |
| Ridgefield Park, N. J.   | 10,764            | 115              | 95   | 198                   | 4,107            | 547                                   | 331                                      |
| Ridgewood, N. J.         | 12,188            | 172              | 149  | 500                   | 8,267            | 1,110                                 | 909                                      |
| River Rouge, Mich.       | 17,314            | 183              | 163  | 438                   | 7,763            | 845                                   | 703                                      |
| Riverside, Calif.        | 29,696            | 468              | 479  | 1,426                 | 21,770           | 3,093                                 | 2,163                                    |
| Roanoke, Va.             | 69,206            | 986              | 707  | 4,635                 | 42,782           | 6,052                                 | 5,738                                    |
| Rochester, Minn.         | 20,621            | 278              | 277  | 1,283                 | 15,301           | 2,149                                 | 1,720                                    |
| Rochester, N. H.         | 10,209            | 110              | 99   | 276                   | 3,844            | 640                                   | 516                                      |
| Rochester, N. Y.         | 328,132           | 5,144            | 4,794  | 18,370                | 200,492          | 29,485                                | 25,416                                   |
| Rockford, Ill.           | 85,864            | 1,158            | 997  | 4,610                 | 56,510           | 7,532                                 | 6,844                                    |
| Rock Hill, S. C.         | 11,322            | 160              | 120  | 450                   | 5,073            | 731                                   | 489                                      |
| Rock Island, Ill.        | 37,953            | 537              | 524  | 1,672                 | 18,608           | 2,005                                 | 2,094                                    |
| Rockville Center, N. Y.  | 13,718            | 231              | 198  | 872                   | 13,567           | 1,283                                 | 1,531                                    |
| Rocky Mount, N. C.       | 21,412            | 511              | 521  | 1,169                 | 13,590           | 1,859                                 | 1,269                                    |
| Rome, Ga.                | 21,843            | 306              | 284  | 1,010                 | 11,180           | 1,578                                 | 1,134                                    |
| Rome, N. Y.              | 32,338            | 519              | 497  | 1,005                 | 14,713           | 2,164                                 | 1,342                                    |
| Roselle, N. J.           | 13,021            | 161              | 156  | 210                   | 3,284            | 332                                   | 345                                      |
| Roswell, N. Mex.         | 11,173            | 160              | 135  | 675                   | 9,213            | 1,676                                 | 861                                      |
| Royal Oak, Mich.         | 22,904            | 295              | 249  | 1,174                 | 14,220           | 1,404                                 | 1,741                                    |
| Rutherford, N. J.        | 14,915            | 170              | 117  | 527                   | 8,309            | 1,023                                 | 979                                      |
| Rutland, Vt.             | 17,315            | 299              | 296  | 1,165                 | 13,819           | 2,179                                 | 1,484                                    |
| Sacramento, Calif.       | 93,750            | 1,567            | 1,811  | 5,700                 | 73,169           | 9,792                                 | 8,597                                    |
| Saginaw, Mich.           | 80,715            | 1,040            | 968  | 3,664                 | 47,444           | 6,823                                 | 5,338                                    |
| St. Augustine, Fla.      | 12,111            | 282              | 242  | 616                   | 6,155            | 1,115                                 | 672                                      |
| St. Cloud, Minn.         | 21,000            | 265              | 306  | 845                   | 11,735           | 1,773                                 | 1,035                                    |
| St. Charles, Mo.         | 10,491            | 186              | 200  | 377                   | 5,350            | 992                                   | 495                                      |
| St. Joseph, Mo.          | 80,935            | 1,217            | 1,137  | 4,440                 | 44,627           | 6,914                                 | 5,597                                    |
| St. Louis, Mo.           | 321,960           | 12,571           | 10,971   | 45,574                | 471,960          | 63,202                                | 60,451                                   |
| St. Paul, Minn.          | 271,606           | 3,129            | 2,896  | 15,287                | 170,733          | 22,140                                | 19,984                                   |
| St. Petersburg, Fla.     | 40,425            | 922              | 782  | 2,578                 | 24,982           | 4,235                                 | 2,778                                    |
| Salem, Mass.             | 43,353            | 783              | 702  | 2,378                 | 27,552           | 3,587                                 | 3,137                                    |
| Salem, Ohio.             | 10,622            | 147              | 125  | 559                   | 6,760            | 1,085                                 | 741                                      |
| Salem, Oreg.             | 26,206            | 444              | 445  | 1,559                 | 18,254           | 3,204                                 | 2,217                                    |
| Salina, Kans.            | 20,155            | 304              | 280  | 1,400                 | 16,610           | 2,542                                 | 1,772                                    |
| Salinas, Calif.          | 10,263            | 212              | 235  | 826                   | 11,939           | 1,539                                 | 1,366                                    |
| Salisbury, Md.           | 10,967            | 187              | 162  | 696                   | 8,926            | 1,644                                 | 763                                      |
| Salisbury, N. C.         | 16,951            | 276              | 240  | 802                   | 8,060            | 1,408                                 | 1,096                                    |
| Salt Lake City, Utah.    | 140,267           | 1,540            | 1,355  | 8,482                 | 80,427           | 11,729                                | 11,402                                   |
| San Angelo, Tex.         | 25,308            | 364              | 382  | 1,463                 | 18,721           | 3,440                                 | 1,920                                    |
| San Antonio, Tex.        | 231,542           | 3,315            | 3,217  | 12,904                | 120,259          | 16,514                                | 14,556                                   |
| San Benito, Tex.         | 10,753            | 198              | 107  | 372                   | 5,397            | 873                                   | 488                                      |
| San Bernardino, Calif.   | 37,481            | 641              | 650  | 1,901                 | 26,184           | 4,007                                 | 2,799                                    |
| San Buenaventura, Calif. | 11,603            | 299              | 274  | 936                   | 13,222           | 1,637                                 | 1,559                                    |
| Sandusky, Ohio.          | 24,622            | 426              | 390  | 1,230                 | 14,790           | 2,470                                 | 1,578                                    |
| San Diego, Calif.        | 147,995           | 2,349            | 2,286  | 7,814                 | 94,772           | 14,011                                | 11,147                                   |
| Sanford, Fla.            | 10,100            | 215              | 182  | 371                   | 4,375            | 640                                   | 450                                      |
| San Francisco, Calif.    | 634,394           | 10,849           | 11,194   | 44,037                | 474,683          | 70,101                                | 68,109                                   |
| San Jose, Calif.         | 57,651            | 1,032            | 1,168  | 3,976                 | 40,942           | 6,880                                 | 6,087                                    |
| San Leandro, Calif.      | 11,455            | 159              | 168  | 239                   | 3,408            | 463                                   | 329                                      |
| San Mateo, Calif.        | 13,444            | 178              | 182  | 689                   | 8,011            | 1,146                                 | 1,084                                    |
| Santa Ana, Calif.        | 30,822            | 610              | 613  | 1,781                 | 24,493           | 3,679                                 | 2,793                                    |
| Santa Barbara, Calif.    | 33,613            | 666              | 664  | 2,860                 | 32,253           | 5,131                                 | 3,837                                    |
| Santa Cruz, Calif.       | 14,395            | 304              | 353  | 710                   | 10,028           | 1,617                                 | 966                                      |
| Santa Fe, N. Mex.        | 11,176            | 134              | 122  | 544                   | 6,463            | 1,120                                 | 766                                      |
| Santa Monica, Calif.     | 37,149            | 712              | 645  | 1,861                 | 24,496           | 3,002                                 | 2,741                                    |
| Santa Rosa, Calif.       | 10,636            | 360              | 427  | 1,011                 | 15,170           | 2,422                                 | 1,536                                    |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES                  | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | Thousands of dollars |                                       | TOTAL PAY ROLL (full-time and part-time) |
|-------------------------|-------------------|------------------|--|-----------------------|----------------------|---------------------------------------|--|
|                         |                   |                  |  |                       | NET SALES (1929)     | STOCKS ON HAND, END OF YEAR (at cost) |  |
| Sapulpa, Okla.          | 10,533            | 262              | 247  | 599                   | 7,282                | 1,101                                 | 690                                      |
| Saratoga Springs, N. Y. | 13,169            | 326              | 325  | 745                   | 10,608               | 1,798                                 | 1,077                                    |
| Saugus, Mass.           | 14,700            | 120              | 108  | 140                   | 2,012                | 174                                   | 104                                      |
| Sault Ste. Marie, Mich. | 13,755            | 208              | 228  | 580                   | 8,508                | 1,444                                 | 720                                      |
| Savannah, Ga.           | 85,024            | 1,225            | 1,107  | 3,996                 | 33,011               | 5,003                                 | 4,088                                    |
| Schenectady, N. Y.      | 95,692            | 1,418            | 1,312  | 4,350                 | 60,410               | 8,983                                 | 6,124                                    |
| Scranton, Pa.           | 143,433           | 2,336            | 2,220  | 7,618                 | 77,772               | 12,884                                | 9,840                                    |
| Seattle, Wash.          | 365,583           | 5,625            | 4,997  | 23,028                | 262,109              | 33,771                                | 34,012                                   |
| Sedalia, Mo.            | 20,806            | 240              | 224  | 866                   | 9,078                | 1,666                                 | 991                                      |
| Selma, Ala.             | 18,012            | 225              | 239  | 877                   | 8,732                | 1,445                                 | 603                                      |
| Seminole, Okla.         | 11,459            | 230              | 207  | 782                   | 14,191               | 1,576                                 | 1,148                                    |
| Shaker Heights, Ohio.   | 17,783            | 65               | 43   | 169                   | 2,342                | 136                                   | 210                                      |
| Shamokin, Pa.           | 20,274            | 410              | 469  | 1,084                 | 11,371               | 2,425                                 | 1,900                                    |
| Sharon, Pa.             | 25,908            | 366              | 307  | 1,204                 | 14,660               | 2,430                                 | 1,710                                    |
| Shawnee, Okla.          | 23,283            | 390              | 359  | 1,421                 | 19,108               | 2,531                                 | 1,019                                    |
| Sheboygan, Wis.         | 30,251            | 561              | 506  | 2,068                 | 24,104               | 3,428                                 | 2,850                                    |
| Shelby, N. C.           | 10,789            | 130              | 138  | 380                   | 5,467                | 811                                   | 396                                      |
| Shelbyville, Ind.       | 10,618            | 231              | 233  | 663                   | 7,774                | 1,196                                 | 701                                      |
| Shelton, Conn.          | 10,113            | 104              | 90   | 118                   | 2,028                | 277                                   | 164                                      |
| Shenandoah, Pa.         | 21,782            | 705              | 715  | 567                   | 8,013                | 1,841                                 | 580                                      |
| Sherman, Tex.           | 15,713            | 317              | 310  | 903                   | 8,948                | 1,566                                 | 931                                      |
| Shorewood, Wis.         | 13,479            | 92               | 87   | 156                   | 2,098                | 151                                   | 221                                      |
| Shreveport, La.         | 79,655            | 940              | 740  | 4,436                 | 40,192               | 6,428                                 | 5,292                                    |
| Sioux City, Iowa.       | 79,183            | 1,059            | 926  | 4,867                 | 52,145               | 7,101                                 | 6,200                                    |
| Sioux Falls, S. Dak.    | 33,362            | 487              | 426  | 2,315                 | 24,703               | 3,258                                 | 3,019                                    |
| Somerville, Mass.       | 103,008           | 905              | 692  | 2,368                 | 30,200               | 2,418                                 | 3,544                                    |
| South Bend, Ind.        | 104,193           | 1,522            | 1,308  | 5,725                 | 67,040               | 8,747                                 | 8,284                                    |
| Southbridge, Mass.      | 14,264            | 179              | 174  | 384                   | 5,386                | 945                                   | 478                                      |
| South Gate, Calif.      | 19,632            | 182              | 186  | 201                   | 3,446                | 280                                   | 200                                      |
| South Milwaukee, Wis.   | 10,706            | 180              | 187  | 221                   | 3,030                | 452                                   | 277                                      |
| South Orange, N. J.     | 13,630            | 139              | 120  | 404                   | 7,576                | 905                                   | 812                                      |
| South Pasadena, Calif.  | 13,730            | 122              | 115  | 268                   | 3,894                | 416                                   | 404                                      |
| South Portland, Me.     | 13,840            | 87               | 71   | 145                   | 2,180                | 180                                   | 172                                      |
| South St. Paul, Minn.   | 10,009            | 95               | 99   | 268                   | 3,571                | 411                                   | 380                                      |
| South River, N. J.      | 10,759            | 173              | 166  | 164                   | 3,923                | 830                                   | 293                                      |
| Spartanburg, S. C.      | 28,723            | 427              | 350  | 1,517                 | 15,996               | 1,709                                 | 1,782                                    |
| Spokane, Wash.          | 115,514           | 1,696            | 1,568  | 6,766                 | 74,889               | 11,249                                | 9,366                                    |
| Springfield, Ill.       | 71,864            | 1,040            | 914  | 4,520                 | 45,693               | 6,590                                 | 5,564                                    |
| Springfield, Mass.      | 149,900           | 2,233            | 1,820  | 9,570                 | 107,587              | 13,460                                | 13,488                                   |
| Springfield, Mo.        | 57,627            | 805              | 930  | 2,876                 | 30,963               | 5,055                                 | 3,371                                    |
| Springfield, Ohio.      | 68,743            | 968              | 755  | 3,084                 | 36,119               | 4,404                                 | 4,162                                    |
| Stamford, Conn.         | 40,346            | 781              | 694  | 2,355                 | 34,510               | 4,581                                 | 3,961                                    |
| Statesville, N. C.      | 10,490            | 145              | 124  | 400                   | 5,764                | 1,035                                 | 540                                      |
| Staunton, Va.           | 11,990            | 215              | 204  | 788                   | 7,876                | 1,527                                 | 783                                      |
| Steeleton, Pa.          | 13,291            | 267              | 272  | 266                   | 3,658                | 533                                   | 320                                      |
| Sterling, Ill.          | 10,012            | 192              | 187  | 516                   | 6,667                | 1,025                                 | 613                                      |
| Staubersville, Ohio.    | 85,422            | 521              | 510  | 1,898                 | 24,839               | 3,395                                 | 2,694                                    |
| Stevens Point, Wis.     | 13,023            | 246              | 235  | 610                   | 7,800                | 1,150                                 | 778                                      |
| Stockton, Calif.        | 47,963            | 948              | 1,123  | 2,868                 | 36,997               | 6,453                                 | 4,350                                    |
| Stoneham, Mass.         | 10,060            | 130              | 109  | 278                   | 3,235                | 325                                   | 324                                      |
| Streator, Ill.          | 14,728            | 264              | 308  | 882                   | 9,273                | 1,701                                 | 1,079                                    |
| Struthers, Ohio.        | 11,249            | 94               | 84   | 193                   | 2,617                | 316                                   | 288                                      |
| Suffolk, Va.            | 10,271            | 212              | 190  | 551                   | 0,082                | 1,109                                 | 632                                      |
| Summit, N. J.           | 14,556            | 240              | 220  | 770                   | 11,546               | 1,700                                 | 1,293                                    |
| Sumter, S. C.           | 11,780            | 289              | 263  | 601                   | 6,872                | 821                                   | 680                                      |
| Sunbury, Pa.            | 15,629            | 202              | 201  | 695                   | 7,122                | 1,484                                 | 745                                      |
| Superior, Wis.          | 36,113            | 573              | 536  | 1,464                 | 18,343               | 2,612                                 | 1,994                                    |
| Swampscott, Mass.       | 10,346            | 83               | 74   | 256                   | 2,812                | 223                                   | 330                                      |
| Sweetwater, Tex.        | 10,848            | 166              | 166  | 440                   | 0,332                | 1,081                                 | 590                                      |
| Syracuse, N. Y.         | 209,328           | 3,128            | 2,810  | 11,693                | 130,592              | 19,523                                | 16,430                                   |
| Swissvale, Pa.          | 16,029            | 132              | 115  | 241                   | 3,468                | 840                                   | 303                                      |
| Tacoma, Wash.           | 108,817           | 1,604            | 1,458  | 5,300                 | 61,745               | 9,271                                 | 7,535                                    |
| Tallahassee, Fla.       | 10,700            | 198              | 190  | 538                   | 6,540                | 986                                   | 659                                      |
| Tamaqua, Pa.            | 12,938            | 281              | 262  | 492                   | 6,018                | 1,392                                 | 643                                      |
| Tampa, Fla.             | 101,161           | 1,875            | 1,689  | 4,993                 | 48,706               | 7,875                                 | 5,004                                    |

RETAIL DISTRIBUTION

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TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES               | Population (1930) | Number of stores | Proprietors and firm members (not on pay roll) | Employees (full-time) | Thousands of dollars |                                       | TOTAL PAY ROLL (full-time and part time) |
|----------------------|-------------------|------------------|--|-----------------------|----------------------|---------------------------------------|--|
|                      |                   |                  |  |                       | NET SALES (1929)     | STOCKS ON HAND, END OF YEAR (at cost) |  |
| Taunton, Mass.       | 37,355            | 575              | 517  | 1,431                 | 10,328               | 2,476                                 | 1,828                                    |
| Taylor, Pa.          | 10,428            | 196              | 142  | 79                    | 1,599                | 301                                   | 108                                      |
| Temple, Tex.         | 15,345            | 278              | 255  | 760                   | 9,713                | 1,670                                 | 920                                      |
| Terro Haute, Ind.    | 62,810            | 1,200            | 1,139  | 3,690                 | 37,689               | 5,231                                 | 4,555                                    |
| Texarkana, Tex.-Ark. | 27,366            | 444              | 404  | 1,651                 | 16,905               | 2,480                                 | 1,770                                    |
| Thomasville, Ga.     | 11,733            | 237              | 223  | 477                   | 4,951                | 907                                   | 497                                      |
| Thomasville, N. C.   | 10,000            | 72               | 67   | 150                   | 2,274                | 301                                   | 100                                      |
| Tiffin, Ohio         | 16,428            | 264              | 206  | 737                   | 9,150                | 1,570                                 | 937                                      |
| Toledo, Ohio         | 200,718           | 3,724            | 3,348  | 15,227                | 180,028              | 21,487                                | 23,215                                   |
| Tonawanda, N. Y.     | 12,081            | 150              | 146  | 302                   | 4,900                | 722                                   | 452                                      |
| Topeka, Kans.        | 64,120            | 935              | 870  | 4,116                 | 41,578               | 5,607                                 | 5,362                                    |
| Torrington, Conn.    | 26,040            | 352              | 313  | 847                   | 11,552               | 1,865                                 | 1,173                                    |
| Traverse City, Mich. | 12,539            | 232              | 223  | 679                   | 5,537                | 1,353                                 | 873                                      |
| Trenton, N. J.       | 123,356           | 1,998            | 1,707  | 6,270                 | 75,061               | 10,203                                | 8,317                                    |
| Trinidad, Colo.      | 11,732            | 219              | 211  | 767                   | 8,556                | 1,248                                 | 940                                      |
| Troy, N. Y.          | 72,763            | 1,148            | 1,056  | 3,670                 | 46,830               | 7,286                                 | 5,237                                    |
| Tucson, Ariz.        | 32,500            | 532              | 523  | 1,983                 | 24,263               | 3,438                                 | 2,578                                    |
| Tulsa, Okla.         | 141,253           | 1,686            | 1,199  | 8,868                 | 91,654               | 13,739                                | 12,305                                   |
| Turtle Creek, Pa.    | 10,000            | 129              | 130  | 342                   | 4,174                | 527                                   | 352                                      |
| Tuscaloosa, Ala.     | 20,650            | 274              | 252  | 1,017                 | 10,586               | 1,300                                 | 1,135                                    |
| Two Rivers, Wis.     | 10,083            | 131              | 124  | 356                   | 4,937                | 817                                   | 477                                      |
| Tyler, Tex.          | 17,113            | 327              | 315  | 924                   | 11,720               | 1,691                                 | 1,201                                    |
| Union City, N. J.    | 58,050            | 1,356            | 1,260  | 2,573                 | 39,176               | 5,961                                 | 3,976                                    |
| Uniontown, Pa.       | 19,544            | 418              | 393  | 1,855                 | 20,426               | 3,265                                 | 2,283                                    |
| University City, Mo. | 25,800            | 133              | 122  | 532                   | 6,569                | 690                                   | 690                                      |
| Urbana, Ill.         | 13,000            | 195              | 181  | 473                   | 5,690                | 759                                   | 616                                      |
| Utica, N. Y.         | 101,740           | 1,700            | 1,623  | 4,809                 | 56,978               | 8,912                                 | 6,006                                    |
| Valdosta, Ga.        | 13,482            | 288              | 280  | 741                   | 6,735                | 1,118                                 | 753                                      |
| Vallejo, Calif.      | 14,476            | 209              | 306  | 596                   | 9,104                | 1,362                                 | 863                                      |
| Valley Stream, N. Y. | 11,790            | 164              | 133  | 351                   | 5,352                | 696                                   | 493                                      |
| Vancouver, Wash.     | 15,766            | 304              | 308  | 595                   | 9,200                | 1,197                                 | 800                                      |
| Vandergrift, Pa.     | 11,470            | 172              | 190  | 388                   | 5,560                | 1,073                                 | 453                                      |
| Vicksburg, Miss.     | 22,943            | 329              | 350  | 1,166                 | 11,579               | 1,957                                 | 1,228                                    |
| Vincennes, Ind.      | 17,564            | 411              | 374  | 910                   | 9,827                | 1,502                                 | 1,089                                    |
| Virginia, Minn.      | 11,063            | 213              | 183  | 597                   | 8,011                | 1,213                                 | 847                                      |
| Waco, Tex.           | 52,848            | 936              | 892  | 3,394                 | 33,340               | 4,966                                 | 3,579                                    |
| Wakefield, Mass.     | 10,318            | 153              | 132  | 344                   | 4,854                | 684                                   | 431                                      |
| Walla Walla, Wash.   | 15,976            | 278              | 284  | 1,153                 | 14,595               | 2,321                                 | 1,567                                    |
| Wallingford, Conn.   | 11,170            | 206              | 187  | 322                   | 4,973                | 728                                   | 457                                      |
| Waltham, Mass.       | 39,247            | 488              | 367  | 1,485                 | 18,583               | 2,194                                 | 2,071                                    |
| Warren, Ohio         | 41,062            | 623              | 608  | 1,973                 | 26,488               | 3,614                                 | 2,893                                    |
| Warren, Pa.          | 14,863            | 243              | 252  | 1,128                 | 12,534               | 2,214                                 | 1,350                                    |
| Warwick, R. I.       | 23,196            | 227              | 202  | 323                   | 4,357                | 317                                   | 355                                      |
| Washington, D. C.    | 486,899           | 5,931            | 5,136  | 31,453                | 336,202              | 37,634                                | 44,386                                   |
| Washington, Pa.      | 24,545            | 453              | 417  | 1,306                 | 17,434               | 2,851                                 | 1,687                                    |
| Waterloo, Iowa       | 40,191            | 596              | 558  | 2,040                 | 28,850               | 3,673                                 | 3,322                                    |
| Waterbury, Conn.     | 99,002            | 1,577            | 1,327  | 4,130                 | 51,568               | 6,964                                 | 6,256                                    |
| Watertown, Mass.     | 34,913            | 295              | 245  | 734                   | 10,409               | 777                                   | 1,080                                    |
| Watertown, N. Y.     | 32,205            | 470              | 400  | 1,853                 | 22,040               | 3,494                                 | 2,450                                    |
| Watertown, S. Dak.   | 10,214            | 192              | 157  | 662                   | 8,052                | 1,203                                 | 835                                      |
| Watertown, Wis.      | 10,613            | 231              | 222  | 667                   | 8,239                | 1,442                                 | 857                                      |
| Watervliet, N. Y.    | 10,983            | 162              | 154  | 120                   | 2,707                | 390                                   | 162                                      |
| Waterville, Me.      | 15,454            | 246              | 212  | 736                   | 9,257                | 1,653                                 | 938                                      |
| Waukegan, Ill.       | 33,490            | 486              | 432  | 1,844                 | 23,331               | 3,120                                 | 2,636                                    |
| Waukesha, Wis.       | 17,176            | 269              | 269  | 687                   | 10,791               | 1,430                                 | 1,039                                    |
| Wausau, Wis.         | 23,768            | 367              | 352  | 1,229                 | 15,289               | 2,696                                 | 1,666                                    |
| Watwatosa, Wis.      | 21,194            | 144              | 128  | 397                   | 6,302                | 442                                   | 669                                      |
| Waycross, Ga.        | 15,610            | 232              | 204  | 626                   | 6,615                | 991                                   | 723                                      |
| Waynesboro, Pa.      | 10,167            | 166              | 162  | 406                   | 5,648                | 969                                   | 415                                      |
| Webster, Mass.       | 12,092            | 232              | 216  | 443                   | 5,481                | 847                                   | 493                                      |
| Webster Groves, Mo.  | 16,487            | 137              | 121  | 424                   | 5,728                | 567                                   | 647                                      |
| Wellesley, Mass.     | 11,439            | 82               | 49   | 385                   | 4,300                | 572                                   | 562                                      |
| Wenatchee, Wash.     | 11,627            | 232              | 182  | 1,289                 | 17,566               | 2,330                                 | 1,953                                    |
| West Allis, Wis.     | 34,671            | 424              | 416  | 789                   | 14,474               | 1,644                                 | 1,273                                    |
| Westbrook, Me.       | 10,807            | 134              | 117  | 250                   | 3,868                | 453                                   | 311                                      |

TABLE 7.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, FOR CITIES OF 10,000 INHABITANTS OR MORE: 1929—Continued

| CITIES  | Population<br>(1930) | Number<br>of stores | Proprietors and<br>firm<br>members<br>(not on<br>pay roll) | Employees<br>(full-<br>time) | NET SALES<br>(1929) | STOCKS<br>ON HAND,<br>END OF<br>YEAR (at<br>cost) | TOTAL<br>PAY ROLL<br>(full-<br>time and<br>part-<br>time) |
|---|----------------------|---------------------|--|------------------------------|---------------------|---|---|
|   |                      |                     |  |                              |                     |   |   |
| West Chester, Pa.....                         | 12,325               | 277                 | 273  | 815                          | 10,527              | 1,649   | 1,023   |
| Westerly, R. I.....                           | 10,997               | 160                 | 150  | 564                          | 6,539               | 1,095   | 659   |
| Westfield, Mass.....                          | 19,775               | 309                 | 284  | 824                          | 10,011              | 1,513   | 1,186   |
| Westfield, N. J.....                          | 15,801               | 169                 | 126  | 580                          | 7,503               | 946   | 1,003   |
| West Frankfort, Ill.....                      | 14,083               | 248                 | 234  | 421                          | 6,150               | 959   | 523   |
| West New York, N. J.....                      | 37,107               | 644                 | 624  | 988                          | 17,052              | 2,448   | 1,508   |
| West Orange, N. J.....                        | 24,327               | 186                 | 151  | 299                          | 5,344               | 573   | 520   |
| West Palm Beach, Fla.....                     | 26,610               | 644                 | 553  | 1,903                        | 21,372              | 3,205   | 2,747   |
| West Springfield, Mass.....                   | 16,684               | 177                 | 167  | 303                          | 4,757               | 462   | 443   |
| West Warwick, R. I.....                       | 17,696               | 226                 | 213  | 395                          | 5,942               | 930   | 471   |
| Wewoka, Okla.....                             | 10,401               | 157                 | 156  | 447                          | 6,082               | 966   | 576   |
| Weymouth, Mass.....                           | 20,882               | 182                 | 148  | 376                          | 5,023               | 655   | 569   |
| Wheeling, W. Va.....                          | 61,659               | 960                 | 880  | 3,995                        | 42,487              | 6,334   | 5,502   |
| White Plains, N. Y.....                       | 35,830               | 637                 | 452  | 2,544                        | 38,801              | 4,334   | 4,280   |
| Whiting, Ind.....                             | 10,880               | 214                 | 242  | 326                          | 4,879               | 614   | 426   |
| Whittier, Calif.....                          | 14,822               | 242                 | 222  | 726                          | 11,882              | 1,337   | 1,170   |
| Wichita, Kans.....                            | 111,110              | 1,699               | 1,522  | 7,150                        | 79,741              | 10,417  | 9,630   |
| Wichita Falls, Tex.....                       | 43,690               | 726                 | 695  | 2,676                        | 30,299              | 4,458   | 3,595   |
| Wilkes-Barre, Pa.....                         | 86,626               | 1,918               | 1,767  | 5,933                        | 57,068              | 10,017  | 7,382   |
| Wilkinsburg, Pa.....                          | 20,639               | 328                 | 313  | 1,077                        | 14,214              | 1,770   | 1,539   |
| Williamsport, Pa.....                         | 45,729               | 763                 | 684  | 2,366                        | 20,053              | 4,075   | 3,083   |
| Willimantic, Conn.....                        | 12,162               | 222                 | 204  | 507                          | 7,120               | 1,208   | 960   |
| Wilmotte, Ill.....                            | 15,233               | 127                 | 93   | 442                          | 5,644               | 520   | 740   |
| Wilmington, Del.....                          | 106,697              | 1,990               | 1,672  | 5,688                        | 69,245              | 8,597   | 7,500   |
| Wilmington, N. C.....                         | 32,270               | 483                 | 451  | 1,570                        | 15,569              | 2,746   | 1,623   |
| Wilson, N. C.....                             | 12,613               | 282                 | 276  | 874                          | 8,800               | 1,511   | 957   |
| Winchester, Mass.....                         | 12,719               | 119                 | 87   | 333                          | 4,612               | 372   | 549   |
| Winchester, Va.....                           | 10,855               | 239                 | 240  | 1,007                        | 9,562               | 1,791   | 1,016   |
| Winnetka, Ill.....                            | 12,106               | 82                  | 71   | 414                          | 5,556               | 805   | 833   |
| Winona, Minn.....                             | 20,850               | 266                 | 279  | 820                          | 10,782              | 1,650   | 1,097   |
| Winston-Salem, N. C.....                      | 75,274               | 894                 | 794  | 3,027                        | 31,856              | 4,959   | 4,018   |
| Winthrop, Mass.....                           | 16,852               | 149                 | 132  | 321                          | 4,121               | 308   | 385   |
| Woburn, Mass.....                             | 19,434               | 253                 | 228  | 532                          | 6,856               | 787   | 609   |
| Woonsocket, R. I.....                         | 49,376               | 733                 | 656  | 1,666                        | 23,137              | 3,436   | 2,185   |
| Wooster, Ohio.....                            | 10,742               | 202                 | 229  | 681                          | 9,729               | 1,429   | 964   |
| Worcester, Mass.....                          | 196,311              | 2,338               | 2,091  | 9,528                        | 109,101             | 14,236  | 12,457  |
| Wyandotte, Mich.....                          | 28,368               | 336                 | 342  | 676                          | 12,830              | 1,556   | 1,078   |
| Xenia, Ohio.....                              | 10,507               | 214                 | 202  | 511                          | 6,968               | 988   | 690   |
| Yakima, Wash.....                             | 22,101               | 452                 | 387  | 1,603                        | 23,729              | 3,392   | 2,514   |
| Yonkers, N. Y.....                            | 134,646              | 1,851               | 1,669  | 3,689                        | 60,834              | 7,201   | 6,237   |
| York, Pa.....                                 | 55,254               | 1,111               | 1,063  | 3,436                        | 35,080              | 6,625   | 4,338   |
| Youngstown, Ohio.....                         | 170,062              | 2,040               | 1,799  | 8,677                        | 96,875              | 12,061  | 12,063  |
| Ypsilanti, Mich.....                          | 10,143               | 147                 | 122  | 456                          | 7,919               | 1,061   | 748   |
| Zanesville, Ohio.....                         | 36,440               | 663                 | 614  | 1,922                        | 21,782              | 2,955   | 2,474   |
| Area outside places of 10,000<br>or more..... | 65,008,298           | 694,945             | 739,203  | 907,004                      | 14,822,059          | 2,555,360   | 1,084,112   |



TABLE 8.—CREDIT SALES, BY DIVISIONS AND STATES: 1929

| DIVISION AND STATE           | STORES SELLING ON CREDIT      |                                |                                 | Ratio of credit sales to total sales in stores reporting credit sales | Installment sales of stores reporting installments (included also in credit sales) <sup>1</sup> |
|------------------------------|-------------------------------|--------------------------------|---------------------------------|---|---|
|                              | Stores reporting credit sales | Total net sales of such stores | Net credit sales of such stores |   |   |
| United States.....           | 654, 186                      | \$28, 121, 171, 983            | \$14, 816, 634, 912             | 52.69   | \$2, 966, 121, 795  |
| <b>GEOGRAPHIC DIVISIONS:</b> |                               |                                |                                 |   |   |
| New England.....             | 40, 319                       | 2, 037, 839, 456               | 1, 078, 431, 430                | 52.02   | 236, 328, 793   |
| Middle Atlantic.....         | 117, 016                      | 6, 224, 020, 267               | 3, 506, 388, 305                | 56.34   | 692, 620, 600   |
| East North Central.....      | 139, 138                      | 6, 550, 676, 045               | 3, 369, 806, 301                | 51.44   | 816, 814, 731   |
| West North Central.....      | 88, 709                       | 3, 387, 177, 858               | 1, 638, 141, 801                | 48.35   | 235, 921, 618   |
| South Atlantic.....          | 80, 898                       | 2, 496, 775, 132               | 1, 344, 386, 051                | 53.84   | 249, 281, 263   |
| East South Central.....      | 49, 311                       | 1, 411, 923, 535               | 750, 282, 183                   | 53.14   | 123, 916, 343   |
| West South Central.....      | 65, 357                       | 2, 840, 029, 227               | 1, 225, 715, 729                | 43.13   | 213, 120, 968   |
| Mountain.....                | 22, 142                       | 961, 314, 843                  | 525, 468, 435                   | 54.66   | 70, 127, 974  |
| Pacific.....                 | 51, 300                       | 2, 711, 414, 700               | 1, 478, 023, 981                | 54.51   | 348, 083, 705   |
| <b>NEW ENGLAND:</b>          |                               |                                |                                 |   |   |
| Maine.....                   | 5, 337                        | 185, 824, 560                  | 85, 870, 354                    | 46.21   | 10, 190, 399  |
| New Hampshire.....           | 2, 859                        | 107, 346, 800                  | 48, 486, 432                    | 45.17   | 8, 935, 652   |
| Vermont.....                 | 3, 111                        | 108, 593, 892                  | 50, 849, 077                    | 46.83   | 4, 498, 697   |
| Massachusetts.....           | 17, 440                       | 1, 057, 015, 006               | 507, 435, 389                   | 48.08   | 132, 143, 686   |
| Rhode Island.....            | 3, 040                        | 182, 192, 495                  | 99, 841, 782                    | 54.80   | 28, 614, 566  |
| Connecticut.....             | 7, 632                        | 396, 866, 124                  | 225, 947, 502                   | 56.93   | 52, 046, 863  |
| <b>MIDDLE ATLANTIC:</b>      |                               |                                |                                 |   |   |
| New York.....                | 48, 694                       | 3, 296, 404, 703               | 1, 921, 366, 378                | 58.29   | 377, 315, 301   |
| New Jersey.....              | 18, 432                       | 848, 868, 310                  | 478, 361, 743                   | 56.35   | 90, 484, 712  |
| Pennsylvania.....            | 49, 990                       | 2, 078, 747, 254               | 1, 100, 061, 184                | 53.24   | 224, 726, 487   |
| <b>EAST NORTH CENTRAL:</b>   |                               |                                |                                 |   |   |
| Ohio.....                    | 30, 878                       | 1, 710, 529, 068               | 950, 290, 865                   | 55.27   | 228, 038, 024   |
| Indiana.....                 | 19, 410                       | 799, 067, 865                  | 355, 620, 672                   | 44.47   | 87, 320, 474  |
| Illinois.....                | 35, 233                       | 1, 999, 107, 587               | 982, 078, 073                   | 49.17   | 246, 141, 225   |
| Michigan.....                | 25, 663                       | 1, 345, 192, 608               | 717, 717, 293                   | 53.35   | 198, 313, 069   |
| Wisconsin.....               | 18, 948                       | 777, 779, 927                  | 363, 184, 398                   | 46.70   | 56, 965, 939  |
| <b>WEST NORTH CENTRAL:</b>   |                               |                                |                                 |   |   |
| Minnesota.....               | 10, 600                       | 710, 251, 726                  | 312, 000, 196                   | 44.01   | 45, 694, 618  |
| Iowa.....                    | 18, 093                       | 629, 238, 350                  | 282, 632, 277                   | 44.96   | 36, 420, 728  |
| Missouri.....                | 20, 289                       | 867, 630, 041                  | 414, 081, 547                   | 47.73   | 94, 327, 312  |
| North Dakota.....            | 4, 832                        | 164, 952, 049                  | 72, 723, 451                    | 44.00   | 6, 161, 013   |
| South Dakota.....            | 4, 866                        | 156, 717, 782                  | 67, 756, 285                    | 36.85   | 3, 210, 962   |
| Nebraska.....                | 9, 356                        | 360, 866, 679                  | 167, 886, 757                   | 46.54   | 19, 126, 619  |
| Kansas.....                  | 14, 707                       | 498, 010, 425                  | 240, 155, 378                   | 48.22   | 30, 954, 466  |
| <b>SOUTH ATLANTIC:</b>       |                               |                                |                                 |   |   |
| Delaware.....                | 1, 800                        | 64, 540, 537                   | 37, 257, 102                    | 57.73   | 7, 231, 615   |
| Maryland.....                | 7, 728                        | 366, 130, 801                  | 204, 771, 685                   | 55.93   | 50, 280, 878  |
| District of Columbia.....    | 2, 067                        | 108, 809, 566                  | 118, 294, 073                   | 59.50   | 30, 676, 513  |
| Virginia.....                | 14, 767                       | 387, 676, 362                  | 207, 091, 313                   | 53.41   | 34, 390, 184  |
| West Virginia.....           | 8, 601                        | 254, 712, 377                  | 131, 082, 426                   | 51.46   | 21, 126, 021  |
| North Carolina.....          | 16, 488                       | 496, 766, 067                  | 230, 327, 164                   | 46.48   | 27, 270, 193  |
| South Carolina.....          | 6, 497                        | 165, 641, 039                  | 83, 158, 097                    | 50.20   | 14, 052, 689  |
| Georgia.....                 | 14, 434                       | 396, 693, 686                  | 211, 888, 543                   | 53.37   | 39, 614, 654  |
| Florida.....                 | 8, 450                        | 252, 555, 197                  | 130, 544, 938                   | 51.69   | 24, 783, 016  |
| <b>EAST SOUTH CENTRAL:</b>   |                               |                                |                                 |   |   |
| Kentucky.....                | 15, 697                       | 368, 468, 011                  | 202, 620, 174                   | 54.99   | 29, 230, 831  |
| Tennessee.....               | 13, 305                       | 423, 157, 710                  | 228, 761, 673                   | 54.06   | 48, 163, 318  |
| Alabama.....                 | 11, 270                       | 341, 105, 494                  | 185, 066, 665                   | 54.25   | 34, 473, 068  |
| Mississippi.....             | 9, 133                        | 279, 192, 320                  | 133, 843, 671                   | 47.94   | 12, 048, 220  |
| <b>WEST SOUTH CENTRAL:</b>   |                               |                                |                                 |   |   |
| Arkansas.....                | 9, 402                        | 266, 331, 923                  | 133, 495, 080                   | 50.12   | 13, 269, 123  |
| Louisiana.....               | 9, 069                        | 265, 697, 797                  | 138, 637, 826                   | 52.18   | 26, 894, 914  |
| Oklahoma.....                | 14, 455                       | 522, 410, 610                  | 280, 727, 732                   | 53.74   | 43, 716, 785  |
| Texas.....                   | 32, 433                       | 1, 285, 588, 897               | 672, 855, 091                   | 52.34   | 129, 270, 146   |
| <b>MOUNTAIN:</b>             |                               |                                |                                 |   |   |
| Montana.....                 | 3, 767                        | 159, 921, 827                  | 87, 899, 351                    | 54.06   | 12, 299, 949  |
| Idaho.....                   | 2, 352                        | 97, 600, 625                   | 50, 430, 016                    | 51.73   | 3, 860, 476   |
| Wyoming.....                 | 1, 608                        | 65, 040, 217                   | 37, 254, 637                    | 56.75   | 4, 204, 278   |
| Colorado.....                | 6, 613                        | 299, 787, 322                  | 162, 046, 232                   | 54.05   | 29, 674, 002  |
| New Mexico.....              | 2, 215                        | 73, 397, 000                   | 38, 756, 080                    | 52.80   | 1, 492, 414   |
| Arizona.....                 | 2, 606                        | 124, 619, 083                  | 72, 335, 702                    | 58.06   | 6, 635, 256   |
| Utah.....                    | 2, 628                        | 105, 431, 366                  | 56, 691, 125                    | 53.77   | 15, 142, 248  |
| Nevada.....                  | 1, 173                        | 35, 010, 898                   | 20, 046, 232                    | 57.26   | 2, 918, 451   |
| <b>PACIFIC:</b>              |                               |                                |                                 |   |   |
| Washington.....              | 10, 955                       | 506, 638, 000                  | 273, 078, 094                   | 54.05   | 59, 712, 219  |
| Oregon.....                  | 6, 172                        | 267, 628, 359                  | 137, 762, 237                   | 51.49   | 25, 771, 679  |
| California.....              | 34, 179                       | 1, 936, 048, 341               | 1, 006, 283, 680                | 55.05   | 271, 669, 907   |

<sup>1</sup> 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 total sales of less than \$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 customer's notes are handled through finance companies.

TABLE 9.—CREDIT SALES, BY TYPES OF OPERATION, FOR THE UNITED STATES: 1929

| TYPE OF OPERATION                                  | Stores reporting credit sales | Total net sales of such stores | Net credit sales of such stores | Ratio of credit sales to total sales in stores reporting credit sales | Installment sales of stores reporting installments (included also in credit sales) <sup>1</sup> |
|--|-------------------------------|--------------------------------|---------------------------------|---|---|
| Total.....   | 654, 186                      | \$28, 121, 171, 963            | \$14, 816, 634, 912             | 52. 00  | \$2, 095, 121, 795  |
| Independent stores <sup>2</sup> .....              | 562, 014                      | 22, 563, 201, 310              | 11, 998, 607, 024               | 53. 17  | 2, 315, 181, 222  |
| Local branch systems.....                          | 170                           | 59, 156, 712                   | 43, 371, 636                    | 73. 32  | 14, 276, 830  |
| Local chains.....                                  | 13, 693                       | 1, 510, 390, 330               | 962, 291, 000                   | 63. 71  | 241, 702, 283   |
| Sectional chains.....                              | 8, 233                        | 736, 281, 531                  | 509, 022, 568                   | 69. 15  | 139, 983, 430   |
| National chains.....                               | 5, 142                        | 607, 008, 030                  | 265, 634, 075                   | 43. 81  | 115, 164, 459   |
| Other types of operation:                          |                               |                                |                                 |   |   |
| Mail-order houses (catalogue only).....            | 80                            | 370, 509, 238                  | 48, 341, 137                    | 13. 05  | 36, 008, 808  |
| Direct-selling (house-to-house).....               | 702                           | 32, 845, 132                   | 27, 688, 895                    | 84. 24  | 22, 572, 114  |
| Roadside markets or stands <sup>3</sup> .....      | 165                           | 581, 148                       | 120, 714                        | 20. 77  | -----   |
| Curbside markets or stands.....                    | 60                            | 751, 970                       | 306, 228                        | 40. 72  | -----   |
| Itinerant vendors.....                             | 168                           | 1, 272, 733                    | 365, 261                        | 28. 70  | -----   |
| Rolling stores.....                                | 124                           | 2, 363, 036                    | 420, 971                        | 17. 89  | -----   |
| Industrial stores (including commissaries).....    | 604                           | 58, 224, 527                   | 27, 363, 693                    | 47. 00  | 440, 251  |
| Leased departments (independent operators).....    | 180                           | 10, 606, 176                   | 6, 089, 053                     | 57. 41  | 917, 278  |
| Leased-department chains.....                      | 947                           | 24, 014, 303                   | 11, 816, 021                    | 47. 43  | 2, 093, 770   |
| Utility-operated retail stores.....                | 2, 803                        | 122, 904, 889                  | 97, 628, 988                    | 79. 43  | 50, 440, 709  |
| Manufacturer-controlled chains.....                | 996                           | 196, 097, 231                  | 142, 747, 512                   | 72. 70  | 55, 542, 188  |
| Cooperative stores <sup>3</sup> .....              | 691                           | 47, 970, 967                   | 16, 784, 287                    | 34. 90  | -----   |
| Cooperative buying associations <sup>3</sup> ..... | 312                           | 28, 174, 688                   | 8, 051, 445                     | 28. 03  | 2, 016  |
| Retailers—country buyers <sup>3</sup> .....        | 52, 363                       | 1, 336, 326, 095               | 404, 184, 536                   | 34. 74  | -----   |
| Retailers—wholesalers <sup>3</sup> .....           | 4, 769                        | 356, 541, 305                  | 183, 718, 318                   | 51. 53  | 101, 347  |

<sup>1</sup> 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 total sales of less than \$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 customer's notes are handled through finance companies.

<sup>2</sup> Includes single-store independents and 2-store and 3-store independents.

<sup>3</sup> These classifications were used only in rural areas and places having less than 10,000 population. These stores are usually independently operated.

TABLE 10.—NUMBER OF STORES, PERSONNEL, PAY ROLL, AND SALES, BY FORM OF ORGANIZATION, FOR THE UNITED STATES: 1929

| FORM OF ORGANIZATION  | Number of stores | Proprietors and firm members (not on pay roll) | Number of employees (full time) | Total pay roll (including part time) | Net sales (1929)    |
|---|------------------|--|---------------------------------|--------------------------------------|---------------------|
| Total.....  | 1, 543, 158      | 1, 510, 607                                    | 3, 833, 581                     | \$5, 189, 069, 960                   | \$49, 114, 653, 269 |
| Proprietorships.....  | 1, 265, 554      | 1, 473, 147                                    | 1, 690, 405                     | 2, 050, 661, 667                     | 24, 001, 209, 055   |
| Proprietorships which are also members of cooperative associations..... | 2, 188           | 2, 743   | 10, 308                         | 13, 741, 670                         | 152, 916, 730       |
| Corporations.....   | 242, 182         | -----  | 2, 043, 076                     | 3, 004, 000, 148                     | 23, 156, 719, 891   |
| Corporations which are also members of cooperative associations.....    | 1, 162           | -----  | 50, 024                         | 86, 412, 025                         | 532, 719, 918       |
| Cooperative associations.....   | 2, 463           | -----  | 8, 309                          | 11, 131, 300                         | 179, 036, 003       |
| Negro proprietorships.....  | 25, 701          | 28, 243  | 12, 561                         | 8, 628, 306                          | 101, 146, 043       |
| Oriental mutuals.....   | 3, 895           | 6, 432   | 8, 928                          | 9, 022, 555                          | 89, 578, 405        |
| Other forms of organization.....  | 43               | 42   | 72                              | 61, 789                              | 1, 335, 061         |