

CHAPTER 1.—APPAREL—BY WHOM SOLD

Description of the business.—Apparel, furnishings, and accessories are sold at retail by many different kinds of stores. Naturally, the proportions vary widely in these different kinds of stores. Those in which the sale of such merchandise is important can be divided roughly into three groups, namely, the apparel group, the general merchandise group, and the general stores.

There are 22 individual kind-of-business classifications in the apparel group in each of which the primary objective is the sale of apparel. Only a relatively small proportion of the annual volume is obtained through the sale of commodities unrelated to the apparel field.

The general merchandise group contains 10 separate kind-of-business classifications. While the sale of apparel is not the primary object of these stores, nevertheless apparel is one of the most important commodity lines handled and represents a very substantial proportion of the sales volume.

General stores have been individually separated into three kinds of stores. In each, food represents the largest single line of merchandise sold. However, these stores also handle considerable quantities of apparel and shoes, particularly in the cheaper grades and therefore must assume their proper place in the picture.

Kinds of business defined.—To insure a complete understanding of the kinds of stores included in each of the three groups previously mentioned and to provide for uniform use, *definitions*, outlining the kinds of stores included under each classification, have been prepared. In all retail reports individual store classifications have been used where ever possible. However, in many instances it has been found necessary to combine as few as two or as many as 20 classifications to avoid disclosure of individual operations. It was therefore necessary, in order to insure the presentation of comparable figures, to adopt a standard basis for making combinations. Definitions have been prepared in a manner which describes first the standard or condensed classifications with a brief description of each different kind of store included under the general heading. For purposes of clarity those definitions which apply to the stores included in this report have been included herein.

Apparel group.—In this group the 22 kinds of stores are separately described in six condensed groupings as follows:

1. **Men's stores (men's and boys' clothing and furnishings).**—Under this heading are four kinds of stores. First, *men's and boys' clothing stores* which confine their sales primarily to clothing (outer apparel); second, the *haberdashery stores*, confining their sales to men's furnishings and accessories; third, *men's clothing and furnishings stores*, selling both clothing and furnishings, and fourth, *hat stores*, selling principally hats and caps. Men's stores may carry a limited stock of shoes.

2. **Family clothing stores (men's, women's, and children's).**—This one kind of store is popularly called the *family clothing store* and carries clothing, furnishings and accessories for men, women, and children, usually including shoes. Characteristic of many of these stores is their use of installment credit as a sales inducement.

3. **Women's ready-to-wear specialty stores.**—Women's apparel and accessories, usually including millinery, shoes, lingerie, hosiery, and small wares.

Frequently gloves and handbags are carried and occasionally toiletries and other lines related to women's apparel. This classification frequently includes large stores of equal sales importance to department stores but limited to women's wear, accessories, and dry goods.

4. **Women's accessories stores.**—Under the grouping of women's accessories stores there are eight different kinds of shops: *Blouse shops, corset and lingerie shops, furriers or fur shops, hosiery shops, knit goods shops, millinery stores (or departments, if leased), costume accessories stores* (selling bags, jewelry, and gloves), and *umbrella shops* (selling umbrellas, parasols, and canes). The names reflect the principal commodities sold although quite often these stores or shops sell related lines ordinarily sold in larger quantities by other kinds of stores.

5. **Other apparel and furnishings.**—This condensed classification includes such kinds of business as *children's specialty shops*, carrying children's clothing and accessories; *custom tailors* (for both men and women); *dressmakers; infants' wear shops*, carrying infants' wear and specialties; and *mail-order apparel houses*. This latter classification may include men's and boys' mail-order clothing and furnishings as well as women's apparel and accessories sold by mail from catalog. These mail-order apparel houses should not be confused with mail-order general merchandise houses which are included in the general merchandise group and will be separately covered in the explanation of department stores.

6. **Shoe stores.**—This general classification, which is included in the apparel group, is divided into three kinds of stores; first, *men's shoe stores*, second, *women's shoe stores*, and third, *family shoe stores*. The first and second specialize in men's and women's shoes, respectively, with the men's stores usually selling hose and often gloves, while the women's stores are rapidly developing the sale of hosiery, bags, gloves, and underwear. Not usual in these specialized stores, but possible without changing the classifications are the presence in the men's stores of boys' shoes and in the women's stores of misses' and children's shoes.

General merchandise group.—The 10 individual kind-of-business classifications in the general merchandise group can be logically combined into four major kind-of-business groupings which are described below:

1. **Department stores.**—Department stores were classified as such by the census if they sold \$100,000 or more of merchandise annually (exclusive of food departments); otherwise they were shown as general merchandise stores. They are distinguished from dry goods stores by the fact that they include men's departments (clothing and furnishings) and furniture, floor coverings and other home wares departments. Many department stores have developed from dry-goods stores. The change occurs when customer appeal is made broader than the appeal to women customers only.

There are three varieties of stores included under the department store classification: First, *department stores with food departments*; second, *department stores without food departments*; and third, *mail-order general merchandise houses*. With the exception of the food departments, the two kinds of department stores are alike, in that they are departmentized general merchandise stores, usually of the full service type, carrying men's, women's, and children's apparel, furnishings and accessories, dry goods, home furnishings, and many other lines. Shoes, furniture, and hardware are often, but not necessarily, represented, although home furnishings, draperies, curtains, and linens are almost invariably carried. The retail stores operated by the mail-order companies are classified as department stores and not as mail-order houses.

Mail-order houses selling general merchandise by mail carry about the same range of merchandise as do the department stores and in addition carry farm implements and farmers' supplies, hardware, automotive equipment, and many lines not ordinarily found in the department store. These houses sell largely for

cash but recently have added credit in the form of installment accounts. Goods are delivered by mail, freight, or express, often at the expense of the purchaser, particularly in the case of bulky merchandise. In view of the limited number of mail-order houses in any one State, it frequently happens that their figures can not be shown separately. Whenever possible the figures for department stores and mail-order houses are shown separately. When it is necessary to combine, in order to avoid disclosure, notation to that effect is made.

2. **Dry-goods stores (see also department stores).**—*Dry-goods stores* sell ready-to-wear and accessories as well as a general line of dry goods, such as linens, piece goods, house furnishings, notions, etc., but not over 10 per cent men's clothing, men's shoes, or home wares unless the home wares consist of domestics and bedding. When the distribution between women's apparel stores and dry goods stores is in question, the classification is determined by the fact of whether or not piece goods, notions, and patterns are carried. If so and if they account for as much as 10 per cent of the total sales the store is called a dry goods store. *Piece-goods stores*, which are included under the dry-goods classification, due to the limited number of stores in any one area, are engaged primarily in the sale of piece goods and notions, with only occasional sales of apparel in some form.

3. **General merchandise stores.**—The general merchandise store classification, for the purpose of this census, includes departmentized general stores having annual sales of less than \$100,000 as well as stores with annual volume of over \$100,000 selling similar lines of merchandise but not known as departmentized stores. There are two *general merchandise store* classifications, one with food departments and one without. Other general merchandise stores are *Army and Navy goods stores* and *women's exchanges*. General merchandise stores do not ordinarily sell furniture although the sale thereof does not necessarily warrant a change in classification. Dry goods, house furnishings and appliances, and men's, women's, and children's apparel, furnishings, and accessories predominate. Army and Navy goods stores sell much the same variety of merchandise, although usually in a lower price range. Clothing, shoes, camp equipment, blankets, and bedding usually predominate. Women's exchanges, found in limited numbers in the cities and sometimes in the smaller towns, are included in this classification of general merchandise stores, first because they carry a general line of merchandise, especially home-prepared foods and handicraft which may be purchased or exchanged for other merchandise, and second, because in most States so few are operated that they must necessarily be included with the general classification.

4. **Variety, 5-and-10, and to-a-dollar stores.**—*Variety stores, 5-and-10-cent stores, and to-a-dollar stores* are always combined in one classification even though it would be desirable to show them separately, because it has been found impossible to avoid disclosure of individual operations of stores and chains in the last two classifications if shown separately. These stores carry a wide variety of small wares, especially the cheaper grades of women's and children's furnishings and accessories, light hardware, toys, housewares, etc. The sales are usually for cash, without delivery service. The 5-and-10 and to-a-dollar stores are usually operated by chains of sectional and national scope and have become large distributors of candy, hardware, notions, tableware, costume jewelry, cosmetics, and toys, some of which may be in direct competition with apparel stores.

General stores (country general stores).—The group referred to as general stores are nearly always located in places of less than 10,000 population and correspond roughly to the classification known as general merchandise stores in the larger cities. These general stores as a rule handle food, which constitute a very important part of their total sales.

General stores defined.—There are three kinds of stores included under this heading. First, there is the general store carrying in addition to groceries a general line of other merchandise. Next, there is the grocery store carrying clothing and often a limited line of shoes. The third is the grocery store selling dry goods and notions, with possibly some isolated sales of apparel. These stores, which are quite common in the small towns and rural areas, are found occasionally in the smaller cities and on the outskirts of the larger cities. Due to the fact that general stores sell various other kinds of merchandise in addition to groceries, they are segregated in total from both the food stores and the general merchandise stores, but they can readily be grouped with either or prorated to both at the option of the user.

Complete definitions for all kinds of stores are shown in a special section of the United States summary of retail distribution to which reference is particularly invited. This special section of the United States summary includes also definitions for the various different types of operation as well as an explanation of the different forms of organization under which the stores are operated.

CHAPTER 2.—APPAREL STORES AND THEIR OPERATIONS

Description of apparel stores.—Apparel stores described in this report are those engaged primarily in selling apparel, furnishings and accessories to the ultimate consumer at retail. These stores are potential outlets for other lines of merchandise and they frequently do sell other commodities, although in much smaller quantities. Other stores also sell apparel, but unless the sale of apparel is the principal activity, they are not classified as apparel stores.

Number of stores.—There are 22 separate kind-of-business classifications included in the apparel group. All but 3 of these 22 kinds of stores feature clothing in some form. The remaining three engage primarily in the sale of shoes. Largest of the 19 classifications dealing in clothing is the women's ready-to-wear specialty shops. There were 18,253 of these stores in operation in 1929 with aggregate sales of \$1,087,600,723. Men's clothing and furnishings stores are second with annual sales totaling \$760,527,660 in 14,049 stores. The third in number of stores is the classification of millinery stores (including leased millinery departments). There were 12,433 of the millinery stores and departments with sales of \$161,806,725. There were 11,284 custom tailors (ladies' and men's) with total sales of \$165,047,916; 10,551 family clothing stores (men's, women's, and children's) with sales amounting to \$552,353,340, and 9,196 men's furnishings stores with sales of \$212,032,317. Another very important classification in the apparel group is the family shoe store selling shoes for the entire family. There were 21,191 of these family shoe stores with annual sales totaling \$614,640,960. These seven major kind-of-business classifications contain nearly 85 per cent of the stores and account for approximately 84 per cent of the sales of the apparel group.

The other 15 kind-of-business classifications making up the apparel group are included in the following table. This table includes stores and sales and the proportion of the sales of each kind of store to the total sales for the group.

APPAREL GROUP.—STORES AND SALES BY KINDS OF BUSINESS

| KINDS OF BUSINESS | Number of stores | Sales (1929) ¹ | Per cent of sale |
|---|------------------|---------------------------|------------------|
| Apparel group, total..... | 114,206 | \$4,240,892,577 | 100.00 |
| Men's and boys' clothing and furnishings stores: | | | |
| Men's and boys' clothing stores..... | 3,386 | 176,418,581 | 4.16 |
| Men's and boys' hat stores..... | 1,566 | 43,744,215 | 1.03 |
| Men's furnishings stores..... | 9,196 | 212,032,317 | 5.00 |
| Men's clothing and furnishings stores..... | 14,049 | 760,527,660 | 17.93 |
| Family clothing stores (men's, women's, and children's)..... | 10,551 | 552,353,340 | 13.02 |
| Women's ready-to-wear specialty stores..... | 18,253 | 1,087,600,723 | 25.65 |
| Women's accessory stores: | | | |
| Blouse shops..... | 11 | 313,362 | |
| Corset and lingerie shops..... | 2,300 | 49,555,828 | 1.17 |
| Furriers—fur shops..... | 2,280 | 106,861,500 | 2.52 |
| Hosiery shops..... | 1,943 | 54,829,900 | 1.27 |
| Knit goods shops..... | 464 | 11,347,587 | 0.27 |
| Millinery stores (including leased millinery departments)..... | 12,433 | 161,806,725 | 3.81 |
| Costume accessory stores (including jewelry, bags, and gloves)..... | 323 | 6,781,029 | 0.16 |
| Umbrella shops (including parasols and canes)..... | 127 | 1,146,200 | 0.03 |
| Other apparel stores: | | | |
| Children's specialty shops..... | 1,019 | 23,982,252 | 0.57 |
| Custom tailors..... | 11,284 | 165,047,916 | 3.89 |
| Dressmakers..... | 463 | 11,610,556 | 0.27 |
| Infants' wear shops..... | 290 | 5,983,019 | 0.14 |
| Mail-order apparel houses..... | 9 | 2,120,818 | 0.05 |
| Shoe stores: | | | |
| Shoe stores, men's..... | 1,402 | 61,507,370 | 1.45 |
| Shoe stores, women's..... | 1,066 | 130,680,659 | 3.08 |
| Family shoe stores (men's, women's, and children's)..... | 21,191 | 614,640,960 | 14.49 |

¹ Total sales shown in this table do not necessarily represent sales of apparel only. For sales by commodities see Tables 6, 7, and 8 of this report.

The largest annual volume of any individual classification in the apparel group was reported by the women's ready-to-wear specialty shops. More than 25 per cent of the sales of the entire group was reported by these women's stores dealing principally in coats, suits, and dresses. The next highest in sales was the men's clothing and furnishings stores which reported about 18 per cent of the group's total. More than half of the sales of these men's stores were in suits and overcoats. These two kinds of stores, which were highest in sales and together accounted for more than 43.5 per cent of the apparel group's total are essentially specialty stores, and are found principally in the cities of over 30,000 population, as indicated by Table 1, which shows that 82 per cent of all women's ready-to-wear specialty stores and about 72 per cent of the men's clothing and furnishings stores are located in these larger cities. It is of interest to note that these cities contain less than 39 per cent of the total population of the country.

The classification family shoe stores was by far the largest in number of stores but was third in sales with a total of \$614,640,690, or nearly 15 per cent of the group total. These shoe stores, catering to the footwear needs of the entire family, like the family clothing stores (sixth in number of stores and fourth in sales), had one advantage over their more specialized competitors; namely, that in supplying the entire family, their appeal is wider. The probability is, however, that this advantage is offset to some extent by the fact that a very large proportion of the family stores are unable to provide as wide a range of styles and grades as those stores which specialize in some one of the three kinds of merchandise. Also, the character of the family stores is such that a wider price range is almost essential which has a tendency to restrict rather than to increase the appeal. The following brief table provides a comparison of the average sales of family stores and some of the specialty stores and brings out the differences which may be the result of the factors mentioned.

AVERAGE SALES PER STORE

| KINDS OF STORES | Average sales per store | KINDS OF STORES | Average sales per store |
|---|-------------------------|--------------------------|-------------------------|
| Men's clothing and furnishings stores..... | \$54, 134 | Men's shoe stores..... | \$43, 872 |
| Women's ready-to-wear specialty stores..... | 59, 585 | Women's shoe stores..... | 78, 440 |
| Family clothing stores..... | 52, 446 | Family shoe stores..... | 29, 005 |

The millinery stores classification, which includes those operated as leased millinery departments in women's apparel stores and department stores, are fourth for the group in number of stores but are eighth in volume of sales. The average annual sales of these stores or departments was only about \$13,000 each, which is partially responsible for the high expense ratio (43.76 per cent of sales) reported.

Custom tailors are important as to number of stores or shops operated, but accounted for only 3.89 per cent of the business of the group and were seventh in amount of sales. These shops, as their sales will indicate, have not presented as formidable competition to the ready-to-wear stores as might have been expected from the number of such establishments in operation.

The six kinds of business discussed in detail account for 78.80 per cent of the total business of the apparel group. Men's and boys' clothing stores and the men's furnishings stores, accounting for 4 per cent and 5 per cent, respectively, of the group's business, when added to those previously discussed, brings the total to about 88 per cent of the entire sales of the group.

How the size of the city affects sales.—The cities of more than 30,000 population contain more than 62 per cent of the apparel stores of the country and do

about 78 per cent of the total business of the apparel group. Since the population of these 30,000 and over cities constitutes 39 per cent of the country's total, a 2 to 1 relationship between population and apparel-store sales is indicated. This ratio varies materially between States, depending on the number of cities within the States and the proportion of the States' population found residing in or in close proximity to these larger cities.

The following table furnishes by States a comparison between population and apparel-store sales in these cities with more than 30,000 inhabitants.

COMPARISON OF POPULATION AND APPAREL STORE SALES, BY STATES

| STATES | Proportion of population in cities of more than 30,000 population | Proportion of apparel-store sales in cities of more than 30,000 population | STATES | Proportion of population in cities of more than 30,000 population | Proportion of apparel-store sales in cities of more than 30,000 population |
|---------------------------|---|--|---------------------------|---|--|
| United States, total..... | 38.7 | 77.80 | SOUTH ATLANTIC—Continued. | | |
| NEW ENGLAND: | | | Virginia..... | 20.8 | 66.24 |
| Maine..... | 13.3 | 35.75 | West Virginia..... | 11.4 | 42.15 |
| New Hampshire..... | 23.3 | 39.06 | North Carolina..... | 13.3 | 55.94 |
| Vermont..... | | | South Carolina..... | 6.5 | 35.94 |
| Massachusetts..... | 65.6 | 87.06 | Georgia..... | 17.6 | 75.04 |
| Rhode Island..... | 61.4 | 89.65 | Florida..... | 28.2 | 61.07 |
| Connecticut..... | 47.4 | 76.12 | EAST SOUTH CENTRAL: | | |
| MIDDLE ATLANTIC: | | | Kentucky..... | 17.3 | 66.90 |
| New York..... | 72.9 | 91.99 | Tennessee..... | 24.2 | 76.21 |
| New Jersey..... | 52.2 | 80.58 | Alabama..... | 14.9 | 69.16 |
| Pennsylvania..... | 41.2 | 72.89 | Mississippi..... | 4.0 | 29.52 |
| EAST NORTH CENTRAL: | | | WEST NORTH CENTRAL: | | |
| Ohio..... | 49.9 | 79.68 | Arkansas..... | 6.1 | 29.57 |
| Indiana..... | 35.6 | 67.09 | Louisiana..... | 26.9 | 70.27 |
| Illinois..... | 57.4 | 85.46 | Oklahoma..... | 15.0 | 54.28 |
| Michigan..... | 52.7 | 82.76 | Texas..... | 24.7 | 70.93 |
| Wisconsin..... | 33.4 | 68.63 | MOUNTAIN: | | |
| WEST NORTH CENTRAL: | | | Montana..... | 7.4 | 24.84 |
| Minnesota..... | 32.7 | 70.38 | Idaho..... | | |
| Iowa..... | 19.0 | 43.88 | Wyoming..... | | |
| Missouri..... | 38.4 | 81.38 | Colorado..... | 35.8 | 73.63 |
| North Dakota..... | | | New Mexico..... | | |
| South Dakota..... | 4.8 | 23.32 | Arizona..... | 18.5 | 52.63 |
| Nebraska..... | 21.0 | 54.82 | Utah..... | 35.5 | 76.57 |
| Kansas..... | 15.8 | 35.73 | Nevada..... | | |
| SOUTH ATLANTIC: | | | PACIFIC: | | |
| Delaware..... | 44.7 | 84.16 | Washington..... | 41.5 | 75.46 |
| Maryland..... | 53.5 | 88.27 | Oregon..... | 31.6 | 62.53 |
| District of Columbia..... | 100.0 | 100.00 | California..... | 55.1 | 85.44 |

Geographic distribution of apparel stores and sales.—More than 50 per cent of the sales of the apparel group are made in stores located in five States. These States arranged in the order of their relative sales are New York, Pennsylvania, Illinois, California, and Ohio. These five States contain 8 of the 13 cities of more than 500,000 population and 27 of the 93 cities of more than 100,000 population. They also contain more than 34 per cent of the total population of the United States. The total sales of the apparel stores in these States are greater than the sales of the same kinds of stores in the remaining 43 States and the District of Columbia. The State of New York alone does more apparel-store business than the 35 States with the lowest apparel-store volume. As is the case with other kinds of stores specializing in shopping goods, when style, color, and selection are essential the apparel stores find their greatest appeal in metropolitan areas or those sections of the country which are industrial, and where population is highly concentrated. It is obvious, of course, that the total consumption of apparel in any section or community is not measured by apparel-store sales, since the ap-

parel store is a specialized business and receives strong competition from the stores of the general-merchandise group and from general stores, where a wider variety of merchandise can be secured. Particularly is this true in the smaller cities and rural areas where population is not large enough to support local specialized stores. A large proportion of the apparel sold in these areas is distributed through the stores selling a general line of merchandise.

The following table illustrates some of the peculiarities of geographic distribution of apparel stores. States are arranged in the order of their sales importance which in no sense parallels the order of population and certainly has no relation to per capita sales.

APPAREL GROUP SALES BY STATES

(Arranged in order of sales importance)

| | Total apparel group | Cumulative sales by States | Cumulative per cent to United States total |
|---------------------------|---------------------|----------------------------|--|
| United States total..... | \$4,240,892,577 | \$4,240,892,577 | 100.00 |
| New York..... | 940,074,354 | 940,074,354 | 22.17 |
| Pennsylvania..... | 365,770,897 | 1,305,845,251 | 30.79 |
| Illinois..... | 349,718,786 | 1,655,564,037 | 39.03 |
| California..... | 283,999,120 | 1,939,563,157 | 45.73 |
| Ohio..... | 250,031,427 | 2,189,594,584 | 51.63 |
| Massachusetts..... | 194,415,521 | 2,384,010,105 | 56.21 |
| Michigan..... | 191,163,857 | 2,575,173,962 | 60.72 |
| New Jersey..... | 152,480,237 | 2,727,654,199 | 64.32 |
| Missouri..... | 112,559,390 | 2,840,213,589 | 66.97 |
| Texas..... | 112,298,138 | 2,952,511,727 | 69.62 |
| Wisconsin..... | 93,062,083 | 3,045,573,810 | 71.81 |
| Indiana..... | 92,118,532 | 3,137,692,342 | 73.99 |
| Minnesota..... | 80,278,499 | 3,217,970,841 | 75.85 |
| Connecticut..... | 75,768,162 | 3,293,739,003 | 77.67 |
| Iowa..... | 66,597,629 | 3,360,336,632 | 79.24 |
| Washington..... | 49,930,396 | 3,410,267,028 | 80.41 |
| Virginia..... | 47,256,167 | 3,457,523,195 | 81.53 |
| Oklahoma..... | 46,707,611 | 3,504,230,806 | 82.63 |
| Maryland..... | 45,543,873 | 3,549,774,679 | 83.70 |
| Tennessee..... | 44,168,601 | 3,593,943,280 | 84.74 |
| District of Columbia..... | 42,874,491 | 3,636,817,771 | 85.76 |
| Kentucky..... | 42,833,106 | 3,679,650,877 | 86.77 |
| Georgia..... | 42,018,668 | 3,721,669,545 | 87.76 |
| Kansas..... | 39,044,228 | 3,760,713,773 | 88.68 |
| North Carolina..... | 38,546,525 | 3,799,260,298 | 89.59 |
| Louisiana..... | 36,921,940 | 3,836,182,238 | 90.46 |
| Florida..... | 36,902,216 | 3,873,084,454 | 91.33 |
| West Virginia..... | 35,674,865 | 3,908,759,319 | 92.17 |
| Nebraska..... | 34,402,271 | 3,943,161,590 | 92.98 |
| Rhode Island..... | 30,108,926 | 3,973,270,516 | 93.69 |
| Alabama..... | 29,837,926 | 4,003,108,442 | 94.39 |
| Colorado..... | 29,768,038 | 4,032,876,480 | 95.09 |
| Oregon..... | 27,762,272 | 4,060,638,752 | 95.75 |
| Maine..... | 26,830,594 | 4,087,469,346 | 96.38 |
| Arkansas..... | 16,538,900 | 4,104,008,246 | 96.77 |
| South Carolina..... | 16,110,639 | 4,120,118,885 | 97.15 |
| Mississippi..... | 14,980,353 | 4,135,099,238 | 97.51 |
| Utah..... | 14,240,707 | 4,149,339,945 | 97.84 |
| New Hampshire..... | 13,392,056 | 4,162,732,001 | 98.16 |
| Montana..... | 13,209,603 | 4,175,941,604 | 98.47 |
| South Dakota..... | 11,342,254 | 4,187,283,758 | 98.74 |
| North Dakota..... | 9,148,647 | 4,196,432,405 | 98.95 |
| Vermont..... | 8,963,635 | 4,205,396,040 | 99.16 |
| Delaware..... | 8,712,175 | 4,214,108,215 | 99.37 |
| Arizona..... | 7,739,732 | 4,221,847,947 | 99.55 |
| Idaho..... | 6,678,121 | 4,228,526,068 | 99.71 |
| Wyoming..... | 5,354,797 | 4,233,880,865 | 99.83 |
| New Mexico..... | 4,262,816 | 4,238,143,681 | 99.94 |
| Nevada..... | 2,748,896 | 4,240,892,577 | 100.00 |

Position index of various kinds of apparel stores.—Per capita sales are an inadequate index of relative buying power of a city, because such a large part of any city's retail sales is to persons residing in surrounding and near-by cities or in the suburbs. For similar reasons the per capita sales of these smaller cities and towns do not reflect the apparel purchases of such communities because of purchases which are made elsewhere. The proportion of sales to nonresidents varies greatly depending partly upon the aggressiveness of the stores within the area and partly upon the character and composition of the area.

A more significant index or ratio is the sales of a given kind of store or a given commodity to the total retail sales of the city or State. The comparison of the ratio for a given State to the United States ratio expresses the relative position of that kind of store in that State. Similarly, a comparison of a city may be made with the State ratio. This method is referred to as the position index. It might be defined as an index of the relative importance of the sales of a given kind of store in different areas or communities.

For example, in New York State the sales of the apparel group constitutes 13.30 per cent of the total retail sales in that State. The sales for the apparel stores for the United States averages 8.63 per cent. Thus the position index for the apparel group for New York State is 154 (that is, 13.30 per cent is 154 per cent of 8.63). For New York City the apparel group constitutes 16.27 per cent of the total retail sales for the city. The State ratio is 13.30. Hence the position index for New York City is 16.27 per cent of 13.30 per cent or 122 per cent.

This method of comparing the relative sales standing of various kinds of stores gives an entirely different result from that method which takes population into account. Differences become more marked when individual kinds of business are compared. The following table shows the relative position of the apparel group and each of four kinds of the business classifications in the apparel group:

Position index.—Relative importance of the kind of store in each State in comparison with the importance of the store in the United States.

APPAREL GROUP

| STATES | Position index | Per cent of apparel group sales to State total retail sales | STATES | Position index | Percent of apparel group sales to State total retail sales |
|---------------------------|----------------|---|---------------------|----------------|--|
| United States..... | 100 | 8.63 | Utah..... | 84 | 7.25 |
| New York..... | 154 | 13.30 | Tennessee..... | 79 | 6.86 |
| District of Columbia..... | 148 | 12.75 | Iowa..... | 79 | 6.86 |
| Connecticut..... | 114 | 9.86 | Georgia..... | 77 | 6.61 |
| Pennsylvania..... | 111 | 9.62 | Washington..... | 76 | 6.55 |
| Massachusetts..... | 110 | 9.48 | Colorado..... | 74 | 6.38 |
| Rhode Island..... | 110 | 9.46 | Nebraska..... | 71 | 6.11 |
| Illinois..... | 109 | 9.42 | North Carolina..... | 68 | 5.90 |
| California..... | 102 | 8.84 | Vermont..... | 68 | 5.89 |
| Ohio..... | 101 | 8.73 | Oklahoma..... | 68 | 5.87 |
| Maine..... | 101 | 8.72 | Alabama..... | 64 | 5.56 |
| Michigan..... | 100 | 8.59 | Texas..... | 64 | 5.50 |
| Delaware..... | 98 | 8.42 | Nevada..... | 63 | 5.45 |
| New Jersey..... | 96 | 8.27 | Montana..... | 63 | 5.42 |
| Oregon..... | 94 | 8.09 | South Carolina..... | 62 | 5.37 |
| West Virginia..... | 92 | 7.96 | Kansas..... | 61 | 5.24 |
| Virginia..... | 91 | 7.86 | Wyoming..... | 60 | 5.18 |
| Missouri..... | 90 | 7.77 | South Dakota..... | 52 | 4.45 |
| Louisiana..... | 90 | 7.75 | Arkansas..... | 46 | 4.01 |
| Minnesota..... | 83 | 7.63 | Idaho..... | 46 | 3.95 |
| Indiana..... | 87 | 7.54 | North Dakota..... | 45 | 3.90 |
| Wisconsin..... | 87 | 7.52 | Arizona..... | 45 | 3.90 |
| Maryland..... | 85 | 7.35 | Mississippi..... | 42 | 3.62 |
| Florida..... | 85 | 7.31 | New Mexico..... | 41 | 3.56 |
| Kentucky..... | 84 | 7.29 | | | |
| New Hampshire..... | 84 | 7.27 | | | |

WOMEN'S ACCESSORIES STORES

| STATES | Position index | Per cent of women's accessories, stores' sales to State total retail sales | STATES | Position index | Percent of women's accessories, stores' sales to State total retail sales |
|---------------------------|----------------|--|---------------------|----------------|---|
| United States..... | | 0.79 | Iowa..... | 57 | 0.45 |
| New York..... | 199 | 1.57 | Montana..... | 56 | 0.44 |
| District of Columbia..... | 162 | 1.28 | Colorado..... | 54 | 0.43 |
| Massachusetts..... | 148 | 1.17 | Florida..... | 53 | 0.42 |
| Connecticut..... | 146 | 1.15 | Texas..... | 52 | 0.41 |
| New Jersey..... | 125 | 0.99 | Tennessee..... | 51 | 0.40 |
| Rhode Island..... | 124 | 0.98 | Kentucky..... | 51 | 0.40 |
| Illinois..... | 119 | 0.94 | Oregon..... | 51 | 0.40 |
| Pennsylvania..... | 101 | 0.80 | South Dakota..... | 48 | 0.38 |
| Michigan..... | 99 | 0.78 | Louisiana..... | 47 | 0.37 |
| California..... | 97 | 0.77 | Oklahoma..... | 44 | 0.35 |
| Wisconsin..... | 96 | 0.76 | Vermont..... | 43 | 0.34 |
| Minnesota..... | 95 | 0.75 | Kansas..... | 42 | 0.33 |
| Missouri..... | 81 | 0.64 | North Carolina..... | 42 | 0.33 |
| Maryland..... | 80 | 0.63 | West Virginia..... | 41 | 0.32 |
| Ohio..... | 77 | 0.61 | North Dakota..... | 39 | 0.31 |
| Washington..... | 73 | 0.58 | Alabama..... | 33 | 0.26 |
| New Hampshire..... | 73 | 0.58 | Arkansas..... | 30 | 0.24 |
| Delaware..... | 71 | 0.56 | South Carolina..... | 28 | 0.22 |
| Nevada..... | 71 | 0.56 | Idaho..... | 20 | 0.16 |
| Maine..... | 68 | 0.54 | Arizona..... | 18 | 0.14 |
| Utah..... | 67 | 0.53 | Wyoming..... | 15 | 0.12 |
| Georgia..... | 66 | 0.52 | Mississippi..... | 13 | 0.10 |
| Indiana..... | 62 | 0.49 | New Mexico..... | 06 | 0.06 |
| Virginia..... | 61 | 0.48 | | | |
| Nebraska..... | 61 | 0.48 | | | |

WOMEN'S READY-TO-WEAR SPECIALTY STORES

| STATES | Position index | Per cent of women's ready-to-wear stores' sales to State total retail sales | STATES | Position index | Percent of women's ready-to-wear stores' sales to State total retail sales |
|---------------------------|----------------|---|---------------------|----------------|--|
| United States..... | | 2.22 | Oklahoma..... | 74 | 1.64 |
| District of Columbia..... | 199 | 4.42 | Virginia..... | 74 | 1.64 |
| New York..... | 156 | 3.46 | Louisiana..... | 74 | 1.64 |
| Rhode Island..... | 129 | 2.86 | Tennessee..... | 73 | 1.61 |
| Pennsylvania..... | 121 | 2.69 | Washington..... | 69 | 1.54 |
| Massachusetts..... | 118 | 2.63 | Iowa..... | 69 | 1.53 |
| Connecticut..... | 118 | 2.61 | Georgia..... | 68 | 1.51 |
| Illinois..... | 111 | 2.46 | New Hampshire..... | 66 | 1.46 |
| California..... | 109 | 2.42 | Wyoming..... | 64 | 1.42 |
| Michigan..... | 100 | 2.23 | Montana..... | 62 | 1.38 |
| Florida..... | 98 | 2.17 | North Carolina..... | 59 | 1.31 |
| Ohio..... | 93 | 2.07 | Nevada..... | 56 | 1.25 |
| Minnesota..... | 93 | 2.06 | Texas..... | 56 | 1.24 |
| Wisconsin..... | 91 | 2.02 | South Carolina..... | 55 | 1.22 |
| Missouri..... | 89 | 1.97 | Alabama..... | 53 | 1.18 |
| Delaware..... | 88 | 1.96 | North Dakota..... | 53 | 1.17 |
| Oregon..... | 85 | 1.88 | Arkansas..... | 50 | 1.11 |
| New Jersey..... | 84 | 1.87 | Kansas..... | 48 | 1.07 |
| Kentucky..... | 83 | 1.85 | South Dakota..... | 47 | 1.05 |
| West Virginia..... | 82 | 1.81 | New Mexico..... | 47 | 1.04 |
| Maine..... | 78 | 1.74 | Mississippi..... | 45 | 1.00 |
| Colorado..... | 78 | 1.73 | Idaho..... | 45 | 0.99 |
| Utah..... | 77 | 1.70 | Vermont..... | 37 | 0.82 |
| Nebraska..... | 76 | 1.69 | Arizona..... | 35 | 0.78 |
| Maryland..... | 76 | 1.68 | | | |
| Indiana..... | 74 | 1.65 | | | |

FAMILY CLOTHING STORES—MEN'S, WOMEN'S, AND CHILDREN'S

| STATES | Position index | Per cent of family clothing stores' sales to State total retail sales | STATES | Position index | Per cent of family clothing stores' sales to State total retail sales |
|---------------------|----------------|---|---------------------------|----------------|---|
| United States..... | | 1.12 | Pennsylvania..... | 95 | 1.06 |
| West Virginia..... | 196 | 2.19 | District of Columbia..... | 91 | 1.02 |
| Louisiana..... | 159 | 1.78 | New Hampshire..... | 90 | 1.01 |
| Virginia..... | 151 | 1.69 | Delaware..... | 90 | 1.01 |
| Missouri..... | 149 | 1.67 | Connecticut..... | 89 | 1.00 |
| Michigan..... | 146 | 1.63 | Maryland..... | 89 | 1.00 |
| New York..... | 139 | 1.56 | Rhode Island..... | 88 | 0.99 |
| North Carolina..... | 137 | 1.53 | Texas..... | 85 | 0.95 |
| Alabama..... | 137 | 1.53 | Arkansas..... | 81 | 0.91 |
| Utah..... | 136 | 1.52 | New Jersey..... | 74 | 0.83 |
| Tennessee..... | 131 | 1.47 | Nevada..... | 73 | 0.82 |
| Maine..... | 130 | 1.46 | Mississippi..... | 71 | 0.80 |
| Georgia..... | 129 | 1.45 | Illinois..... | 71 | 0.79 |
| Florida..... | 126 | 1.41 | Arizona..... | 70 | 0.78 |
| Vermont..... | 125 | 1.26 | New Mexico..... | 70 | 0.78 |
| South Carolina..... | 112 | 1.25 | Kansas..... | 69 | 0.77 |
| Kentucky..... | 109 | 1.22 | Iowa..... | 65 | 0.73 |
| Nebraska..... | 109 | 1.22 | Washington..... | 57 | 0.64 |
| Ohio..... | 105 | 1.18 | Wyoming..... | 56 | 0.63 |
| Minnesota..... | 104 | 1.17 | Wisconsin..... | 54 | 0.61 |
| Indiana..... | 100 | 1.12 | Oregon..... | 45 | 0.50 |
| Colorado..... | 100 | 1.12 | Montana..... | 39 | 0.44 |
| California..... | 98 | 1.10 | North Dakota..... | 25 | 0.28 |
| Massachusetts..... | 96 | 1.07 | South Dakota..... | 23 | 0.26 |
| Oklahoma..... | 96 | 1.07 | Idaho..... | 19 | 0.21 |

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

| STATES | Position index | Per cent of men's and boys' apparel stores' sales to State total retail sales | STATES | Position index | Per cent of men's and boys' apparel stores' sales to State total retail sales |
|---------------------------|----------------|---|---------------------|----------------|---|
| United States..... | | 2.43 | Utah..... | 87 | 2.11 |
| New York..... | 139 | 3.38 | Washington..... | 86 | 2.10 |
| District of Columbia..... | 126 | 3.06 | Maryland..... | 84 | 2.05 |
| Maine..... | 126 | 3.05 | Idaho..... | 84 | 2.03 |
| Delaware..... | 126 | 3.04 | Vermont..... | 84 | 2.03 |
| Illinois..... | 117 | 2.84 | Kansas..... | 83 | 2.02 |
| Michigan..... | 109 | 2.65 | Louisiana..... | 82 | 2.00 |
| Connecticut..... | 109 | 2.65 | South Dakota..... | 79 | 1.93 |
| Iowa..... | 107 | 2.61 | Tennessee..... | 75 | 1.83 |
| Pennsylvania..... | 105 | 2.55 | Oklahoma..... | 75 | 1.82 |
| Ohio..... | 105 | 2.54 | Florida..... | 75 | 1.81 |
| New Hampshire..... | 100 | 2.44 | Colorado..... | 73 | 1.77 |
| Virginia..... | 99 | 2.40 | Missouri..... | 70 | 1.70 |
| Massachusetts..... | 98 | 2.39 | Texas..... | 69 | 1.68 |
| Indiana..... | 97 | 2.36 | Nevada..... | 67 | 1.64 |
| New Jersey..... | 94 | 2.28 | Nebraska..... | 67 | 1.64 |
| California..... | 92 | 2.23 | North Carolina..... | 67 | 1.63 |
| Kentucky..... | 92 | 2.23 | South Carolina..... | 65 | 1.57 |
| Wyoming..... | 92 | 2.22 | Georgia..... | 63 | 1.54 |
| Wisconsin..... | 91 | 2.21 | Arizona..... | 63 | 1.52 |
| West Virginia..... | 90 | 2.21 | North Dakota..... | 61 | 1.49 |
| Montana..... | 88 | 2.15 | Alabama..... | 57 | 1.39 |
| Oregon..... | 88 | 2.14 | New Mexico..... | 52 | 1.27 |
| Rhode Island..... | 88 | 2.14 | Mississippi..... | 45 | 1.10 |
| Minnesota..... | 88 | 2.14 | Arkansas..... | 43 | 1.04 |

Size of stores.—The stores in the apparel group are, predominately low-volume businesses. An analysis of the apparel group as a whole shows that more than 55 per cent of the stores had sales of less than \$20,000 in 1929. In fact, about 35 per cent had sales of less than \$10,000 in that year. The total sales of the stores having less than \$20,000 of annual volume only amounted to 12 per cent of the total business of the group. The following table shows comparison of stores and sales for the apparel group:

STORES AND SALES BY SIZE OF BUSINESS—APPAREL GROUP

| SIZE-OF-STORE GROUPS | Stores | Per cent | Sales | Per cent | Average sales per store |
|---|---------|----------|-----------------|----------|-------------------------|
| Total, all apparel stores..... | 114,296 | 100.00 | \$4,240,893,000 | 100.00 | \$37,100 |
| Total, all stores with annual sales over \$20,000. | 51,213 | 44.81 | 3,729,681,000 | 87.95 | 72,800 |
| Stores with sales of— | | | | | |
| Over \$200,000..... | 2,379 | 2.09 | 1,253,276,000 | 29.55 | 526,800 |
| From \$100,000 to \$200,000..... | 4,553 | 3.98 | 615,151,000 | 14.51 | 135,100 |
| From \$50,000 to \$100,000..... | 12,622 | 11.04 | 858,204,000 | 20.24 | 68,000 |
| From \$30,000 to \$50,000..... | 16,634 | 14.55 | 637,545,000 | 15.03 | 38,300 |
| From \$20,000 to \$30,000..... | 15,025 | 13.15 | 365,505,000 | 8.62 | 24,300 |
| Total, all stores with annual sales less than \$20,000..... | 63,083 | 55.19 | 511,212,000 | 12.05 | 8,100 |
| Stores with sales of— | | | | | |
| From \$10,000 to \$20,000..... | 23,308 | 20.39 | 335,106,000 | 7.90 | 14,400 |
| From \$5,000 to \$10,000..... | 16,489 | 14.43 | 117,861,000 | 2.78 | 7,100 |
| Under \$5,000..... | 23,286 | 20.37 | 58,245,000 | 1.37 | 2,500 |

These group percentages are, necessarily, affected to some extent by the principal kinds of stores included in the group. It is, accordingly, necessary to analyze separately each major classification included under the group heading. Men's and boys' clothing and furnishing stores, the largest major condensed classification from the standpoint of sales, and women's ready-to-wear specialty shops which are second, tend to dominate the group ratios, since jointly they account for nearly 54 per cent of the total sales of the apparel group. Third largest is the classification of family clothing stores. These three classifications accounted for two-thirds of the total business of the group and unquestionably influence the group to such an extent that the group percentages reflect, to a considerable degree, the ratios of these three kinds of stores. There were, in 1929, 2,379 apparel stores each having sales in excess of \$200,000. Out of this total number 1,764, or 74.15 per cent, were classified in these three kinds of business above referred to. Classified by size of business (annual sales per store) for each of the six major classifications the 114,296 stores making up the apparel group total for the United States are shown in the following table. Percentages only are shown with cumulative totals for ready comparisons.

STORES AND SALES RATIOS BY SIZE OF BUSINESS FOR SIX KINDS OF BUSINESS IN APPAREL GROUP

| SIZE OF BUSINESS GROUPS | MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES | | FAMILY CLOTHING STORES | | WOMEN'S READY-TO-WEAR SPECIALTY STORES | | WOMEN'S ACCESSORY STORES | | OTHER APPAREL STORES | | SHOE STORES | |
|--|---|-----------------|------------------------|-----------------|--|-----------------|--------------------------|-----------------|----------------------|-----------------|-----------------|-----------------|
| | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales |
| Stores with annual sales of: | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> | <i>Per cent</i> |
| Less than \$5,000..... | 9.33 | 0.61 | 10.33 | 0.53 | 15.12 | 0.61 | 35.47 | 4.16 | 43.43 | 6.95 | 16.93 | 1.34 |
| From \$5,000 to \$10,000..... | 11.24 | 1.94 | 11.67 | 1.61 | 12.21 | 1.47 | 19.02 | 6.84 | 20.68 | 9.07 | 13.87 | 2.99 |
| Cumulative total..... | 20.57 | 2.55 | 22.00 | 2.14 | 27.33 | 2.08 | 54.49 | 11.00 | 64.11 | 16.02 | 30.80 | 4.33 |
| From \$10,000 to \$20,000..... | 22.39 | 7.73 | 20.65 | 5.67 | 18.94 | 4.58 | 19.62 | 14.03 | 16.38 | 14.33 | 21.75 | 9.49 |
| Cumulative total..... | 42.96 | 10.28 | 42.65 | 7.81 | 46.27 | 6.66 | 74.11 | 25.03 | 80.49 | 30.35 | 52.55 | 13.82 |
| From \$20,000 to \$30,000..... | 17.16 | 9.91 | 15.05 | 6.99 | 12.40 | 5.09 | 9.32 | 11.38 | 6.85 | 10.41 | 14.68 | 10.75 |
| Cumulative total..... | 60.12 | 20.19 | 57.70 | 14.80 | 58.67 | 11.75 | 83.43 | 36.41 | 87.34 | 40.76 | 67.23 | 24.57 |
| From \$30,000 to \$50,000..... | 19.63 | 17.74 | 19.20 | 14.80 | 15.28 | 9.86 | 8.40 | 16.21 | 6.50 | 15.61 | 15.44 | 17.84 |
| Cumulative total..... | 79.75 | 37.93 | 76.90 | 29.60 | 73.95 | 21.61 | 91.83 | 52.62 | 93.84 | 56.37 | 82.67 | 42.41 |
| From \$50,000 to \$100,000..... | 13.37 | 21.38 | 15.71 | 20.24 | 14.61 | 16.89 | 5.42 | 18.80 | 4.14 | 17.77 | 11.95 | 24.38 |
| Cumulative total..... | 93.12 | 59.31 | 92.61 | 49.84 | 88.56 | 38.50 | 97.25 | 71.42 | 97.98 | 74.14 | 94.62 | 66.79 |
| From \$100,000 to \$200,000..... | 4.47 | 14.28 | 4.61 | 11.83 | 7.11 | 16.31 | 1.96 | 13.31 | 1.39 | 11.31 | 3.83 | 15.54 |
| Total under \$200,000..... | 97.59 | 73.59 | 97.22 | 61.67 | 95.67 | 54.81 | 99.21 | 84.73 | 99.37 | 85.45 | 98.45 | 82.33 |
| Total for stores with sales of over \$200,000..... | 2.41 | 26.41 | 2.78 | 38.33 | 4.33 | 45.19 | 0.79 | 15.27 | 0.63 | 14.55 | 1.55 | 17.67 |
| United States, total—per cent..... | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

Operating expenses of apparel stores.—Apparel stores as a group operate at an average expense rate of \$30.64 per \$100 of sales.² However, this average is not representative of the expense ratios of any one of the several kind-of-business classifications comprising the group. The average operating cost for women's ready-to-wear specialty shops is \$29.10 for each \$100 of sales and the average rate for the men's clothing and furnishings stores is \$28.71. Men's furnishings (haberdashery) stores reported a ratio of \$29.45 and family clothing stores show average expenses of \$28.44 per \$100 of sales. For family shoe stores the expense rate is \$29.09 per \$100 of sales. Each of these five kinds of stores have an expense rate more than 1 per cent lower than the group average. This excess in the group average is undoubtedly due partly to the high expense of millinery stores, with a ratio of \$43.76 and custom tailors with a ratio of \$50.05 per \$100 of sales. The group average of \$30.64 is nearly \$6 higher for each \$100 of sales than the average for all stores in the United States. It is nearly \$4 higher than the average for the general merchandise group, the most important competitors for the apparel business of the country and \$17 higher for each \$100 worth of merchandise sold than the general stores, the other leading apparel competitors. Table 2 shows a comparison of expenses for each of the six condensed kind-of-business classifications in the apparel group and also furnishes a comparison of the variation in expense ratios by the three size-of-city groups. Similar data for the general merchandise group and the four condensed classifications making up the total, as well as for general stores, furnishes the basis for an expense comparison between competing groups.

Employees and wages.—The stores of the apparel group engaged the services of 329,254 full-time employees, 74,876 part-time employees, and 99,613 pro-

² Expense ratios include no return on capital invested in merchandise, fixtures, and accounts, and do not, of course, include the cost of merchandise sold nor profit.

prietors making a total of 503,743 retail workers during 1929. The reported pay roll was approximately \$10,000,000 a week, or a total of \$505,352,285 for the year. To this amount may be added the wage value of proprietors' services in order to arrive at the total wage cost. For this purpose proprietors' compensation is computed at the same rate of wage paid, in the same kinds of business, to full-time employees. This amount is intended to cover the wage equivalent of a similar number of employees they displace and is not intended as a measure of their actual value to the stores, which is, after all, measured by the net earnings of the business. Following is a table showing, for the various condensed classifications, the pertinent wage data. Complete retail employment and wage statistics are now available in the United States summary of retail distribution, in each of the separate State reports, and in the special economic study entitled "Employment and wages in the retail industry."³

PAY ROLL AND WAGE COSTS IN APPAREL STORES

| KIND OF BUSINESS | Pay roll | Pay roll cost per \$100 of sales | Total wage cost (includes estimated value of proprietor's services) | Total wage cost per \$100 of sales |
|--|---------------|----------------------------------|---|------------------------------------|
| Apparel group, total..... | \$505,352,285 | 11.92 | \$653,041,397 | 15.40 |
| Men's and boys' clothing and furnishings stores..... | 123,363,453 | 10.34 | 167,473,111 | 14.04 |
| Family clothing stores..... | 65,086,231 | 11.78 | 78,450,048 | 14.20 |
| Women's ready-to-wear specialty stores..... | 134,581,843 | 12.37 | 154,931,140 | 14.25 |
| Women's accessories stores..... | 54,501,819 | 13.88 | 75,131,052 | 19.13 |
| Other apparel and furnishings stores..... | 45,601,152 | 21.85 | 66,420,235 | 31.82 |
| Shoe stores..... | 82,217,787 | 10.19 | 110,635,811 | 13.71 |

Table 2 contains detailed expense data for the various kinds of stores in the apparel group, for the several classifications in the general merchandise group and for country general stores. In addition, it also furnishes detailed comparisons by size of city.

Expenses by size of city.—The facts presented in the analysis of sales and expenses by size of city develops some significant differences which are well worthy of careful consideration. It is a well-established fact that expense varies directly with the size of city, all other factors being equal. This study develops the fact that the number of apparel specialty stores also varies in almost direct proportion with the size of the city.

In the large city, specialty stores are found in large numbers and their sales represent a large part of the city's total apparel business, the remainder being accounted for principally by the department stores and dry goods stores, with the variety stores supplying considerable quantities of apparel, furnishings, and accessories in the cheaper price lines. In the places of less than 10,000 population specialty stores are scarce and the bulk of the apparel merchandise is sold in the general merchandise stores, which correspond very closely to the department stores of the larger city, in dry goods stores, in variety stores, and in family stores where the appeal is to the entire family. These stores displace many of the specialty stores in the small cities and towns. In the strictly rural areas and in smaller towns and villages the country general stores usually supply the bulk of the immediate apparel needs of the community.

In between the large and the small city is the city of moderate size in which the apparel stores and the department stores, general merchandise stores, and

³ Copies may be secured from the Superintendent of Documents.

others are each found in fairly representative numbers. The following brief table furnishes an illustration of the variation in stores in the three size-of-city groups.

COMPARISON OF STORES BY SIZE OF CITY

| SIZE-OF-CITY GROUPS | APPAREL STORES | OTHER STORES SELLING APPAREL |
|--|------------------|------------------------------|
| | Number of stores | Number of stores |
| Cities having more than 30,000 population..... | 71,006 | 22,478 |
| Cities of 10,000 to 30,000 population..... | 15,886 | 8,483 |
| Places of less than 10,000 population..... | 27,404 | 126,764 |

The principle that operating expenses increase in direct proportion to the size of city receives further support from this study. There are, however, two exceptions noted. In the women's accessories stores and in the five individual kinds of stores combined in the condensed classification called "other apparel and furnishings stores" each show an increase in operating costs as the size of city decreases. An examination of the kinds of stores included in these two condensed classifications furnishes an explanation of the reasons for this increase in cost. A list of the kinds of business, included in each, follows:

WOMEN'S ACCESSORIES STORES

Blouse shops.
Corset and lingerie shops.
Furriers—fur shops.
Hosiery shops.
Knit goods shops.
Millinery shops (includes leased departments).
Costume accessory stores.
Umbrella shops.

OTHER APPAREL AND FURNISHINGS STORES

Children's specialty shops.
Infants' wear shops.
Custom tailors.
Dressmakers.
Mail-order apparel houses.

The comparatively small number of these stores found in the small and moderate size cities tell their own story. The scope of their operations is restricted by the limitations in population and the infrequency of sales has the effect of increasing costs of operation. In those kinds of business which perform some manufacturing functions, such as furriers, millinery stores, custom tailors, etc., it is believed that at least a portion of the costs of fabrication have been included. The two condensed classifications are shown below in an expense comparison for the three size-of-city groups.

OPERATING EXPENSES

| KIND OF BUSINESS | United States average | Cities of over 30,000 population | Cities from 10,000 to 30,000 population | Places of less than 10,000 population |
|---|-----------------------|----------------------------------|---|---------------------------------------|
| Women's accessories stores..... | 19.13 | 18.72 | 20.54 | 25.16 |
| Other apparel and furnishings stores..... | 46.84 | 46.56 | 47.01 | 50.74 |

Stocks on hand.—The census reports show only stocks on hand at the end of the year 1929. Also the value given is the cost valuation; whereas, the sales include mark up and profit. Obviously stock figures provide no sound basis for measuring turnover. Moreover, in stores handling apparel, an inventory of merchandise as of December 31 does not provide a fair measure of the average stock maintained during the entire year, because the advent of the holiday season has the effect of reducing the stocks at the closing period. There is, however, considerable value to be secured from a comparison of the stock-sales ratios for each size of city, and between kinds of business. These ratios have no significance except in relation to other stores in the same field in different sizes of city. Following is a brief table giving these stock-sales ratios in the six condensed classifications in the apparel group by the three size-of-city groups.

STOCK-SALES RATIOS

| KIND OF BUSINESS | Average ratio for all sizes of cities | Average ratio for cities of over 30,000 population | Average ratio for cities from 10,000 to 30,000 population | Average ratio for places of less than 10,000 population |
|--|---------------------------------------|--|---|---|
| Apparel group..... | 24.01 | 20.83 | 30.57 | 44.39 |
| Men's and boys' clothing and furnishings stores..... | 31.96 | 27.73 | 39.18 | 45.57 |
| Family clothing stores..... | 25.76 | 21.12 | 28.52 | 42.01 |
| Women's ready-to-wear stores..... | 13.79 | 11.96 | 19.14 | 26.70 |
| Women's accessories stores..... | 17.20 | 16.81 | 17.36 | 24.25 |
| Other apparel and furnishings stores..... | 17.30 | 11.56 | 20.79 | 17.59 |
| Shoe stores..... | 29.89 | 27.22 | 36.30 | 42.92 |

The relationship between stocks and sales is an important consideration from the standpoint of the investment in merchandise and the wide variation in stocks in the three size-of-city groups will, without doubt furnish one explanation of why the number of these stores reduce with the size of city. Attention is called to the fact that the increase in the stock-sales ratio shown in the table above does not necessarily lead to the conclusion that the stocks are more complete but rather that the sales are low in relation to the stocks carried. Wider selections of sizes, colors, and styles can always be found in the large city stores.

Rents.—Rents, always an important consideration, are uniformly high in the stores of the apparel group, averaging more than \$7 for each \$100 of sales in stores reporting rent. More than 84 per cent of all apparel stores were operated in leased premises and these 96,503 stores accounted for more than 90 per cent of the total sales of the apparel group. More than ordinary significance attaches to this question of rents paid in the apparel group because of the comparatively low rental rates paid by some of their principal competitors. In many cases this difference in rents accounts for as much or more than the entire difference in total operating costs. The following comparison of rents paid by stores operating in wholly leased premises presents in convenient form the important variations between groups and between kinds of business.

RENTS PAID IN LEASED PREMISES ¹

| KIND OF BUSINESS | Number of stores | Rents paid | Net sales of stores in leased premises | Rent per \$100 of sales |
|--|------------------|---------------|--|-------------------------|
| Apparel group, total..... | 96,503 | \$270,625,909 | \$3,832,241,500 | \$7.06 |
| Men's and boys' clothing and furnishings stores..... | 23,867 | 73,516,150 | 1,070,444,240 | 6.87 |
| Family clothing stores..... | 8,551 | 24,172,925 | 465,555,640 | 5.19 |
| Women's ready-to-wear stores..... | 16,250 | 62,634,652 | 1,009,251,093 | 6.21 |
| Women's accessories stores..... | 16,745 | 39,124,295 | 351,938,170 | 11.12 |
| Other apparel and furnishings stores..... | 10,975 | 14,580,110 | 190,314,362 | 7.56 |
| General stores, total..... | 31,815 | 14,974,848 | 1,020,742,911 | 1.47 |
| General merchandise group, total..... | 40,374 | 185,518,505 | 5,143,731,180 | 3.61 |
| Department stores..... | 3,631 | 94,820,629 | 3,405,786,663 | 2.78 |
| Dry goods stores..... | 18,051 | 25,244,443 | 532,210,201 | 4.74 |
| General merchandise stores..... | 8,657 | 12,408,917 | 352,463,468 | 3.52 |
| Variety, 5-and-10, and to-a-dollar stores..... | 10,035 | 53,044,516 | 853,270,848 | 6.22 |

¹ For complete expense information see Table 2 of this report. The rents reported have in all cases been included in "all other expenses" which is shown separately in the expense table.

Cash versus credit in apparel stores.—A total of 94,575 apparel stores out of the United States total of 114,296 stores reported concerning their credit activities. These 94,575 stores are included in a detailed analysis in which they have been classified according to the degree of credit business. Slightly more than 63 per cent of these stores reported that they were selling only for cash. These cash stores accounted for nearly 48 per cent of the total business of the reporting stores. The remaining 37 per cent of the stores reported that they sell on credit as well as for cash. The sales of these credit-granting stores amounted to 52 per cent of the business of the reporting stores.

The following brief table furnishes some interesting comparisons of average sales between the credit and noncredit granting stores:

AVERAGE SALES

| STORES REPORTING CREDIT | Number of stores | Net sales | Average sales |
|-------------------------|------------------|-----------------|---------------|
| All stores..... | 94,575 | \$3,746,492,000 | \$39,610 |
| All cash..... | 59,814 | 1,790,088,000 | 29,920 |
| Cash-credit..... | 34,761 | 1,956,404,000 | 56,280 |

While there were 19,721 apparel stores with sales aggregating \$494,401,000 which failed to report concerning their credit activities, the 94,575 which did furnish data on this point accounted for more than 88 per cent of the total sales for the group. There is no reason to believe that the cash and credit ratios of the stores which furnished no credit data would be materially different from those which did report. In fact, it is doubtful if any adjustment in ratios would be necessary. The following table furnishes the basis for subsequent discussions of credit in the different kinds of stores in the apparel group.

The totals reported for stores in the apparel group have effectively demonstrated the importance of credit as a sales factor in the apparel group as a whole. However, these figures do not indicate in what kinds of apparel stores it is of greatest importance. Also these group averages do not provide the basis for a comparison of the effectiveness of credit as a sales inducement. For the entire apparel group the total amount of credit extended by reporting stores is closely estimated at \$935,398,000 or an average of 24.97 per cent of the total sales of the 94,575 stores analyzed. In the men's and boys' clothing and furnishings stores credit amounted to approximately \$208,804,000 or 20.20 per cent. In family clothing stores, which often extend credit in the form of installments as well as on open account, the credit represents nearly 44 per cent of the total. In women's ready-to-wear specialty stores credit is also important, as the total estimated credit sales, amounting to \$324,725,000, or 33 per cent, clearly indicate. In the women's accessories stores, selling hosiery, lingerie, and corsets, millinery, etc., where prices are comparatively small, less credit is demanded or extended. The proportion of credit for these accessory stores is estimated at 17.50 per cent. Credit has become increasingly important in some of the individual classifications included in the group called "other apparel and furnishings stores." As the table on page 23 clearly indicates, a very high proportion of the credit for this major kind-of-business classification is extended by the custom tailors and dressmakers. In the case of shoe stores, credit, which represents less than 10 per cent of the sales, is relatively unimportant.

Following is a series of tables showing for the six major kind-of-business classifications in the apparel group, the approximate amount of credit sales made in each of the 10 degree-of-credit groupings, the proportion of the total representing cash, and the proportion representing credit.

APPAREL GROUP

| CLASSIFICATION | Number of stores | Retail sales cash and credit | Approximate cash proportion | Approximate credit proportion |
|-------------------------------|------------------|------------------------------|-----------------------------|-------------------------------|
| All cash..... | 59,514 | \$1,790,088,000 | \$1,790,088,000 | ----- |
| 1 to 10 per cent credit..... | 10,332 | 288,926,000 | 274,480,000 | \$14,446,000 |
| 11 to 20 per cent credit..... | 4,893 | 172,547,000 | 140,665,000 | 25,882,000 |
| 21 to 30 per cent credit..... | 3,905 | 158,852,000 | 141,714,000 | 47,238,000 |
| 31 to 40 per cent credit..... | 3,453 | 183,354,000 | 119,180,000 | 64,174,000 |
| 41 to 50 per cent credit..... | 3,181 | 194,907,000 | 107,199,000 | 87,708,000 |
| 51 to 60 per cent credit..... | 1,869 | 188,240,000 | 84,708,000 | 103,532,000 |
| 61 to 70 per cent credit..... | 1,532 | 189,338,000 | 66,288,000 | 123,070,000 |
| 71 to 80 per cent credit..... | 1,343 | 171,851,000 | 42,963,000 | 128,888,000 |
| Over 80 per cent credit..... | 4,253 | 378,298,000 | 37,829,000 | 340,460,000 |
| Total analyzed..... | 94,575 | 3,746,492,000 | 2,811,094,000 | 935,398,000 |
| Per cent, sales..... | ----- | 100.00 | 75.03 | 24.97 |

MEN'S AND BOYS' CLOTHING STORES

| | | | | |
|-------------------------------|--------|---------------|---------------|-------------|
| All cash..... | 13,788 | \$462,316,000 | \$462,316,000 | ----- |
| 1 to 10 per cent credit..... | 2,993 | 106,067,000 | 100,764,000 | \$5,303,000 |
| 11 to 20 per cent credit..... | 1,512 | 68,922,000 | 58,584,000 | 10,338,000 |
| 21 to 30 per cent credit..... | 1,336 | 75,119,000 | 56,339,000 | 18,780,000 |
| 31 to 40 per cent credit..... | 1,265 | 71,734,000 | 46,627,000 | 25,107,000 |
| 41 to 50 per cent credit..... | 1,051 | 78,444,000 | 43,144,000 | 35,300,000 |
| 51 to 60 per cent credit..... | 613 | 59,597,000 | 26,819,000 | 32,778,000 |
| 61 to 70 per cent credit..... | 420 | 56,736,000 | 19,858,000 | 36,878,000 |
| 71 to 80 per cent credit..... | 281 | 32,835,000 | 8,234,000 | 24,701,000 |
| Over 80 per cent credit..... | 263 | 21,799,000 | 2,180,000 | 19,619,000 |
| Total analyzed..... | 23,522 | 1,033,669,000 | 824,865,000 | 208,804,000 |
| Per cent, sales..... | ----- | 100.00 | 79.80 | 20.20 |

FAMILY CLOTHING STORES

(Men's, women's, and children's)

| CLASSIFICATION | Number of stores | Retail sales cash and credit | Approximate cash proportion | Approximate credit proportion |
|-------------------------------|------------------|------------------------------|-----------------------------|-------------------------------|
| All cash..... | 4,466 | \$153,690,000 | \$153,690,000 | ----- |
| 1 to 10 per cent credit..... | 997 | 31,382,000 | 29,813,000 | \$1,569,000 |
| 11 to 20 per cent credit..... | 500 | 17,304,000 | 14,708,000 | 2,596,000 |
| 21 to 30 per cent credit..... | 342 | 14,653,000 | 10,990,000 | 3,663,000 |
| 31 to 40 per cent credit..... | 290 | 26,917,000 | 17,498,000 | 9,421,000 |
| 41 to 50 per cent credit..... | 263 | 21,046,000 | 11,575,000 | 9,471,000 |
| 51 to 60 per cent credit..... | 141 | 26,320,000 | 11,844,000 | 14,476,000 |
| 61 to 70 per cent credit..... | 114 | 33,382,000 | 11,684,000 | 21,698,000 |
| 71 to 80 per cent credit..... | 176 | 21,571,000 | 5,393,000 | 16,178,000 |
| Over 80 per cent credit..... | 1,782 | 155,252,000 | 15,525,000 | 139,727,000 |
| Total analyzed..... | 9,071 | 501,517,000 | 282,718,000 | 218,799,000 |
| Per cent, sales..... | ----- | 100.00 | 56.37 | 43.63 |

WOMEN'S READY-TO-WEAR SPECIALTY SHOPS

| | | | | |
|-------------------------------|--------|---------------|---------------|-------------|
| All cash..... | 9,070 | \$379,837,000 | \$379,837,000 | ----- |
| 1 to 10 per cent credit..... | 1,506 | 59,059,000 | 56,106,000 | \$2,953,000 |
| 11 to 20 per cent credit..... | 726 | 38,193,000 | 32,464,000 | 5,729,000 |
| 21 to 30 per cent credit..... | 599 | 57,467,000 | 43,100,000 | 14,367,000 |
| 31 to 40 per cent credit..... | 602 | 41,471,000 | 26,956,000 | 14,515,000 |
| 41 to 50 per cent credit..... | 660 | 56,518,000 | 31,085,000 | 25,433,000 |
| 51 to 60 per cent credit..... | 499 | 68,446,000 | 30,801,000 | 37,645,000 |
| 61 to 70 per cent credit..... | 485 | 75,005,000 | 26,252,000 | 48,753,000 |
| 71 to 80 per cent credit..... | 393 | 96,744,000 | 24,186,000 | 72,558,000 |
| Over 80 per cent credit..... | 730 | 114,191,000 | 11,419,000 | 102,772,000 |
| Total analyzed..... | 15,270 | 986,931,000 | 662,206,000 | 324,725,000 |
| Per cent, sales..... | ----- | 100.00 | 67.10 | 32.90 |

WOMEN'S ACCESSORIES STORES

| | | | | |
|-------------------------------|--------|---------------|---------------|------------|
| All cash..... | 11,905 | \$239,898,000 | \$239,898,000 | ----- |
| 1 to 10 per cent credit..... | 1,427 | 18,371,000 | 17,452,000 | \$919,000 |
| 11 to 20 per cent credit..... | 592 | 9,547,000 | 8,115,000 | 1,432,000 |
| 21 to 30 per cent credit..... | 453 | 7,925,000 | 5,944,000 | 1,981,000 |
| 31 to 40 per cent credit..... | 366 | 9,502,000 | 6,176,000 | 3,326,000 |
| 41 to 50 per cent credit..... | 404 | 10,489,000 | 5,789,000 | 4,720,000 |
| 51 to 60 per cent credit..... | 228 | 6,732,000 | 3,029,000 | 3,703,000 |
| 61 to 80 per cent credit..... | 204 | 8,053,000 | 2,819,000 | 5,234,000 |
| 71 to 80 per cent credit..... | 201 | 8,948,000 | 2,237,000 | 6,711,000 |
| Over 80 per cent credit..... | 507 | 38,460,000 | 3,846,000 | 34,614,000 |
| Total analyzed..... | 16,287 | 357,925,000 | 295,285,000 | 62,640,000 |
| Per cent, sales..... | ----- | 100.00 | 82.50 | 17.50 |

OTHER APPAREL AND FURNISHINGS STORES

| | | | | |
|-------------------------------|--------|--------------|--------------|------------|
| All cash..... | 6,184 | \$79,826,000 | \$79,826,000 | ----- |
| 1 to 10 per cent credit..... | 936 | 11,764,000 | 11,176,000 | \$588,000 |
| 11 to 20 per cent credit..... | 605 | 6,616,000 | 5,624,000 | 992,000 |
| 21 to 30 per cent credit..... | 450 | 6,515,000 | 4,886,000 | 1,629,000 |
| 31 to 40 per cent credit..... | 361 | 4,495,000 | 2,922,000 | 1,573,000 |
| 41 to 50 per cent credit..... | 423 | 5,077,000 | 2,792,000 | 2,285,000 |
| 51 to 60 per cent credit..... | 212 | 5,692,000 | 2,561,000 | 3,131,000 |
| 61 to 70 per cent credit..... | 189 | 3,862,000 | 1,352,000 | 2,510,000 |
| 71 to 80 per cent credit..... | 226 | 6,470,000 | 1,617,000 | 4,853,000 |
| Over 80 per cent credit..... | 884 | 43,676,000 | 4,368,000 | 39,308,000 |
| Total analyzed..... | 10,470 | 173,993,000 | 117,124,000 | 56,869,000 |
| Per cent, sales..... | ----- | 100.00 | 67.32 | 32.68 |

SHOE STORES

| | | | | |
|-------------------------------|--------|---------------|---------------|-------------|
| All cash..... | 14,401 | \$474,521,000 | \$474,521,000 | ----- |
| 1 to 10 per cent credit..... | 2,473 | 62,343,000 | 59,226,000 | \$3,117,000 |
| 11 to 20 per cent credit..... | 958 | 31,965,000 | 27,170,000 | 4,795,000 |
| 21 to 30 per cent credit..... | 725 | 27,273,000 | 20,455,000 | 6,818,000 |
| 31 to 40 per cent credit..... | 569 | 29,235,000 | 19,003,000 | 10,232,000 |
| 41 to 50 per cent credit..... | 380 | 23,333,000 | 12,833,000 | 10,500,000 |
| 51 to 60 per cent credit..... | 176 | 21,453,000 | 9,653,000 | 11,800,000 |
| 61 to 70 per cent credit..... | 120 | 12,264,000 | 4,292,000 | 7,972,000 |
| 71 to 80 per cent credit..... | 66 | 5,193,000 | 1,298,000 | 3,895,000 |
| Over 80 per cent credit..... | 87 | 4,911,000 | 737,000 | 4,174,000 |
| Total analyzed..... | 19,955 | 692,491,000 | 629,188,000 | 63,303,000 |
| Per cent, sales..... | ----- | 100.00 | 90.86 | 9.14 |

Independents versus chains in the apparel field.—Chain store development, which has been rapid in more recent years, has taken place principally in those kinds of business which are most readily adaptable to a certain technique of operation, such as small operating units, special prices, rapid turnover, and limited customer services. Naturally, in the apparel field the greatest chain growth has taken place in certain specific kinds of business, and for that reason group comparisons would reflect only certain kinds of stores and would lead to erroneous conclusions. This section is therefore confined to a discussion of those business classifications in which the degree of chain penetration can be most effectively measured.

Chain growth has been particularly marked in the women's ready-to-wear field, in the men's wear group, in family stores, and in shoe stores. In three of these four fields the development has been sufficiently rapid to warrant the preparation of special chain store reports outlining salient facts on the growth and operation of chain stores.

Family clothing stores (the fourth classification referred to above), were not made the subject of a special report for the reason that the nature of the stores, combining as they do many of the features of the other three kinds of stores, obscures the significant points of difference between chains and independents. They will, however, be discussed in some detail in this section.

Women's apparel chains.—Women's apparel chains, classified as local, sectional, and national chains operated 1,912 stores and 292 leased departments in 1929. The sales of these stores and departments aggregated \$282,477,843 in the same year. These 2,204 ready-to-wear outlets were operated by 219 chain store companies, which jointly accounted for nearly 26 per cent of the total business of all the women's ready-to-wear specialty stores in the country.

In the cities of more than 30,000 population, the women's apparel chains did 27.48 per cent of the business of all women's apparel stores. In the cities from 10,000 to 30,000 population the chain stores accounted for 13.64 per cent and in the places of less than 10,000 population the chains did 8.86 per cent. These proportions vary somewhat in different sections of the country as shown in Table 5.

The merchandising series (chain reports) includes one devoted exclusively to women's apparel chains. This report brings out the fact that more than 27 per cent of the stores and departments operating at the close of 1929 were started during that year. It also reveals that the average wage costs for these chains were \$12.57 for each \$100 of sales and that the rent paid for stores operated in leased premises accounted for additional \$6.70 per \$100 of sales.

The following brief table, taken from the special chain report entitled "Merchandising series, retail distribution in women's apparel chains, distribution No. R-8," provides complete expense data for the 2,204 chain stores in this field.

WOMEN'S APPAREL CHAINS—OPERATING EXPENSES

| | TOTAL—ALL CHAINS | |
|---|---------------------|-----------------------|
| | Amount (219 chains) | Per cent of net sales |
| STORES AND SALES | | |
| Number of stores ¹ | 2,204 | 100.00 |
| Net sales ¹ | \$282,477,843 | 100.00 |
| EXPENSES | | |
| Total wage cost—Employees and proprietors (total, 34,002)..... | 35,528,628 | 12.57 |
| Salaries and wages paid to full-time employees—(total, 28,810)..... | 33,857,613 | 11.98 |
| Salaries and wages paid to part-time employees—(total, 5,126)..... | 1,593,465 | 0.56 |
| Services of proprietors (computed at same rate as paid to average full-time employees—total, 66)..... | 77,550 | 0.03 |
| Total rental cost..... | 18,918,849 | 6.70 |
| Rent paid for 2,195 leased premises (6.70 per cent of the sales in such leased premises)..... | 18,887,140 | 6.69 |
| Rental value of 9 owned and partly owned premises (at same per cent of sales as that paid for leased premises)..... | 31,709 | 0.01 |
| All other expenses..... | 29,940,543 | 10.60 |
| Total of above expenses..... | 84,388,020 | 29.57 |

¹ In comparing this table with Table 5 of this report and with Table 6 of the United States summary it must be realized that many chains operate some stores of a different kind from that applicable to the chains as a whole. General merchandise chains operate some department stores, some dry goods stores, and some men's stores, etc. In Table 5 of this report and Table 6 of the summary, stores are classified individually, regardless of the classification which applies to the chains of which they are a part.

Men's wear chains.—Men's wear chains classified as local, sectional, and national chains operated 893 men's clothing stores, 701 men's clothing and furnishings stores, 480 men's furnishings stores, 692 hat stores, and 288 tailoring establishments. These 3,054 chain stores were operated by 286 chain organizations and did a total business of \$270,959,214 in 1929. The following brief table shows a breakdown of these 3,054 stores by kinds of stores and by types of operation.

MEN'S-WEAR CHAINS—STORES AND SALES CLASSIFIED BY KINDS OF BUSINESS AND BY TYPES OF OPERATION

| | Total, all men's-wear chains | Men's clothing chains | Men's clothing and furnishings chains | Men's furnishings chains | Men's hat chains | Tailoring chains |
|-------------------------------------|------------------------------|-----------------------|---------------------------------------|--------------------------|------------------|------------------|
| All types: | | | | | | |
| Number of chains..... | 286 | 84 | 87 | 49 | 37 | 29 |
| Number of units..... | 3,054 | 893 | 701 | 480 | 692 | 288 |
| Net sales (1929) ¹ | \$270,959,214 | \$88,432,317 | \$110,571,557 | \$23,588,439 | \$29,293,367 | \$19,073,534 |
| Per cent of sales..... | 100.00 | 32.64 | 40.81 | 8.70 | 10.81 | 7.04 |
| Average sales per unit..... | \$88,723 | \$99,028 | \$157,734 | \$49,142 | \$42,393 | \$66,228 |
| Local chains: | | | | | | |
| Number of chains..... | 169 | 40 | 58 | 37 | 20 | 14 |
| Number of units..... | 1,084 | 243 | 376 | 260 | 133 | 72 |
| Net sales (1929)..... | \$102,930,414 | \$19,369,541 | \$59,883,859 | \$13,217,633 | \$5,566,018 | \$4,893,363 |
| Sectional chains: | | | | | | |
| Number of chains..... | 93 | 35 | 27 | 9 | 11 | 11 |
| Number of units..... | 1,160 | 429 | 290 | 104 | 201 | 136 |
| Net sales (1929)..... | \$84,721,555 | \$25,313,144 | \$41,300,829 | \$4,576,647 | \$7,655,825 | \$5,875,110 |
| National chains: | | | | | | |
| Number of chains..... | 24 | 9 | 2 | 3 | 6 | 4 |
| Number of units..... | 810 | 221 | 35 | 116 | 358 | 80 |
| Net sales (1929)..... | \$83,307,245 | \$43,749,632 | \$9,386,869 | \$5,794,159 | \$16,071,524 | \$3,305,061 |

¹ In comparing this table with Table 5 of this report and with Table 6 of the United States summary it must be realized that many chains operate some stores of a different kind from that applicable to the chain as a whole. General merchandise chains operate some department stores, some dry-goods stores, and some men's stores. This table has been prepared on the basis of the chains themselves. In Table 5 of this report and Table 6 of the summary stores are classified individually regardless of the classification which applies to the chain of which they are a part.

The merchandising series includes one entitled "Retail distribution by men's-wear chains," distribution No. R-60. This report contains much of the available data relative to the operation of men's-wear chains, including an analysis of sales by size of city, by proportion of credit, complete expense information, and a discussion of the commodities sold and the relative importance of each. The following table shows briefly the expense data for the 3,054 chain stores. For complete chain data see the "men's-wear chains" report.

EXPENSE SUMMARY FOR ALL MEN'S-WEAR CHAINS

| KIND OF CHAINS | Number of chains | Number of units | Net sales (1929) | Pay-roll ratio | Rent ratio | Total expense ratio | Stock sales ratio ¹ |
|--|------------------|-----------------|------------------|----------------|------------|---------------------|--------------------------------|
| Totals, all chains..... | 286 | 3,054 | \$270,959,214 | 11.59 | 9.02 | 30.23 | 21.51 |
| Men's clothing chains..... | 84 | 893 | 88,432,317 | 9.93 | 7.12 | 26.95 | 18.64 |
| Men's clothing and furnishings chains..... | 87 | 701 | 110,571,557 | 13.18 | 8.03 | 31.84 | 27.65 |
| Men's furnishings chains..... | 49 | 480 | 23,588,439 | 10.86 | 13.30 | 31.46 | 20.11 |
| Men's hat chains..... | 37 | 692 | 29,293,367 | 10.86 | 16.23 | 35.67 | 18.54 |
| Tailoring chains..... | 29 | 288 | 19,073,534 | 12.07 | 6.80 | 26.19 | 5.50 |

¹ Stock sales ratio is the per cent of stock at the end of year, at cost, to net sales for the year at retail. It is not equivalent to turnover, but furnishes a possible measure of comparison for stores in the same kinds of business.

Family clothing stores.—Family clothing chains classified as local, sectional, and national chains operated 1,585 stores in 1929 and reported sales aggregating \$150,735,098 for that year. In the cities of over 30,000 population the chains operating family clothing stores do nearly 32 per cent of the family clothing store business. In the cities from 10,000 to 30,000 population the chains do more than 30 per cent of the business, while in the places of less than 10,000 population the chains only account for 7.39 per cent of the family clothing stores sales.

These figures, the basis for which appears in Table 5 of this report, indicate that while there are a higher proportion of family stores (chains and independents) in the places of less than 10,000 population than there are of the more specialized stores, the family clothing store chains have concentrated more on the larger cities and do not have as high a relative proportion of the business of the towns and villages.

Table 5 contains detailed data by States and geographic divisions for each of the three kinds of businesses referred to, by types of operation and by size of city, and provides the basis for comparing the degree of chain penetration in any State or section of the country.

Shoe chains.—Complete analytical data are contained in the merchandising series report No. R-67 ⁴ entitled "Shoe chains" and in the special trade report entitled "Shoe retailing," No. R-80 ⁴ both of which are now available. These reports indicate that there were 24,259 shoe stores operating in 1929 with aggregate sales of \$806,828,929; that less than 7 per cent of the merchandise sold was other than footwear and that the average total expense was \$29.39 for each \$100 of sales. The chains operated 6,099 of these stores and reported sales aggregating \$369,149,760. Further data will be found in Table 5 of this report and in the two special reports referred to above.

⁴ Copies of these special reports can be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C. A nominal charge is made for each copy to defray the cost of printing.

CHAPTER 3.—LEADING APPAREL COMPETITORS

The question of competition is important in any retail study because of the trend toward the sale of a wider and more varied line of merchandise in practically all kinds of stores. It is particularly important in the study of apparel. Retail figures show that only about 56 per cent of the apparel furnishings and accessories are retailed through apparel stores, while the remaining 44 per cent is distributed through other kinds of stores in which apparel is only one commodity line carried and usually is not the principal line of merchandise sold.

The *general merchandise group*, composed of 10 individual kind-of-business classifications, each selling large quantities of apparel, is the leading competitor. This group, which contains 54,636 stores with sales aggregating \$6,444,100,907, distributed approximately 39 per cent of the apparel furnishings and accessories sold during 1929. The following brief tables shows, by kinds of business, the number of stores in the general merchandise group and the total sales of each of these stores.

GENERAL MERCHANDISE GROUP

| KIND OF BUSINESS | Number of stores | Sales (1929) | Per cent of sales |
|--|------------------|-----------------|-------------------|
| General merchandise group, total..... | 54,636 | \$6,444,100,907 | 100.00 |
| Department stores— | | | |
| Department stores with food departments..... | 460 | 939,411,294 | 14.58 |
| Department stores without food departments..... | 3,730 | 2,963,662,603 | 45.99 |
| Mail-order houses—general merchandise..... | 31 | 447,023,641 | 6.94 |
| Dry-goods stores— | | | |
| Dry-goods stores..... | 24,676 | 641,355,596 | 9.95 |
| Piece-goods stores..... | 774 | 21,822,252 | 0.34 |
| General merchandise stores— | | | |
| General merchandise stores with food departments..... | 2,182 | 139,404,454 | 2.16 |
| General merchandise stores without food departments..... | 9,849 | 363,887,420 | 5.65 |
| Army and Navy goods stores..... | 724 | 19,783,087 | 0.31 |
| Women's exchanges..... | 100 | 3,573,065 | 0.05 |
| Variety, 5-and-10, and to-a-dollar stores..... | 12,110 | 904,147,495 | 14.03 |

General stores, like the stores in the general merchandise group, also sell quantities of apparel furnishings and accessories, a large part of which is in the cheaper grades. Little information is available indicating what proportion of the sales of these stores is in apparel and shoes. However, it is well known that the general stores are large distributors of apparel and therefore they must be included in this apparel study.

The following table shows stores and sales for each of the three kinds of general stores:

| KIND OF BUSINESS | Number of stores | Net sales ¹ (1929) | Per cent of sales |
|--|------------------|-------------------------------|-------------------|
| General stores, total..... | 104,089 | \$2,570,744,006 | 100.00 |
| General stores—groceries with apparel..... | 5,426 | 111,074,663 | 4.32 |
| General stores—groceries with dry goods..... | 40,159 | 713,226,435 | 27.74 |
| General stores—groceries with general merchandise..... | 58,504 | 1,746,442,908 | 67.94 |

¹ Includes apparel sales and nonapparel sales. For sales of apparel in these and in apparel stores, see Table 7.

Expenses of competing stores.—The preceding chapter which is devoted to the apparel stores contains a detailed discussion of the operating expenses of those stores, together with a brief comparison of their expense ratios in relation to the United States average for all kinds of stores and the averages for the general merchandise group and for general stores.

Those general averages which are given for the two principal competing groups as a whole do not disclose the widely varying expense ratios which are noted when each separate kind-of-business classification is analyzed. While the group average for expenses is \$26.81 per \$100 of sales, that average varies within the group from a high ratio of 29.25 in department stores without food departments to a low of 16.17 in general merchandise stores with food departments. In this connection, however, it is interesting to note that practically all of the apparel stores show higher total operating costs in relation to sales than do the stores of the general merchandise group. This is an important factor, because it enables the general merchandise stores to meet the quality and price of the apparel stores without sacrificing mark up. That factor coupled with other advantages which the stores handling a general line of merchandise often have over the more specialized stores may frequently influence the customer's final selection of the store in which purchases are to be made. Following is a brief table showing the operating expense ratios of stores in the general merchandise group:

OPERATING EXPENSES IN GENERAL MERCHANDISE STORES

| KIND OF BUSINESS | Total operating expenses | Total operating expenses per \$100 of sales | Rent per \$100 of sales in leased premises |
|--|--------------------------|---|--|
| General merchandise group, total..... | \$1, 727, 390, 006 | \$26. 81 | \$3. 61 |
| Department stores with food departments..... | 264, 841, 739 | 28. 19 | 3. 11 |
| Department stores without food departments..... | 866, 871, 076 | 29. 25 | 2. 97 |
| Mall-order houses (general merchandise)..... | 102, 123, 889 | 22. 84 | 1. 08 |
| Dry-goods stores..... | 155, 309, 634 | 24. 21 | 4. 68 |
| Piece-goods stores..... | 4, 962, 641 | 22. 74 | 6. 41 |
| General merchandise stores with food departments..... | 22, 537, 508 | 16. 17 | 2. 02 |
| General merchandise stores without food departments..... | 78, 821, 280 | 21. 66 | 3. 62 |
| Army and Navy goods stores..... | 4, 942, 801 | 24. 98 | 7. 07 |
| Women's exchanges..... | 1, 289, 670 | 36. 09 | 4. 65 |
| Variety, 5-and-10, and to-a-dollar stores..... | 225, 689, 728 | 24. 96 | 6. 22 |

Table 2 of this report provides detailed figures from which it is possible to make comparisons, on a national basis, with the various kinds of apparel stores. Naturally, these expense ratios vary materially in different sections of the country. For a comparison of State and city averages reference should always be made to the separate State reports.

General stores, found principally in the small towns and in rural areas are not directly comparable. These country stores, while they do sell large quantities of apparel, handle mostly the cheaper grades of work clothing. They are largely proprietor-owned stores and frequently the only persons employed are members of the proprietor's own family. Salaries are low and other operating costs are also smaller in about the same relative proportions. Frequently longer business hours are maintained, which tends to increase the sales volume without increasing costs in the same proportion. Also, food is usually the largest single line of merchandise sold, which can be handled at a much lower cost. These stores are more nearly comparable with the grocery or combination stores as their expense ratios will clearly indicate.

The following table shows for each of the three kinds of general stores the average operating expenses and the average rentals paid for leased premises.

OPERATING EXPENSES IN GENERAL STORES

| KIND OF BUSINESS | Total operating expenses | Total operating expenses per \$100 of sales | Rent per \$100 of sales in leased premises |
|--|--------------------------|---|--|
| General stores, total..... | \$349,382,019 | \$13.59 | \$1.47 |
| General stores with apparel..... | 16,366,856 | 14.74 | 1.78 |
| General stores with dry goods..... | 103,630,123 | 14.53 | 1.77 |
| General stores with general merchandise..... | 229,385,040 | 13.13 | 1.31 |

Credit in competing stores.—Credit is often the factor which determines the selection of the kind of store from which purchases are to be made; particularly if all other factors are about equal. The fact that an account is already open will frequently throw the sale to a particular store, or the desire to have only one account in one store where all kinds of merchandise are sold will often cause the customer to select a department store or a general merchandise store rather than a specialty store. This is an important consideration and should not be overlooked, especially since the credit facilities of the stores competing with the apparel stores for the clothing business of the country are practically unlimited.

The general merchandise group, which is the largest competitor of the apparel group, extended about one and three-quarter billion dollars of credit in 1929 which is nearly twice that extended by the apparel stores. It is impossible to determine what portion of this general merchandise total represented credit extended on sales of apparel. However, it is believed to be a very substantial part of the total because of the general practice of charging even the most minor purchases in stores selling a general line of merchandise for which cash would be paid in a specialty store. Hosiery is a typical example. Payment would usually be made, without question, at the time of sale in a hosiery shop or a shoe store and even in most of the ready-to-wear stores, while in the department store the same merchandise is more likely to be charged than not, if the customer has an account at the store.

Following is a series of brief tables showing the approximate proportion of cash and credit sales of the 45,345 stores in the general merchandise group as to their credit activities.

GENERAL MERCHANDISE GROUP

| Classification | Number of stores | Retail sales, cash and credit | Approximate cash proportion | Approximate credit proportion |
|-------------------------------|------------------|-------------------------------|-----------------------------|-------------------------------|
| All cash..... | 29,080 | \$1,781,467,000 | \$1,781,467,000 | |
| 1 to 10 per cent credit..... | 4,937 | 329,264,000 | 312,801,000 | \$16,463,000 |
| 11 to 20 per cent credit..... | 2,706 | 297,698,000 | 253,043,000 | 44,655,000 |
| 21 to 30 per cent credit..... | 2,116 | 344,811,000 | 258,608,000 | 86,203,000 |
| 31 to 40 per cent credit..... | 1,888 | 419,092,000 | 272,410,000 | 146,682,000 |
| 41 to 50 per cent credit..... | 1,652 | 609,516,000 | 335,234,000 | 274,282,000 |
| 51 to 60 per cent credit..... | 910 | 864,041,000 | 388,818,000 | 475,223,000 |
| 61 to 70 per cent credit..... | 708 | 528,160,000 | 184,856,000 | 343,304,000 |
| 71 to 80 per cent credit..... | 527 | 259,102,000 | 64,775,000 | 194,327,000 |
| Over 80 per cent credit..... | 821 | 162,981,000 | 16,298,000 | 146,683,000 |
| Total analyzed..... | 45,345 | 5,596,132,000 | 3,868,310,000 | 1,727,822,000 |
| Per cent, sales..... | | 100.00 | 69.12 | 30.88 |

DEPARTMENT STORES

| Classification | Number of stores | Retail sales, cash and credit | Approximate cash proportion | Approximate credit proportion |
|-------------------------------|------------------|-------------------------------|-----------------------------|-------------------------------|
| All cash..... | 1, 574 | \$554, 856, 000 | \$554, 856, 000 | |
| 1 to 10 per cent credit..... | 202 | 198, 158, 000 | 9, 908, 000 | \$188, 250, 000 |
| 11 to 20 per cent credit..... | 370 | 219, 641, 000 | 186, 695, 000 | 32, 946, 000 |
| 21 to 30 per cent credit..... | 328 | 273, 089, 000 | 204, 817, 000 | 68, 272, 000 |
| 31 to 40 per cent credit..... | 334 | 335, 663, 000 | 218, 181, 000 | 117, 482, 000 |
| 41 to 50 per cent credit..... | 324 | 548, 411, 000 | 301, 626, 000 | 246, 785, 000 |
| 51 to 60 per cent credit..... | 313 | 821, 254, 000 | 369, 564, 000 | 451, 690, 000 |
| 61 to 70 per cent credit..... | 188 | 497, 594, 000 | 174, 168, 000 | 323, 426, 000 |
| 71 to 80 per cent credit..... | 83 | 237, 392, 000 | 59, 348, 000 | 178, 044, 000 |
| Over 80 per cent credit..... | 104 | 120, 170, 000 | 12, 017, 000 | 108, 153, 000 |
| Total analyzed..... | 3, 820 | 3, 806, 228, 000 | 2, 091, 170, 000 | 1, 715, 058, 000 |
| Per cent, sales..... | | 100.00 | 54.94 | 45.06 |

DRY GOODS

| | | | | |
|-------------------------------|---------|-----------------|-----------------|---------------|
| All cash..... | 12, 773 | \$273, 776, 000 | \$273, 776, 000 | |
| 1 to 10 per cent credit..... | 2, 856 | 71, 536, 000 | 67, 959, 000 | \$3, 577, 000 |
| 11 to 20 per cent credit..... | 1, 306 | 40, 023, 000 | 34, 020, 000 | 6, 003, 000 |
| 21 to 30 per cent credit..... | 1, 009 | 38, 922, 000 | 29, 192, 000 | 9, 730, 000 |
| 31 to 40 per cent credit..... | 875 | 48, 670, 000 | 31, 636, 000 | 17, 034, 000 |
| 41 to 50 per cent credit..... | 741 | 36, 918, 000 | 20, 305, 000 | 16, 613, 000 |
| 51 to 60 per cent credit..... | 300 | 25, 746, 000 | 11, 686, 000 | 14, 160, 000 |
| 61 to 70 per cent credit..... | 220 | 12, 210, 000 | 4, 273, 000 | 7, 937, 000 |
| 71 to 80 per cent credit..... | 152 | 5, 702, 000 | 1, 425, 000 | 4, 277, 000 |
| Over 80 per cent credit..... | 210 | 11, 661, 000 | 10, 495, 000 | 1, 166, 000 |
| Total analyzed..... | 20, 442 | 565, 164, 000 | 484, 667, 000 | 80, 497, 000 |
| Per cent, sales..... | | 100.00 | 85.76 | 14.24 |

GENERAL MERCHANDISE STORES

| | | | | |
|-------------------------------|---------|-----------------|-----------------|---------------|
| All cash..... | 5, 343 | \$190, 490, 000 | \$190, 490, 000 | |
| 1 to 10 per cent credit..... | 1, 330 | 49, 464, 000 | 46, 991, 000 | \$2, 473, 000 |
| 11 to 20 per cent credit..... | 841 | 35, 390, 000 | 30, 082, 000 | 5, 308, 000 |
| 21 to 30 per cent credit..... | 675 | 30, 680, 000 | 23, 010, 000 | 7, 670, 000 |
| 31 to 40 per cent credit..... | 598 | 32, 965, 000 | 21, 427, 000 | 11, 538, 000 |
| 41 to 50 per cent credit..... | 521 | 22, 852, 000 | 12, 569, 000 | 10, 283, 000 |
| 51 to 60 per cent credit..... | 277 | 16, 649, 000 | 7, 492, 000 | 9, 157, 000 |
| 61 to 70 per cent credit..... | 281 | 17, 813, 000 | 6, 235, 000 | 11, 578, 000 |
| 71 to 80 per cent credit..... | 276 | 15, 622, 000 | 3, 905, 000 | 11, 717, 000 |
| Over 80 per cent credit..... | 472 | 30, 242, 000 | 3, 024, 000 | 27, 218, 000 |
| Total analyzed..... | 10, 614 | 442, 167, 000 | 345, 225, 000 | 96, 942, 000 |
| Per cent, sales..... | | 100.00 | 78.08 | 21.92 |

VARIETY, 5-AND-10, AND TO-A-DOLLAR STORES

| | | | | |
|-------------------------------|---------|-----------------|-----------------|-------------|
| All cash..... | 9, 390 | \$762, 345, 000 | \$762, 345, 000 | |
| 1 to 10 per cent credit..... | 549 | 10, 106, 000 | 9, 601, 000 | \$505, 000 |
| 11 to 20 per cent credit..... | 189 | 2, 644, 000 | 2, 248, 000 | 396, 000 |
| 21 to 30 per cent credit..... | 104 | 2, 120, 000 | 1, 590, 000 | 530, 000 |
| 31 to 40 per cent credit..... | 81 | 1, 794, 000 | 1, 166, 000 | 628, 000 |
| 41 to 50 per cent credit..... | 66 | 1, 355, 000 | 734, 000 | 601, 000 |
| 51 to 60 per cent credit..... | 20 | 392, 000 | 176, 000 | 216, 000 |
| 61 to 70 per cent credit..... | 19 | 543, 000 | 190, 000 | 353, 000 |
| 71 to 80 per cent credit..... | 16 | 386, 000 | 96, 000 | 290, 000 |
| Over 80 per cent credit..... | 35 | 908, 000 | 91, 000 | 817, 000 |
| Total analyzed..... | 10, 469 | 782, 573, 000 | 778, 237, 000 | 4, 336, 000 |
| Per cent, sales..... | | 100.00 | 99.45 | 0.55 |

CHAPTER 4.—SALES BY COMMODITIES

Manufacturers, marketing their products through retailers, and advertising agencies, directing and promoting the distribution of manufactured products, have a definite and direct use for commodity sales data. Retailers and wholesalers also have a need at times for reliable information concerning the nature and relative quantity of each commodity sold in a given kind of store. In short, commodity information is of particular interest and value to each and every group performing any of the many functions incidental to the movement of goods from the producer to the consumer.

It is obvious that authentic data could be obtained only to the extent that the records of the stores made that possible, and since not more than 15 per cent of the stores, operating in 1929, reported the breakdown of their sales in terms of commodities sold, the result of the canvass was what may be described as a *sampling* only. While this sample indicates that at least 35 per cent of all sales were made through the stores which were able to furnish commodity sales data, there is considerable variance in the degree of coverage between different kinds of business. For example, in the department stores, the coverage was not infrequently 100 per cent, while in grocery stores and hardware stores the coverage was often as low as 10 per cent. Therefore in publishing the retail State reports the commodity items were shown in percentage only, with the degree of sales coverage clearly shown.

In the special series of trade reports outlining certain specific uses for the data and providing the bases for other individual studies, it is necessary to rebuild the sales figures from the percentages shown in the State reports to a dollar sales figure for definite use. This is accomplished by applying the percentages shown in the second column of the commodity table (Table 15 of all State reports) against the total sales shown in Table 1 of all State reports.

It is particularly fortunate, from the standpoint of producing dollar sales figures, that in the apparel group and the general merchandise group, where the bulk of the apparel is sold, a much higher proportion of the stores were able to supply commodity breakdowns than in some of the other groups. As a result of this condition it is believed that the commodity ratios are of maximum value for use in producing dollar sales figures for apparel lines.

National estimate of apparel sales.—Applying the method described above it has been possible to closely estimate that the sales of apparel through all kinds of retail stores amounted to \$7,347,000,000 in 1929. This sum represents about 15 per cent of the entire sales of all retail stores for that year. About 57 per cent of the apparel total consisted of sales of women's and misses' ready-to-wear and accessories. Over 38 per cent represented sales of men's and boys' clothing and furnishings, while the remainder, representing less than 5 per cent of the apparel total, covered sales of other miscellaneous apparel and accessories such as infants' wear, etc. The following table, showing by States and geographic divisions the approximate sales of these three major apparel commodity groups, furnishes necessary State figures for comparisons with national totals and averages. These amounts are essentially composite figures combining all apparel commodities into the three groupings.

APPROXIMATE TOTAL SALES OF APPAREL, FURNISHINGS, AND ACCESSORIES BY STATES AND GEOGRAPHIC DIVISIONS

(Sales shown in thousands of dollars)

| | Total sales of apparel, furnishings, and accessories | Men's and boys' clothing | Per cent | Women's and misses' ready-to-wear and accessories | Per cent | Other apparel and accessories | Per cent |
|----------------------------|--|--------------------------|----------|---|----------|-------------------------------|----------|
| United States, totals..... | \$7,346,735 | \$2,814,940 | 38.32 | \$4,190,418 | 57.04 | \$341,377 | 4.64 |
| NEW ENGLAND..... | 573,055 | 198,558 | 34.62 | 346,822 | 60.52 | 27,875 | 4.86 |
| Connecticut..... | 108,587 | 40,850 | 37.62 | 62,674 | 57.72 | 5,063 | 4.66 |
| Maine..... | 41,866 | 16,560 | 39.56 | 23,467 | 56.05 | 1,839 | 4.39 |
| Massachusetts..... | 337,535 | 108,899 | 32.26 | 211,877 | 62.77 | 16,759 | 4.97 |
| New Hampshire..... | 21,878 | 8,655 | 39.56 | 12,153 | 55.55 | 1,070 | 4.89 |
| Rhode Island..... | 47,492 | 16,482 | 34.70 | 28,958 | 60.97 | 2,052 | 4.33 |
| Vermont..... | 15,697 | 6,012 | 44.03 | 7,693 | 49.01 | 1,092 | 6.96 |
| MIDDLE ATLANTIC..... | 2,093,006 | 763,170 | 36.46 | 1,219,246 | 58.25 | 110,590 | 5.29 |
| New Jersey..... | 233,630 | 86,556 | 37.05 | 134,329 | 57.50 | 12,745 | 5.45 |
| New York..... | 1,216,894 | 438,754 | 36.06 | 714,953 | 58.75 | 63,187 | 5.19 |
| Pennsylvania..... | 642,482 | 237,860 | 37.02 | 399,964 | 57.58 | 34,658 | 5.39 |
| EAST NORTH CENTRAL..... | 1,698,764 | 660,950 | 38.91 | 998,296 | 56.41 | 79,518 | 4.68 |
| Illinois..... | 628,191 | 249,290 | 39.68 | 348,843 | 55.53 | 30,058 | 4.79 |
| Indiana..... | 165,134 | 64,777 | 39.23 | 92,652 | 56.11 | 7,705 | 4.66 |
| Michigan..... | 311,003 | 124,946 | 40.18 | 172,152 | 55.35 | 13,905 | 4.47 |
| Ohio..... | 439,202 | 165,806 | 37.75 | 253,979 | 57.62 | 20,317 | 4.63 |
| Wisconsin..... | 155,234 | 56,131 | 36.16 | 91,570 | 58.99 | 7,533 | 4.85 |
| WEST NORTH CENTRAL..... | 688,770 | 275,958 | 40.07 | 383,302 | 55.65 | 20,510 | 4.28 |
| Iowa..... | 124,111 | 51,044 | 41.13 | 67,820 | 54.64 | 5,247 | 4.23 |
| Kansas..... | 76,355 | 31,484 | 41.23 | 41,923 | 54.91 | 2,948 | 3.86 |
| Minnesota..... | 151,001 | 62,112 | 41.13 | 81,749 | 54.14 | 7,140 | 4.73 |
| Missouri..... | 227,583 | 83,881 | 36.86 | 134,014 | 58.89 | 9,688 | 4.25 |
| Nebraska..... | 80,867 | 25,567 | 42.00 | 32,628 | 53.60 | 2,672 | 4.40 |
| North Dakota..... | 23,114 | 10,182 | 44.05 | 12,054 | 52.15 | 878 | 3.80 |
| South Dakota..... | 25,739 | 11,688 | 45.41 | 13,114 | 50.95 | 937 | 3.64 |
| SOUTH ATLANTIC..... | 633,046 | 247,119 | 39.04 | 359,695 | 56.82 | 26,232 | 4.14 |
| Delaware..... | 12,971 | 5,042 | 38.87 | 7,242 | 55.83 | 687 | 5.30 |
| District of Columbia..... | 65,716 | 21,886 | 33.30 | 41,312 | 62.87 | 2,518 | 3.83 |
| Florida..... | 62,674 | 22,737 | 36.28 | 38,004 | 60.64 | 1,933 | 3.08 |
| Georgia..... | 93,322 | 37,404 | 40.08 | 51,276 | 54.95 | 4,642 | 4.97 |
| Maryland..... | 95,800 | 36,008 | 37.59 | 56,028 | 58.48 | 3,764 | 3.93 |
| North Carolina..... | 97,715 | 41,227 | 42.19 | 52,301 | 53.52 | 4,187 | 4.29 |
| South Carolina..... | 42,544 | 16,733 | 39.33 | 23,659 | 55.61 | 2,152 | 5.06 |
| Virginia..... | 88,843 | 34,981 | 39.37 | 50,324 | 56.64 | 3,538 | 3.99 |
| West Virginia..... | 73,461 | 31,101 | 42.34 | 39,549 | 53.84 | 2,811 | 3.82 |
| EAST SOUTH CENTRAL..... | 321,296 | 133,445 | 41.53 | 174,847 | 54.42 | 13,004 | 4.05 |
| Alabama..... | 81,147 | 33,818 | 41.67 | 44,618 | 54.98 | 2,712 | 3.35 |
| Kentucky..... | 83,474 | 35,604 | 42.65 | 44,110 | 52.84 | 3,760 | 4.51 |
| Mississippi..... | 55,187 | 22,520 | 40.81 | 30,651 | 55.54 | 2,016 | 3.65 |
| Tennessee..... | 101,488 | 41,603 | 40.89 | 55,468 | 54.66 | 4,516 | 4.45 |
| WEST SOUTH CENTRAL..... | 517,332 | 210,860 | 40.76 | 285,233 | 55.14 | 21,239 | 4.10 |
| Arkansas..... | 54,913 | 25,063 | 45.64 | 27,826 | 50.67 | 2,024 | 3.69 |
| Louisiana..... | 75,870 | 32,432 | 42.75 | 40,226 | 53.02 | 3,212 | 4.23 |
| Oklahoma..... | 96,858 | 39,417 | 40.70 | 54,045 | 55.80 | 3,396 | 3.50 |
| Texas..... | 289,691 | 113,948 | 39.33 | 183,136 | 56.31 | 12,607 | 4.36 |
| MOUNTAIN..... | 194,062 | 82,647 | 42.59 | 102,680 | 52.91 | 8,735 | 4.50 |
| Arizona..... | 24,150 | 9,860 | 40.83 | 12,697 | 52.58 | 1,593 | 6.59 |
| Colorado..... | 62,991 | 25,646 | 40.71 | 34,808 | 55.26 | 2,537 | 4.03 |
| Idaho..... | 19,449 | 8,728 | 44.88 | 9,739 | 50.07 | 882 | 5.05 |
| Montana..... | 28,414 | 12,350 | 43.23 | 14,538 | 51.16 | 1,026 | 3.61 |
| Nevada..... | 5,722 | 2,628 | 45.94 | 2,029 | 51.19 | 165 | 2.87 |
| New Mexico..... | 11,716 | 6,111 | 52.16 | 5,110 | 43.61 | 495 | 4.23 |
| Utah..... | 30,132 | 11,523 | 38.24 | 17,175 | 57.00 | 1,434 | 4.76 |
| Wyoming..... | 11,488 | 5,301 | 46.14 | 5,684 | 49.48 | 803 | 4.38 |
| PACIFIC..... | 627,407 | 242,434 | 38.64 | 360,297 | 57.43 | 24,076 | 3.93 |
| California..... | 479,251 | 186,103 | 37.58 | 280,687 | 58.57 | 18,461 | 3.85 |
| Oregon..... | 55,542 | 22,420 | 40.37 | 30,954 | 55.73 | 2,168 | 3.90 |
| Washington..... | 92,614 | 39,911 | 43.09 | 48,656 | 52.54 | 4,047 | 4.37 |

Tables 6-A, 6-B, and 6-C of this report furnish a breakdown of the apparel sales for each of these major groups into specific commodity lines and provide the basis for study of the different kinds of merchandise included under the apparel classifications and the relative proportions of each sold in the several States.

Commodities sold in selected kinds of apparel stores.—Naturally, the nature of the merchandise sold varies in the different kinds of apparel stores. Also the

proportions of each commodity vary, even though many commodities are sold by practically all kinds of apparel stores. The degree of importance of a given commodity in a given kind of store necessarily determines whether the item is primary or featured merchandise or whether it is related or secondary merchandise. The following brief tables supplying commodity sales figures for each of seven selected kinds of apparel stores provide the basis for subsequent discussion of primary and related commodities in which these tables will be used as illustrations.

COMMODITIES SOLD IN MEN'S AND BOY'S CLOTHING STORES

| COMMODITIES SOLD | Estimated United States total sales | Per cent |
|--|-------------------------------------|----------|
| Total, all commodities..... | \$176, 418, 581 | 100.00 |
| Custom tailoring..... | 3, 988, 867 | 2.26 |
| Furnishings..... | 187, 762 | 0.11 |
| Hats and caps..... | 1, 195, 036 | 0.66 |
| Overcoats..... | 37, 529, 835 | 21.27 |
| Other clothing..... | 3, 555, 283 | 2.03 |
| Suits..... | 129, 764, 776 | 73.56 |
| Other merchandise (including leather goods)..... | 167, 022 | 0.09 |

COMMODITIES SOLD IN MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

| COMMODITIES SOLD | Estimated United States total sales | Per cent |
|---|-------------------------------------|----------|
| Total, all commodities..... | \$760, 527, 660 | 100.00 |
| Cigars, tobacco, and smokers' supplies..... | 458, 824 | 0.06 |
| Clothing and furnishings (men's and boys')— | | |
| Custom tailoring..... | 11, 699, 287 | 1.54 |
| Suits..... | 314, 160, 904 | 41.31 |
| Overcoats..... | 116, 580, 338 | 15.33 |
| Hats and caps..... | 51, 629, 164 | 6.79 |
| Furnishings..... | 180, 145, 385 | 23.68 |
| Work clothing..... | 18, 994, 789 | 2.50 |
| Other clothing..... | 26, 969, 619 | 3.55 |
| Luggage and leather goods..... | 2, 291, 122 | 0.30 |
| Other merchandise (including gifts, jewelry, etc.)..... | 2, 559, 746 | 0.34 |
| Service..... | 663, 762 | 0.09 |
| Shoes and other footwear— | | |
| Men's, boys', and youths'..... | 25, 977, 283 | 3.41 |
| Women's, misses', and children's..... | 2, 377, 933 | 0.31 |
| Rubber and other footwear (including infants' shoes)..... | 1, 122, 889 | 0.15 |
| Sporting goods..... | 3, 195, 054 | 0.42 |
| Women's and misses' hosiery..... | 1, 701, 561 | 0.22 |

COMMODITIES SOLD IN MEN'S AND BOYS' FURNISHINGS STORES

| COMMODITIES SOLD | Estimated United States total sales | Per cent |
|--|-------------------------------------|----------|
| Total, all commodities..... | \$212, 032, 317 | 100.00 |
| Furnishings, men's and boys'..... | 177, 934, 416 | 83.92 |
| Hats and caps, men's and boys'..... | 17, 208, 740 | 8.12 |
| Work clothing, men's and boys'..... | 6, 423, 386 | 3.03 |
| Other clothing, men's and boys'..... | 5, 572, 288 | 2.63 |
| Shoes, men's, boys' and youths'..... | 2, 138, 687 | 1.01 |
| Smokers' supplies..... | 518, 706 | 0.24 |
| Sporting goods..... | 1, 212, 725 | 0.57 |
| Other merchandise and service (including luggage and leather goods)..... | 1, 023, 369 | 0.48 |

COMMODITIES SOLD IN MEN'S AND BOYS' HAT STORES

| COMMODITIES SOLD | Estimated United States total sales | Per cent |
|--|-------------------------------------|----------|
| Total, all commodities..... | \$43, 744, 215 | 100.00 |
| Furnishings..... | 3, 868, 470 | 8.85 |
| Hats and caps..... | 39, 335, 915 | 89.92 |
| Other clothing..... | 420, 182 | 0.96 |
| Other merchandise and service (including leather goods)..... | 119, 648 | 0.27 |

COMMODITIES SOLD IN FAMILY CLOTHING STORES

| COMMODITIES SOLD | Estimated United States total sales | Per cent |
|---|-------------------------------------|----------|
| Total, all commodities | \$552,296,295 | 100.00 |
| Apparel and accessories (women's, misses', and children's)— | | |
| Custom tailoring | 3,130,983 | 0.57 |
| Children's wear | 15,835,388 | 2.87 |
| Millinery | 12,043,999 | 2.18 |
| Hosiery | 16,390,086 | 2.97 |
| Coats, suits, and dresses | 149,929,836 | 27.14 |
| Underwear, negligees, corsets, etc. | 19,626,962 | 3.55 |
| Other apparel (except furs) | 27,159,485 | 4.92 |
| Clothing and furnishings (men's and boys')— | | |
| Custom tailoring | 4,755,983 | 0.86 |
| Suits | 96,619,601 | 17.49 |
| Overcoats | 41,030,697 | 7.43 |
| Hats and caps | 17,519,176 | 3.17 |
| Furnishings | 55,019,892 | 9.96 |
| Work clothing | 8,402,974 | 1.52 |
| Other clothing | 25,932,519 | 4.69 |
| Dry goods and notions | 2,502,705 | 0.45 |
| Furs and fur goods | 7,205,810 | 1.31 |
| Home furnishings | 544,428 | 0.10 |
| Infants' wear | 2,015,397 | 0.36 |
| Jewelry, costume | 3,981,442 | 0.72 |
| Leather goods, bill folds, gloves, and hand bags | 3,305,693 | 0.60 |
| Luggage | 1,572,438 | 0.28 |
| Miscellaneous merchandise (including gifts, sporting goods, etc.) | 2,841,551 | 0.51 |
| Service | 1,133,742 | 0.21 |
| Shoes— | | |
| Men's and boys' | 12,549,091 | 2.27 |
| Women's, misses', and children's | 17,334,297 | 3.15 |
| Rubber and other footwear (including infants' shoes) | 1,468,112 | 0.27 |
| Toiletries and cosmetics | 1,854,715 | 0.34 |
| Toys and games | 589,293 | 0.11 |

COMMODITIES SOLD IN WOMEN'S READY-TO-WEAR STORES

| | | |
|-------------------------------------|-----------------|--------|
| Total, all commodities | \$1,087,570,723 | 100.00 |
| Children's wear | 12,605,668 | 1.16 |
| Coats, suits, and dresses | 760,959,572 | 69.97 |
| Custom tailoring | 12,131,729 | 1.11 |
| Hosiery | 48,180,244 | 4.43 |
| Millinery | 45,569,518 | 4.19 |
| Underwear, negligees, corsets, etc. | 70,972,153 | 6.53 |
| Other apparel (except furs) | 42,204,305 | 3.88 |
| Dry goods and notions | 4,260,601 | 0.39 |
| Furs and fur goods | 41,615,154 | 3.82 |
| Gift merchandise | 2,934,902 | 0.27 |
| Infants' wear | 2,486,705 | 0.23 |
| Jewelry, costume | 4,347,842 | 0.40 |
| Luggage and leather goods | 8,482,411 | 0.78 |
| Men's clothing and furnishings | 1,771,793 | 0.16 |
| Toilet articles and preparations | 5,449,969 | 0.50 |
| Shoes | 16,014,012 | 1.47 |
| Other merchandise (including meals) | 3,869,788 | 0.36 |
| Service | 3,834,357 | 0.35 |

COMMODITIES SOLD IN MILLINERY STORES

| | | |
|--|---------------|--------|
| Total, all commodities | \$161,806,725 | 100.00 |
| Children's wear | 45,914 | 0.03 |
| Coats, suits, and dresses | 216,103 | 0.13 |
| Hosiery, women's and misses' | 1,413,027 | 0.88 |
| Jewelry, costume | 794,650 | 0.49 |
| Lingerie, corsets, underwear, etc. | 847,550 | 0.52 |
| Millinery | 155,199,343 | 95.92 |
| Other apparel | 923,194 | 0.57 |
| Other merchandise and service (including leather goods, trimmings, toiletries) | 2,366,944 | 1.46 |

Apparel sales of competing stores.—Table 7 of this report furnishes a detailed analysis of the apparel sales of all kinds of stores. It contains national totals for each of the 19 separate commodity lines and for each of the separate kinds of business classifications selling these commodities. It does not, however, show the relative importance of apparel sales to the total sales of these several kinds of stores.

Preceding pages have outlined the sales importance of different apparel lines in apparel stores. Since the stores of the general merchandise group and the general stores are large distributors of apparel, similar analyses for these competing stores are necessary to complete the picture.

Department stores are leading competitors of apparel stores.—Census commodity data show that the department stores are the largest distributors of apparel in the general merchandise group. In fact the apparel sales of these stores are responsible, to no small degree for the showing of the group. Total department store sales for 1929 were \$3,903,073,872. Of this total \$1,877,727,072, or 48.11 per cent, is estimated as representing sales of apparel. The importance of these stores as distributors of apparel is evident when it is realized that their apparel sales amount to more than 25 per cent of all apparel sold in the United States during that year.

Other important competitors of apparel stores.—More than 51 per cent of the total sales of dry-goods stores was in apparel the bulk of which is women's wear. In general merchandise stores, apparel sales amounted to nearly 48 per cent of the total sales. In the variety, 5-and-10, and to-a-dollar stores, apparel accounted for 27.41 per cent of total sales. Mail-order general merchandise houses reported apparel sales amounting to \$157,679,687, representing 35.28 per cent of their total sales. In the case of general stores, familiarly known as country general stores, estimates based upon a limited number of sample reports show sales of \$352,102,236 or 13.70 per cent of total sales represent sales of apparel in some form.

The following tables furnish a breakdown of the apparel sales for each of the kinds of business mentioned and shows what proportion of the total sales of each represents sales of apparel.

APPROXIMATE SALES OF APPAREL IN DEPARTMENT STORES

| COMMODITY LINES | Sales | COMMODITY LINES | Sales |
|---|-----------------|---|---------------|
| Total department store sales, all commodities..... | \$3,903,073,872 | Estimated sales of apparel, etc.—Continued. | |
| Estimated sales of apparel (48.11 per cent of total sales)..... | 1,877,727,072 | Underwear, negligees, corsets, etc..... | \$196,728,079 |
| Custom tailoring for men..... | 2,217,762 | Women's and misses' hosiery..... | 163,584,992 |
| Men's and boys' suits..... | 130,026,872 | Other apparel, women's and misses'..... | 113,616,837 |
| Men's and boys' overcoats..... | 35,179,208 | Children's wear..... | 55,143,710 |
| Hats and caps..... | 16,839,125 | Infants' wear..... | 72,299,378 |
| Men's and boys' furnishings..... | 197,275,463 | Furs and fur goods..... | 42,604,233 |
| Men's and boys' work clothing..... | 20,854,967 | Men's, boys', and youths' shoes..... | 46,506,403 |
| Other clothing, men's and boys'..... | 30,372,165 | Women's, misses', and children's shoes..... | 152,929,280 |
| Custom tailoring and dressmaking for women..... | 6,730,215 | Rubber and other footwear (including infants' shoes)..... | 8,860,501 |
| Millinery..... | 87,626,767 | | |
| Women's and misses' coats, suits, and dresses..... | 498,331,112 | | |

APPROXIMATE SALES OF APPAREL IN DRY-GOODS STORES

| COMMODITY LINES | Sales | COMMODITY LINES | Sales |
|---|---------------|---|---------------|
| Total dry-goods store sales, all commodities..... | \$641,385,596 | Estimated sales of apparel, etc.—Continued. | |
| Estimated sales of apparel (51.41 per cent of total sales)..... | 329,827,521 | Women's and misses' coats, suits, and dresses..... | \$103,593,777 |
| Custom tailoring for men..... | 168,646 | Underwear, negligees, corsets, etc. | 45,201,418 |
| Men's and boys' suits..... | 4,834,929 | Women's and misses' hosiery..... | 44,205,206 |
| Men's and boys' overcoats..... | 1,227,655 | Other apparel, women's and misses'..... | 26,575,067 |
| Hats and caps..... | 2,234,367 | Children's wear..... | 12,560,427 |
| Men's and boys' furnishings..... | 23,503,700 | Infants' wear..... | 10,500,311 |
| Men's and boys' work clothing..... | 6,306,847 | Men's, boys', and youths' shoes..... | 6,530,938 |
| Other clothing, men's and boys'..... | 3,571,412 | Women's, misses', and children's shoes..... | 19,262,428 |
| Custom tailoring and dressmaking for women..... | 1,683,752 | Rubber and other footwear (including infants' shoes)..... | 1,566,903 |
| Millinery..... | 16,299,738 | | |

APPROXIMATE SALES OF APPAREL IN GENERAL MERCHANDISE STORES

| COMMODITY LINES | Sales | COMMODITY LINES | Sales |
|---|---------------|---|--------------|
| Total sales, general merchandise stores, all commodities..... | \$503,291,904 | Estimated sales of apparel, etc.—Continued. | |
| Estimated sales of apparel (47.62 per cent of total sales)..... | 239,671,673 | Underwear, negligees, corsets, etc. | \$14,339,096 |
| Custom tailoring for men..... | 1,214,216 | Women's and misses' hosiery..... | 17,308,044 |
| Men's and boys' suits..... | 20,641,104 | Other apparel, women's and misses'..... | 14,183,322 |
| Men's and boys' overcoats..... | 7,238,012 | Children's wear..... | 6,558,380 |
| Men's and boys' hats and caps..... | 5,677,559 | Infants' wear..... | 4,260,016 |
| Men's and boys' furnishings..... | 26,529,800 | Furs and fur goods..... | 480,658 |
| Men's and boys' work clothing..... | 18,095,924 | Men's, boys', and youths' shoes..... | 23,308,023 |
| Other clothing, men's and boys'..... | 8,563,506 | Women's, misses', and children's shoes..... | 22,797,309 |
| Custom tailoring and dressmaking for women..... | 570,153 | Rubber and other footwear (including infants' shoes)..... | 3,480,180 |
| Millinery..... | 9,372,701 | | |
| Women's and misses' coats, suits, and dresses..... | 34,994,665 | | |

APPROXIMATE SALES OF APPAREL BY VARIETY, 5-AND-10, AND TO-A-DOLLAR STORES

| COMMODITY LINES | Sales | COMMODITY LINES | Sales |
|---|---------------|---|--------------|
| Total variety store sales, all commodities..... | \$904,147,495 | Estimated sales of apparel, etc.—Continued. | |
| Estimated sales of apparel (27.41 per cent of total sales)..... | 247,840,408 | Underwear, negligees, corsets, etc. | \$45,561,447 |
| Men's and boys' suits..... | 981,674 | Women's and misses' hosiery..... | 50,809,662 |
| Men's and boys' hats and caps..... | 1,199,725 | Other apparel, women's and misses'..... | 36,806,304 |
| Men's and boys' furnishings..... | 37,332,976 | Children's wear..... | 8,043,194 |
| Men's and boys' work clothing..... | 9,708,097 | Infants' wear..... | 20,594,758 |
| Other clothing, men's and boys'..... | 3,302,892 | Men's, boys', and youths' shoes..... | 2,137,555 |
| Millinery..... | 12,463,571 | Women's, misses' and children's shoes..... | 4,067,460 |
| Women's and misses' coats, suits, and dresses..... | 6,623,304 | Rubber and other footwear (including infants' shoes)..... | 7,994,660 |

APPROXIMATE SALES OF APPAREL BY MAIL-ORDER GENERAL MERCHANDISE HOUSES

| COMMODITY LINES | Sales | COMMODITY LINES | Sales |
|--|---------------|---|--------------|
| Total mail-order general merchandise house sales, all commodities..... | \$447,023,641 | Estimated sales of apparel, etc.—Continued. | |
| Estimated sales of apparel (35.28 per cent of total sales)..... | 157,679,687 | Underwear, negligees, corsets, etc. | \$17,506,804 |
| Custom tailoring for men..... | 227,926 | Women's and misses' hosiery..... | 11,071,805 |
| Men's and boys' suits..... | 9,252,267 | Other apparel, women's and misses'..... | 4,728,251 |
| Men's and boys' overcoats..... | 1,324,958 | Children's wear..... | 8,681,675 |
| Men's and boys' hats and caps..... | 1,017,622 | Infants' wear..... | 4,889,687 |
| Men's and boys' furnishings..... | 15,479,937 | Men's, boys', and youths' shoes..... | 12,172,176 |
| Men's and boys' work clothing..... | 9,978,746 | Women's, misses', and children's shoes..... | 18,789,350 |
| Other clothing, men's and boys'..... | 8,267,660 | Rubber and other footwear (including infants' shoes)..... | 4,603,631 |
| Millinery..... | 4,442,564 | | |
| Women's coats, suits, and dresses..... | 25,344,919 | | |

Related commodities.—It is universally recognized that most retail stores sell a variety of merchandise. These varied lines can usually be divided into two classes. The first is the *primary or basis commodity lines* while the second is *related or secondary commodity lines*. The first class consists of the principal lines of merchandise representing a substantial proportion of the total goods sold and which are usually synonymous in the customer's mind with the kind of store in question. The second class is made up of goods which are often associated by the customer with the primary merchandise sold by the store, but which are secondary in the customer's mind to the primary commodities featured by the store.

Men's furnishings is a good example. They are obviously primary commodities in men's furnishings (haberdashery) stores, where they represent 84 per cent of the store's total sales. They are also primary commodities in men's clothing and furnishings stores, where the appeal is sufficiently broad to include both clothing and furnishings. Evidence of this fact is found in the commodity tables of this report in which it is shown that men's furnishings account for 23.68 per cent of the sales of such stores. On the other hand, men's furnishings are secondary or related commodities in the men's clothing stores where they represent only 0.11 per cent of the sales. The primary appeal is in clothing, which is featured, as indicated by the proportion of suit (73 per cent) and overcoat (21 per cent) sales.

Hats and caps provide another good example. In the hat stores they represent 90 per cent of the total sales and are clearly primary commodities, while in the men's clothing stores, where they account for only 0.68 per cent, they are obviously secondary or related commodities. The same is true in the other men's stores although it is interesting to observe that in the men's clothing and furnishings stores the sales volume in hats and caps amounts to more than the total for hat stores in spite of the fact that in the former they are secondary and only represent about 8 per cent of the total sales of such stores. Hats and caps account for but a relatively small proportion of the total sales of the men's clothing and furnishings stores and for the purpose of this census are considered to be related rather than primary commodities.

In women's ready-to-wear specialty stores there is greater difficulty in differentiating between primary and related merchandise. A wide variety of merchandise is sold and the line of distinction is not clearly evident. Sales provide about the only basis for distinguishing between the two classes of goods and even sales are not an accurate measure in all cases. As the table for women's specialty stores shown on page 36 clearly indicates, coats, suits, and dresses are the featured line and represent about 70 per cent of total sales. However, in the case of underwear, negligees, corsets, hosiery, etc., it is not inconceivable, that their sale, in these dress and coat stores, is of sufficient importance to place them in the class of primary merchandise. On the other hand these commodities are obviously primary commodities in the hosiery shops and in the corset and lingerie shops where they account for the majority of the total sales of the shops. Hosiery is a related commodity in shoe stores, while shoes are a related line in the ready-to-wear stores.

Retailers are interested in related merchandise.—Related commodity lines are of particular interest to retailers because such merchandise should, and does, under normal conditions, sell with less sales effort and with correspondingly lower expense than primary or featured lines. The expense incidental to getting the customers into the store falls principally upon these featured lines, yet after the customers have entered, the related lines have almost an equal chance for sale. Practically every kind of store in the apparel group is in a particularly advantageous position from the standpoint of related apparel commodities. The very

definite trend toward ensembles and harmonizing color effects has greatly reduced sales resistance and makes the purchaser a potential customer for other merchandise, in some way related to the original purchase.

Evidence of this will be noted in Table 7 of this report in the case of custom tailors. These tailoring establishments are normally looked upon as outlets for tailored outer apparel only. In reality they are found to be selling a variety of other related apparel, not in large quantities, to be sure, but sufficient to illustrate the possibilities in that direction. Table 7 also brings out, for a number of other kinds of apparel stores possible lines which may be added, at little additional expense, and can be reasonably expected to increase the sales volume of the stores.

In the case of the stores in the general merchandise group the situation is quite different. These stores selling a more diversified line of merchandise have a more general appeal and bring into consideration a number of important factors, all of which have an effect upon the question of competition. The fact that almost any desired merchandise may be purchased without leaving the store undoubtedly gives these stores an advantage over the more specialized stores. This is partly due to traffic congestion and limited parking facilities in the large cities. It is a serious problem and can not be disregarded.

Credit, also, is an important factor as the table on page 31 will clearly illustrate. This credit analysis does not necessarily signify that credit is more freely extended, but rather, that many customers prefer to have credit accounts in stores where they may buy furniture, homewares, piece goods, household appliances, etc., as well as apparel, rather than to have accounts at a number of stores, each specializing in one or more of these lines.

Another factor which is important in the larger stores, particularly the department stores, is the practice of sending buyers to the market at frequent intervals. In apparel lines this factor is of special importance since stocks can in this way be held to the minimum requirements and still assure the customer of adequate selections and fresh new merchandise. In the case of the *small* specialty stores, representing such a large part of the total number, the sales volume seldom warrants the expenditures incurred in sending buyers to the market regularly. This feature has a tendency to attract the purchaser to the larger general merchandise stores and to the large specialty stores.

Table 7 provides commodity data for all lines of apparel handled by the stores of the general merchandise group. These figures show conclusively that the department stores are among the largest distributors of all apparel lines and that in certain lines they lead all apparel competitors. These stores lead all other kinds of business in the general merchandise group by a considerable margin. The importance of these various factors are obvious and should be given careful attention, particularly in connection with department stores, because they have a very definite bearing in many instances on the customer's selection of the kind of store from which the purchase is to be made.

Related commodity data are valuable to the retailer.—The apparel retailer, and other store executives are particularly interested, first, in ascertaining what lines of apparel are sold by other than apparel stores and what they are accomplishing with those lines; second, what related lines the other apparel stores are selling to determine the nature and extent of the competition; third, how the expense ratios of these stores compare and the relation of stocks to sales; fourth, to determine the approximate total sales of the merchandise in question in any given city or area; and fifth, how much of this sales total is supplied by each kind of store.

Reliable answers to each of these questions can be obtained with a minimum of effort by referring to the several State reports which contain all necessary data on State and city bases. Table 1 of each State report shows the total sales of

each kind of store. Table 2 contains expense information prepared on the same basis. Table 4 contains data by size of store. Table 7 furnishes the basis for determining the relation which credit pays to the sales volume. Table 15, the commodity analysis, also found in each State report contains commodity sales breakdown for nearly every kind of store. By applying the percentages shown in the second column of this State table against the total sales reported in Table 1 for the same kind of store, it is possible to arrive at a very close approximation of the dollar sales of any given commodity in any given kind of store.

Table 15 also provides the basis for another interesting and very valuable comparison in the first column of percentages. Where this ratio varies from the one shown in the second column it indicates that not all stores included in the breakdown sell that particular item of merchandise. In that case, column 1 indicates that the stores, which did sell the item, sold it in the proportion shown. To the retailer this difference is significant. If he is not carrying any of the items shown in the breakdown it suggests that they are worthy of investigation and provide him with the average sales ratios of those stores which do carry them.

Related commodity data are of value to the manufacturer and wholesaler.—Apparel stores offer present and potential markets for manufacturers and wholesalers not interested in apparel as well as for those who produce and distribute the various apparel lines. Costume jewelry and leather goods are sold in considerable quantity by certain kinds of apparel stores and may be made a profitable part of the business, if intensely developed, without interfering with the more regular apparel lines. Sporting goods, another unrelated line, can be and are sold in a number of the apparel stores. This merchandise is very readily associated with the different lines of sports wear and may be developed by the producer thereof without an unnecessary amount of promotional effort. Frequently sales of toilet preparations may be made to apparel customers, especially in the case of toiletries designed as a part of or an accessory to an ensemble.

The commodity table shown on page 36 furnishes evidence that there are other commodities for which the apparel stores provide a reasonably substantial present market with definite promise for future development. The data officially at the disposal of the bureau, and available for analysis, are necessarily limited to the facts contained in the retail questionnaire. This questionnaire was confined to the minimum consistent with securing the mass of necessary basic data. These necessary limitations preclude any attempt to itemize the innumerable individual commodity items which have been developed by many of the stores as related merchandise. However, total sales have been segregated into the major commodity lines which are sufficiently detailed to enable manufacturers, jobbers, etc., to effectively gauge the possibilities, of any given kind of apparel store or general store as an outlet, for any given commodity or group of commodities.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY

APPAREL GROUP

| STATES | TOTAL | | | CITIES OVER 30,000 POPULATION | | | |
|---------------------------|---------|-----------------|---------------------------------|-------------------------------|--------|-----------------|-------------------------|
| | Stores | Sales | Per cent of United States total | Number of cities | Stores | Sales | Per cent of State total |
| United States, total..... | 114,286 | \$4,240,892,577 | 100.00 | 310 | 71,006 | \$3,299,333,088 | 77.80 |
| NEW ENGLAND..... | 10,249 | 349,478,894 | 8.24 | 45 | 6,300 | 208,745,322 | 76.90 |
| Connecticut..... | 2,214 | 75,768,162 | 1.70 | 2 | 1,402 | 57,678,235 | 76.12 |
| Maine..... | 992 | 26,830,694 | 0.63 | 2 | 218 | 9,592,343 | 35.75 |
| Massachusetts..... | 5,339 | 194,415,521 | 4.58 | 29 | 3,917 | 169,251,475 | 87.06 |
| New Hampshire..... | 592 | 12,392,056 | 0.32 | 2 | 187 | 5,231,380 | 39.06 |
| Rhode Island..... | 768 | 30,108,926 | 0.71 | 4 | 570 | 26,991,889 | 80.65 |
| Vermont..... | 344 | 8,963,635 | 0.21 | | | | |
| MIDDLE ATLANTIC..... | 37,918 | 1,458,325,488 | 34.39 | 64 | 28,327 | 1,254,286,347 | 86.01 |
| New Jersey..... | 5,128 | 152,480,287 | 3.60 | 22 | 3,502 | 122,874,753 | 80.58 |
| New York..... | 21,659 | 940,074,354 | 22.17 | 22 | 18,184 | 864,800,346 | 91.99 |
| Pennsylvania..... | 11,131 | 365,770,897 | 8.62 | 20 | 6,641 | 266,611,248 | 72.89 |
| EAST NORTH CENTRAL..... | 25,762 | 976,094,685 | 23.02 | 81 | 16,571 | 782,024,033 | 80.12 |
| Illinois..... | 9,100 | 349,718,786 | 8.25 | 20 | 6,738 | 298,871,579 | 85.46 |
| Indiana..... | 2,647 | 92,118,532 | 2.17 | 13 | 1,256 | 61,804,461 | 67.09 |
| Michigan..... | 4,045 | 191,163,857 | 4.51 | 15 | 3,036 | 158,213,227 | 82.76 |
| Ohio..... | 6,407 | 250,031,427 | 5.90 | 23 | 4,051 | 199,222,570 | 79.68 |
| Wisconsin..... | 2,903 | 93,062,083 | 2.19 | 10 | 1,490 | 63,912,197 | 68.68 |
| WEST NORTH CENTRAL..... | 10,732 | 353,372,918 | 8.33 | 21 | 4,115 | 212,784,025 | 60.22 |
| Iowa..... | 2,232 | 66,597,629 | 1.57 | 7 | 542 | 20,223,919 | 43.88 |
| Kansas..... | 1,422 | 39,044,228 | 0.92 | 3 | 304 | 13,951,906 | 35.73 |
| Minnesota..... | 2,168 | 80,278,499 | 1.89 | 3 | 1,014 | 56,500,801 | 70.38 |
| Missouri..... | 2,981 | 112,559,390 | 2.65 | 5 | 1,883 | 91,602,853 | 81.38 |
| Nebraska..... | 1,053 | 34,402,271 | 0.81 | 2 | 313 | 18,850,638 | 54.82 |
| North Dakota..... | 381 | 9,148,647 | 0.22 | | | | |
| South Dakota..... | 495 | 11,342,254 | 0.27 | 1 | 59 | 2,644,908 | 23.32 |
| SOUTH ATLANTIC..... | 9,088 | 313,639,619 | 7.39 | 34 | 5,019 | 218,163,848 | 69.56 |
| Delaware..... | 224 | 8,712,175 | 0.21 | 1 | 148 | 7,331,943 | 84.16 |
| District of Columbia..... | 684 | 42,874,491 | 1.01 | 1 | 684 | 42,874,491 | 100.00 |
| Florida..... | 1,381 | 36,902,216 | 0.87 | 5 | 697 | 22,535,889 | 61.07 |
| Georgia..... | 1,114 | 42,018,668 | 0.99 | 5 | 578 | 31,529,088 | 75.04 |
| Maryland..... | 1,496 | 45,543,873 | 1.07 | 3 | 1,208 | 40,201,773 | 85.27 |
| North Carolina..... | 1,259 | 38,546,525 | 0.91 | 8 | 519 | 21,562,144 | 55.94 |
| South Carolina..... | 546 | 16,110,639 | 0.38 | 2 | 161 | 5,789,750 | 35.94 |
| Virginia..... | 1,332 | 47,256,167 | 1.11 | 6 | 713 | 31,302,366 | 66.24 |
| West Virginia..... | 1,052 | 35,674,865 | 0.84 | 3 | 311 | 15,036,404 | 42.15 |
| EAST SOUTH CENTRAL..... | 3,518 | 131,819,986 | 3.11 | 13 | 1,555 | 87,492,754 | 66.30 |
| Alabama..... | 773 | 29,837,926 | 0.71 | 3 | 362 | 20,637,076 | 69.19 |
| Kentucky..... | 1,232 | 42,833,106 | 1.01 | 4 | 555 | 28,081,465 | 66.96 |
| Mississippi..... | 515 | 14,980,353 | 0.35 | 2 | 85 | 4,421,740 | 29.52 |
| Tennessee..... | 998 | 44,168,601 | 1.04 | 4 | 553 | 33,062,473 | 76.21 |
| WEST SOUTH CENTRAL..... | 5,538 | 212,466,589 | 5.01 | 21 | 2,224 | 138,060,508 | 64.98 |
| Arkansas..... | 587 | 16,638,900 | 0.39 | 2 | 86 | 4,890,864 | 20.57 |
| Louisiana..... | 957 | 36,921,940 | 0.87 | 3 | 572 | 28,160,101 | 76.27 |
| Oklahoma..... | 1,136 | 46,707,611 | 1.10 | 3 | 309 | 25,363,889 | 54.28 |
| Texas..... | 2,858 | 112,298,138 | 2.65 | 13 | 1,257 | 79,655,664 | 70.93 |
| MOUNTAIN..... | 2,555 | 84,002,610 | 1.98 | 8 | 792 | 40,190,624 | 47.85 |
| Arizona..... | 224 | 7,739,732 | 0.18 | 2 | 91 | 4,073,304 | 52.63 |
| Colorado..... | 822 | 29,768,038 | 0.70 | 3 | 448 | 21,931,742 | 73.68 |
| Idaho..... | 261 | 6,678,121 | 0.16 | | | | |
| Montana..... | 433 | 13,209,503 | 0.31 | | | | |
| Nevada..... | 97 | 2,748,896 | 0.06 | 1 | 63 | 3,281,243 | 24.84 |
| New Mexico..... | 156 | 4,262,816 | 0.10 | | | | |
| Utah..... | 348 | 14,240,707 | 0.34 | | | | |
| Wyoming..... | 214 | 5,354,797 | 0.13 | 2 | 190 | 10,904,245 | 70.57 |
| PACIFIC..... | 8,936 | 361,691,788 | 8.53 | 23 | 6,043 | 297,675,627 | 82.30 |
| California..... | 6,689 | 283,999,120 | 6.70 | 17 | 4,814 | 242,640,959 | 85.44 |
| Oregon..... | 824 | 27,762,272 | 0.65 | 1 | 373 | 17,358,465 | 62.53 |
| Washington..... | 1,423 | 49,930,396 | 1.18 | 5 | 856 | 37,676,203 | 75.46 |

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

APPAREL GROUP—Continued

| STATES | CITIES 10,000 TO 30,000 POPULATION | | | | PLACES UNDER 10,000 POPULATION | | |
|--------------------------------|------------------------------------|--------|---------------|-------------------------|--------------------------------|---------------|-------------------------|
| | Number of cities | Stores | Sales | Per cent of State total | Stores | Sales | Per cent of State total |
| United States, total..... | 645 | 15,886 | \$467,975,609 | 11.03 | 27,404 | \$473,583,880 | 11.17 |
| NEW ENGLAND..... | 84 | 2,035 | 49,448,109 | 14.15 | 1,854 | 31,285,463 | 8.95 |
| Connecticut..... | 12 | 426 | 12,617,538 | 16.65 | 326 | 5,472,589 | 7.23 |
| Maine..... | 7 | 239 | 7,565,562 | 28.20 | 535 | 9,672,689 | 36.05 |
| Massachusetts..... | 44 | 916 | 17,923,902 | 9.22 | 506 | 7,240,144 | 3.72 |
| New Hampshire..... | 8 | 188 | 4,697,169 | 35.08 | 217 | 3,463,507 | 25.86 |
| Rhode Island..... | 10 | 163 | 2,688,458 | 8.93 | 29 | 428,579 | 1.42 |
| Vermont..... | 3 | 103 | 3,955,680 | 44.13 | 241 | 5,007,955 | 55.87 |
| MIDDLE ATLANTIC..... | 152 | 4,338 | 118,657,785 | 8.14 | 5,253 | 85,381,356 | 5.85 |
| New Jersey..... | 33 | 789 | 18,048,565 | 11.84 | 837 | 11,556,919 | 7.58 |
| New York..... | 47 | 1,491 | 42,257,390 | 4.50 | 1,954 | 33,016,618 | 3.51 |
| Pennsylvania..... | 72 | 2,058 | 58,351,830 | 15.95 | 2,432 | 40,807,819 | 11.16 |
| EAST NORTH CENTRAL..... | 137 | 3,201 | 95,874,335 | 9.82 | 5,990 | 98,196,317 | 10.06 |
| Illinois..... | 38 | 789 | 24,462,282 | 6.99 | 1,573 | 26,384,925 | 7.55 |
| Indiana..... | 21 | 548 | 16,538,179 | 17.95 | 843 | 13,775,902 | 14.96 |
| Michigan..... | 25 | 549 | 15,410,051 | 8.06 | 1,060 | 17,540,579 | 9.18 |
| Ohio..... | 36 | 862 | 25,548,383 | 10.22 | 1,494 | 25,260,465 | 10.10 |
| Wisconsin..... | 17 | 453 | 13,915,440 | 14.95 | 1,020 | 15,234,416 | 16.37 |
| WEST NORTH CENTRAL..... | 68 | 1,707 | 58,022,116 | 16.42 | 4,910 | 82,566,777 | 23.36 |
| Iowa..... | 14 | 468 | 15,061,563 | 22.62 | 1,222 | 22,312,147 | 33.50 |
| Kansas..... | 17 | 406 | 13,051,055 | 33.43 | 712 | 12,041,237 | 30.84 |
| Minnesota..... | 11 | 255 | 8,665,812 | 10.79 | 899 | 15,111,886 | 18.53 |
| Missouri..... | 11 | 198 | 7,272,457 | 6.46 | 900 | 13,684,050 | 12.16 |
| Nebraska..... | 6 | 124 | 4,636,972 | 13.48 | 616 | 10,905,661 | 31.70 |
| North Dakota..... | 4 | 143 | 5,247,279 | 57.36 | 238 | 3,901,368 | 42.64 |
| South Dakota..... | 5 | 113 | 4,086,918 | 36.03 | 323 | 4,610,428 | 40.65 |
| SOUTH ATLANTIC..... | 57 | 1,448 | 45,608,626 | 14.54 | 2,621 | 49,867,145 | 15.90 |
| Delaware..... | | | | | 76 | 1,380,232 | 15.84 |
| District of Columbia..... | | | | | | | |
| Florida..... | 9 | 255 | 6,434,934 | 17.44 | 429 | 7,931,393 | 21.49 |
| Georgia..... | 10 | 177 | 4,936,618 | 11.75 | 359 | 5,552,962 | 13.21 |
| Maryland..... | 3 | 85 | 2,355,481 | 5.17 | 203 | 2,986,619 | 6.56 |
| North Carolina..... | 13 | 239 | 6,936,219 | 17.99 | 501 | 10,048,162 | 26.07 |
| South Carolina..... | 7 | 178 | 6,811,728 | 42.28 | 207 | 3,509,161 | 21.78 |
| Virginia..... | 8 | 243 | 8,051,215 | 17.04 | 376 | 7,902,586 | 16.72 |
| West Virginia..... | 7 | 271 | 10,082,431 | 28.26 | 470 | 10,556,030 | 29.59 |
| EAST SOUTH CENTRAL..... | 35 | 659 | 20,160,681 | 15.30 | 1,304 | 24,256,571 | 18.40 |
| Alabama..... | 11 | 193 | 5,516,759 | 18.49 | 218 | 3,684,931 | 12.35 |
| Kentucky..... | 9 | 183 | 5,248,590 | 12.25 | 494 | 8,903,051 | 20.79 |
| Mississippi..... | 11 | 203 | 6,479,804 | 43.25 | 227 | 4,078,809 | 27.23 |
| Tennessee..... | 4 | 80 | 2,915,508 | 6.60 | 365 | 7,590,620 | 17.19 |
| WEST SOUTH CENTRAL..... | 48 | 944 | 30,434,961 | 14.32 | 2,370 | 43,971,120 | 20.70 |
| Arkansas..... | 7 | 151 | 5,369,554 | 32.47 | 350 | 6,278,492 | 37.96 |
| Louisiana..... | 5 | 96 | 3,858,766 | 10.45 | 289 | 4,903,073 | 13.28 |
| Oklahoma..... | 13 | 287 | 9,797,764 | 20.98 | 540 | 11,555,958 | 24.74 |
| Texas..... | 23 | 410 | 11,408,877 | 10.16 | 1,191 | 21,233,597 | 18.91 |
| MOUNTAIN..... | 19 | 467 | 17,129,785 | 20.39 | 1,296 | 26,682,201 | 31.76 |
| Arizona..... | | | | | 133 | 3,666,338 | 47.37 |
| Colorado..... | 5 | 92 | 2,804,207 | 9.42 | 282 | 5,032,089 | 16.90 |
| Idaho..... | 2 | 46 | 1,846,199 | 27.65 | 215 | 4,831,922 | 72.35 |
| Montana..... | 5 | 141 | 5,681,371 | 43.01 | 229 | 4,246,889 | 32.15 |
| Nevada..... | 1 | 47 | 1,824,615 | 66.38 | 50 | 924,281 | 33.62 |
| New Mexico..... | 3 | 52 | 2,012,375 | 47.21 | 104 | 2,250,441 | 52.79 |
| Utah..... | 1 | 16 | 542,090 | 3.81 | 142 | 2,794,372 | 19.62 |
| Wyoming..... | 2 | 73 | 2,418,928 | 45.17 | 141 | 2,935,869 | 54.83 |
| PACIFIC..... | 45 | 1,087 | 32,639,231 | 9.02 | 1,806 | 31,376,930 | 8.68 |
| California..... | 30 | 698 | 19,909,382 | 7.01 | 1,177 | 21,448,779 | 7.55 |
| Oregon..... | 5 | 155 | 5,357,035 | 19.30 | 296 | 5,046,772 | 18.17 |
| Washington..... | 10 | 234 | 7,372,814 | 14.77 | 333 | 4,881,379 | 9.77 |

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

| STATES | TOTAL | | | CITIES OVER 30,000 POPULATION | | |
|--------------------------------|---------------|----------------------|---------------------------------|-------------------------------|----------------------|-------------------------|
| | Stores | Sales | Per cent of United States total | Stores | Sales | Per cent of State total |
| United States, total..... | 28, 197 | \$1, 192, 732, 773 | 100. 00 | 16, 593 | \$855, 808, 437 | 71. 75 |
| NEW ENGLAND..... | 2, 415 | 93, 248, 356 | 7. 82 | 1, 396 | 65, 557, 007 | 70. 30 |
| Connecticut..... | 531 | 20, 345, 864 | 1. 71 | 328 | 14, 688, 022 | 72. 19 |
| Maine..... | 304 | 9, 889, 575 | 0. 79 | 53 | 2, 588, 363 | 27. 67 |
| Massachusetts..... | 1, 145 | 49, 106, 037 | 4. 12 | 837 | 41, 173, 226 | 83. 84 |
| New Hampshire..... | 174 | 4, 502, 319 | 0. 37 | 44 | 1, 287, 314 | 28. 59 |
| Rhode Island..... | 172 | 6, 827, 736 | 0. 57 | 134 | 5, 820, 082 | 85. 24 |
| Vermont..... | 89 | 3, 077, 325 | 0. 26 | | | |
| MIDDLE ATLANTIC..... | 9, 095 | 391, 165, 842 | 32. 80 | 6, 565 | 323, 766, 325 | 82. 77 |
| New Jersey..... | 1, 171 | 42, 042, 849 | 3. 53 | 828 | 33, 465, 029 | 79. 60 |
| New York..... | 5, 198 | 252, 632, 434 | 21. 18 | 4, 268 | 227, 509, 917 | 90. 09 |
| Pennsylvania..... | 2, 726 | 96, 490, 559 | 8. 00 | 1, 471 | 62, 701, 379 | 64. 98 |
| EAST NORTH CENTRAL..... | 6, 494 | 294, 040, 512 | 24. 65 | 3, 935 | 218, 833, 319 | 74. 42 |
| Illinois..... | 2, 202 | 105, 796, 531 | 8. 87 | 1, 490 | 85, 068, 423 | 80. 41 |
| Indiana..... | 695 | 28, 966, 041 | 2. 43 | 308 | 17, 403, 861 | 60. 08 |
| Michigan..... | 1, 201 | 59, 151, 941 | 4. 96 | 701 | 45, 919, 566 | 77. 63 |
| Ohio..... | 1, 679 | 72, 934, 500 | 6. 11 | 1, 011 | 53, 250, 965 | 73. 01 |
| Wisconsin..... | 717 | 27, 191, 499 | 2. 28 | 365 | 17, 191, 004 | 63. 22 |
| WEST NORTH CENTRAL..... | 2, 797 | 105, 120, 922 | 8. 81 | 929 | 46, 917, 760 | 44. 63 |
| Iowa..... | 643 | 25, 360, 000 | 2. 13 | 140 | 9, 253, 720 | 36. 49 |
| Kansas..... | 397 | 15, 060, 033 | 1. 26 | 67 | 3, 955, 122 | 26. 26 |
| Minnesota..... | 611 | 22, 550, 815 | 1. 89 | 261 | 11, 969, 084 | 53. 08 |
| Missouri..... | 610 | 24, 525, 938 | 2. 06 | 366 | 17, 703, 765 | 72. 18 |
| Nebraska..... | 280 | 9, 202, 001 | 0. 77 | 84 | 3, 270, 301 | 35. 54 |
| North Dakota..... | 101 | 3, 595, 364 | 0. 29 | | | |
| South Dakota..... | 155 | 4, 916, 681 | 0. 41 | 11 | 765, 768 | 15. 57 |
| SOUTH ATLANTIC..... | 2, 177 | 84, 665, 570 | 7. 10 | 1, 281 | 57, 937, 287 | 68. 44 |
| Delaware..... | 68 | 3, 184, 949 | 0. 27 | 43 | 2, 597, 681 | 81. 50 |
| District of Columbia..... | 181 | 10, 297, 972 | 0. 86 | 181 | 10, 297, 972 | 100. 00 |
| Florida..... | 290 | 9, 140, 426 | 0. 77 | 149 | 5, 684, 837 | 62. 19 |
| Georgia..... | 223 | 9, 832, 344 | 0. 83 | 115 | 6, 823, 611 | 69. 45 |
| Maryland..... | 399 | 12, 682, 578 | 1. 06 | 322 | 10, 702, 319 | 84. 39 |
| North Carolina..... | 284 | 10, 657, 370 | 0. 89 | 118 | 5, 911, 696 | 55. 47 |
| Virginia..... | 118 | 4, 704, 436 | 0. 40 | 46 | 1, 937, 288 | 41. 18 |
| West Virginia..... | 368 | 14, 364, 061 | 1. 20 | 184 | 9, 237, 740 | 64. 31 |
| EAST SOUTH CENTRAL..... | 246 | 9, 791, 434 | 0. 82 | 73 | 4, 739, 143 | 48. 40 |
| Alabama..... | 837 | 36, 734, 324 | 3. 08 | 362 | 22, 351, 426 | 60. 85 |
| Kentucky..... | 192 | 7, 812, 268 | 0. 61 | 110 | 5, 032, 882 | 68. 83 |
| Mississippi..... | 282 | 13, 052, 366 | 1. 10 | 108 | 7, 973, 664 | 61. 09 |
| Tennessee..... | 120 | 4, 551, 949 | 0. 38 | 15 | 996, 176 | 21. 88 |
| WEST SOUTH CENTRAL..... | 243 | 11, 817, 751 | 0. 99 | 129 | 8, 348, 704 | 70. 64 |
| Arkansas..... | 1, 380 | 62, 665, 265 | 5. 25 | 602 | 39, 824, 029 | 63. 55 |
| Louisiana..... | 124 | 4, 284, 990 | 0. 36 | 22 | 1, 116, 568 | 26. 06 |
| Oklahoma..... | 225 | 9, 583, 021 | 0. 80 | 150 | 7, 559, 337 | 78. 88 |
| Texas..... | 287 | 14, 491, 948 | 1. 21 | 78 | 7, 383, 450 | 50. 95 |
| MOUNTAIN..... | 744 | 34, 305, 306 | 2. 88 | 352 | 23, 764, 674 | 69. 27 |
| Arizona..... | 761 | 28, 622, 035 | 2. 40 | 207 | 10, 457, 782 | 36. 64 |
| Colorado..... | 70 | 3, 003, 757 | 0. 25 | 20 | 1, 298, 559 | 43. 23 |
| Idaho..... | 232 | 8, 213, 069 | 0. 69 | 117 | 4, 916, 481 | 59. 83 |
| Montana..... | 93 | 3, 336, 784 | 0. 28 | | | |
| Nevada..... | 143 | 5, 224, 996 | 0. 44 | 19 | 1, 175, 915 | 22. 61 |
| New Mexico..... | 29 | 870, 591 | 0. 07 | | | |
| Utah..... | 94 | 1, 516, 018 | 0. 13 | | | |
| Wyoming..... | 34 | 4, 146, 504 | 0. 35 | 51 | 3, 066, 827 | 73. 96 |
| PACIFIC..... | 66 | 2, 305, 316 | 0. 19 | | | |
| California..... | 2, 241 | 96, 469, 447 | 8. 09 | 1, 366 | 70, 161, 052 | 72. 73 |
| Oregon..... | 1, 630 | 71, 620, 996 | 6. 00 | 1, 062 | 55, 283, 172 | 77. 19 |
| Washington..... | 214 | 8, 514, 060 | 0. 74 | 80 | 4, 338, 186 | 49. 22 |
| | 397 | 16, 034, 391 | 1. 35 | 224 | 10, 639, 694 | 65. 73 |

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES—Continued

| STATES | CITIES 10,000 TO 30,000 POPULATION ¹ | | | PLACES UNDER 10,000 POPULATION | | |
|--------------------------------|---|-----------------|-------------------------|--------------------------------|-----------------|-------------------------|
| | Stores | Sales | Per cent of State total | Stores | Sales | Per cent of State total |
| United States, total..... | 4, 005 | \$151, 775, 457 | 12. 73 | 7, 599 | \$185, 140, 829 | 15. 52 |
| NEW ENGLAND..... | 461 | 14, 725, 292 | 15. 79 | 558 | 12, 966, 557 | 13. 91 |
| Connecticut..... | 116 | 3, 822, 031 | 18. 79 | 87 | 1, 835, 811 | 9. 02 |
| Maine..... | 67 | 2, 305, 121 | 24. 55 | 184 | 4, 496, 091 | 47. 88 |
| Massachusetts..... | 178 | 5, 110, 253 | 10. 41 | 130 | 2, 822, 558 | 5. 75 |
| New Hampshire..... | 47 | 1, 447, 583 | 32. 15 | 83 | 1, 767, 422 | 39. 26 |
| Rhode Island..... | 31 | 855, 816 | 12. 63 | 7 | 151, 838 | 2. 23 |
| Vermont..... | 22 | 1, 184, 488 | 38. 49 | 67 | 1, 892, 837 | 61. 51 |
| MIDDLE ATLANTIC..... | 1, 134 | 37, 354, 451 | 9. 55 | 1, 396 | 30, 045, 066 | 7. 68 |
| New Jersey..... | 155 | 4, 718, 872 | 11. 22 | 190 | 3, 858, 948 | 9. 18 |
| New York..... | 401 | 13, 391, 960 | 5. 30 | 529 | 11, 640, 557 | 4. 61 |
| Pennsylvania..... | 578 | 19, 243, 619 | 19. 94 | 677 | 14, 545, 561 | 15. 08 |
| EAST NORTH CENTRAL..... | 824 | 33, 358, 515 | 11. 35 | 1, 735 | 41, 848, 178 | 14. 23 |
| Illinois..... | 209 | 8, 964, 359 | 8. 47 | 503 | 11, 763, 749 | 11. 12 |
| Indiana..... | 131 | 5, 288, 827 | 18. 26 | 256 | 6, 273, 353 | 21. 66 |
| Michigan..... | 142 | 5, 651, 747 | 9. 55 | 298 | 7, 580, 628 | 12. 82 |
| Ohio..... | 230 | 8, 995, 282 | 12. 33 | 438 | 10, 688, 253 | 14. 66 |
| Wisconsin..... | 112 | 4, 458, 300 | 16. 40 | 240 | 5, 542, 195 | 20. 38 |
| WEST NORTH CENTRAL..... | 416 | 19, 731, 232 | 18. 77 | 1, 452 | 38, 471, 930 | 36. 60 |
| Iowa..... | 107 | 4, 883, 057 | 19. 26 | 396 | 11, 223, 313 | 44. 25 |
| Kansas..... | 97 | 4, 943, 931 | 32. 83 | 233 | 6, 160, 980 | 40. 81 |
| Minnesota..... | 72 | 3, 284, 353 | 14. 56 | 278 | 7, 297, 878 | 32. 36 |
| Missouri..... | 36 | 1, 776, 260 | 7. 24 | 208 | 5, 045, 913 | 20. 58 |
| Nebraska..... | 30 | 1, 509, 421 | 16. 40 | 166 | 4, 422, 279 | 48. 06 |
| North Dakota..... | 38 | 1, 626, 293 | 46. 39 | 63 | 1, 879, 071 | 53. 61 |
| South Dakota..... | 36 | 1, 707, 917 | 34. 74 | 108 | 2, 442, 996 | 49. 69 |
| SOUTH ATLANTIC..... | 358 | 13, 071, 485 | 15. 44 | 588 | 13, 646, 798 | 18. 12 |
| Delaware..... | | | | 25 | 587, 268 | 18. 44 |
| District of Columbia..... | | | | | | |
| Florida..... | 58 | 1, 589, 371 | 17. 39 | 83 | 1, 866, 218 | 20. 42 |
| Georgia..... | 47 | 1, 625, 618 | 16. 53 | 61 | 1, 378, 115 | 14. 02 |
| Maryland..... | 21 | 812, 142 | 6. 40 | 56 | 1, 168, 117 | 9. 21 |
| North Carolina..... | 54 | 2, 033, 529 | 19. 08 | 112 | 2, 712, 145 | 25. 45 |
| South Carolina..... | 33 | 1, 846, 551 | 39. 25 | 39 | 920, 597 | 19. 57 |
| Virginia..... | 74 | 2, 586, 595 | 18. 01 | 110 | 2, 539, 726 | 17. 65 |
| West Virginia..... | 71 | 2, 577, 679 | 26. 33 | 102 | 2, 474, 612 | 25. 27 |
| EAST SOUTH CENTRAL..... | 162 | 5, 961, 148 | 16. 23 | 313 | 8, 421, 750 | 22. 92 |
| Alabama..... | 45 | 1, 502, 888 | 20. 55 | 37 | 776, 458 | 10. 62 |
| Kentucky..... | 45 | 1, 571, 613 | 12. 04 | 129 | 3, 507, 089 | 26. 87 |
| Mississippi..... | 59 | 2, 257, 824 | 49. 60 | 46 | 1, 297, 949 | 28. 52 |
| Tennessee..... | 13 | 628, 823 | 5. 32 | 101 | 2, 840, 224 | 24. 04 |
| WEST SOUTH CENTRAL..... | 231 | 9, 460, 906 | 15. 10 | 547 | 13, 380, 350 | 21. 35 |
| Arkansas..... | 35 | 1, 446, 561 | 33. 76 | 67 | 1, 721, 861 | 40. 18 |
| Louisiana..... | 18 | 897, 493 | 9. 37 | 57 | 1, 126, 191 | 11. 75 |
| Oklahoma..... | 71 | 3, 160, 873 | 21. 81 | 138 | 3, 947, 625 | 27. 94 |
| Texas..... | 107 | 3, 955, 979 | 11. 53 | 285 | 6, 584, 653 | 19. 20 |
| MOUNTAIN..... | 130 | 6, 107, 717 | 21. 34 | 424 | 12, 056, 536 | 42. 12 |
| Arizona..... | | | | 50 | 1, 705, 198 | 56. 77 |
| Colorado..... | 29 | 1, 049, 506 | 12. 77 | 86 | 2, 252, 082 | 27. 40 |
| Idaho..... | 11 | 930, 779 | 27. 89 | 82 | 2, 406, 005 | 72. 11 |
| Montana..... | 41 | 1, 903, 100 | 36. 42 | 83 | 2, 145, 981 | 41. 07 |
| Nevada..... | 12 | 470, 812 | 54. 08 | 17 | 399, 779 | 45. 92 |
| New Mexico..... | 12 | 645, 361 | 42. 57 | 22 | 870, 657 | 57. 43 |
| Utah..... | 3 | 148, 182 | 3. 57 | 40 | 831, 495 | 22. 47 |
| Wyoming..... | 22 | 959, 977 | 41. 64 | 44 | 1, 945, 339 | 58. 36 |
| PACIFIC..... | 289 | 12, 004, 711 | 12. 44 | 586 | 14, 303, 684 | 14. 83 |
| California..... | 169 | 6, 713, 290 | 9. 37 | 399 | 9, 623, 634 | 13. 44 |
| Oregon..... | 46 | 2, 018, 406 | 22. 90 | 88 | 2, 457, 468 | 27. 88 |
| Washington..... | 74 | 3, 273, 015 | 20. 41 | 99 | 2, 221, 682 | 13. 86 |

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES (MEN'S, WOMEN'S, AND CHILDREN'S)

| STATES | TOTAL | | | CITIES OVER 30,000 POPULATION ¹ | | |
|--------------------------------|--------|---------------|---------------------------------|--|---------------|-------------------------|
| | Stores | Sales | Per cent of United States total | Stores | Sales | Per cent of State total |
| United States, total..... | 10,551 | \$552,353,340 | 100.00 | 5,413 | \$389,195,119 | 70.46 |
| NEW ENGLAND..... | 925 | 41,477,689 | 7.51 | 518 | 28,569,479 | 68.88 |
| Connecticut..... | 154 | 8,174,420 | 1.48 | 93 | 6,080,761 | 74.39 |
| Maine..... | 104 | 4,496,953 | 0.81 | 27 | 1,387,770 | 30.86 |
| Massachusetts..... | 481 | 21,866,353 | 3.96 | 332 | 17,960,829 | 82.14 |
| New Hampshire..... | 59 | 1,866,518 | 0.34 | 17 | 568,554 | 30.46 |
| Rhode Island..... | 76 | 3,149,260 | 0.57 | 49 | 2,571,565 | 81.66 |
| Vermont..... | 51 | 1,924,185 | 0.35 | | | |
| MIDDLE ATLANTIC..... | 3,213 | 165,967,705 | 30.05 | 2,098 | 134,258,343 | 80.89 |
| New Jersey..... | 364 | 15,339,653 | 2.78 | 210 | 11,534,372 | 75.19 |
| New York..... | 1,777 | 110,204,524 | 19.95 | 1,418 | 99,931,047 | 90.63 |
| Pennsylvania..... | 1,072 | 40,423,528 | 7.32 | 470 | 22,792,924 | 56.39 |
| EAST NORTH CENTRAL..... | 1,846 | 103,060,367 | 18.66 | 1,077 | 77,869,856 | 75.56 |
| Illinois..... | 515 | 29,311,855 | 5.31 | 306 | 22,979,764 | 78.40 |
| Indiana..... | 244 | 13,707,145 | 2.48 | 135 | 9,494,543 | 69.27 |
| Michigan..... | 363 | 18,865,891 | 3.41 | 230 | 14,444,295 | 76.56 |
| Ohio..... | 527 | 33,673,019 | 6.10 | 316 | 26,774,063 | 79.50 |
| Wisconsin..... | 197 | 7,497,457 | 1.36 | 90 | 4,177,191 | 55.72 |
| WEST NORTH CENTRAL..... | 828 | 57,429,623 | 10.40 | 307 | 40,945,980 | 71.30 |
| Iowa..... | 166 | 7,037,370 | 1.27 | 41 | 3,416,470 | 48.55 |
| Kansas..... | 123 | 5,771,803 | 1.05 | 29 | 3,007,492 | 52.11 |
| Minnesota..... | 151 | 12,252,434 | 2.22 | 63 | 9,541,103 | 77.87 |
| Missouri..... | 257 | 24,169,240 | 4.38 | 142 | 20,191,537 | 83.54 |
| Nebraska..... | 76 | 6,868,450 | 1.24 | 25 | 4,041,491 | 57.58 |
| North Dakota..... | 22 | 681,285 | 0.12 | | | |
| South Dakota..... | 33 | 669,041 | 0.12 | 7 | 147,846 | 22.10 |
| SOUTH ATLANTIC..... | 1,537 | 60,705,573 | 10.99 | 598 | 30,132,661 | 49.64 |
| Delaware..... | 29 | 1,046,501 | 0.19 | 16 | 801,430 | 76.58 |
| District of Columbia..... | 66 | 3,423,900 | 0.62 | 66 | 3,423,900 | 100.00 |
| Florida..... | 188 | 7,112,423 | 1.29 | 77 | 3,724,256 | 52.36 |
| Georgia..... | 200 | 9,183,923 | 1.66 | 78 | 5,402,823 | 58.77 |
| Maryland..... | 175 | 6,189,455 | 1.12 | 122 | 4,829,219 | 78.02 |
| North Carolina..... | 269 | 10,025,200 | 1.81 | 76 | 4,018,199 | 40.08 |
| South Carolina..... | 110 | 3,741,650 | 0.68 | 14 | 777,841 | 20.79 |
| Virginia..... | 249 | 10,147,361 | 1.84 | 107 | 5,140,434 | 50.66 |
| West Virginia..... | 251 | 9,825,190 | 1.78 | 42 | 2,014,559 | 20.50 |
| EAST SOUTH CENTRAL..... | 679 | 27,986,934 | 5.07 | 247 | 15,283,147 | 54.61 |
| Alabama..... | 159 | 8,075,311 | 1.46 | 49 | 4,611,233 | 57.10 |
| Kentucky..... | 226 | 7,147,179 | 1.30 | 85 | 2,929,366 | 40.99 |
| Mississippi..... | 96 | 3,308,119 | 0.60 | 21 | 1,204,107 | 36.40 |
| Tennessee..... | 198 | 9,456,325 | 1.71 | 92 | 6,538,441 | 69.14 |
| WEST SOUTH CENTRAL..... | 835 | 40,216,516 | 7.28 | 242 | 19,730,902 | 49.06 |
| Arkansas..... | 119 | 3,750,627 | 0.68 | 11 | 510,676 | 13.62 |
| Louisiana..... | 159 | 8,474,812 | 1.53 | 62 | 5,092,332 | 60.09 |
| Oklahoma..... | 157 | 8,493,987 | 1.54 | 27 | 3,237,255 | 38.11 |
| Texas..... | 400 | 19,497,090 | 3.53 | 142 | 10,890,139 | 55.86 |
| MOUNTAIN..... | 238 | 13,226,272 | 2.39 | 61 | 6,876,333 | 51.99 |
| Arizona..... | 42 | 1,555,099 | 0.28 | 15 | 711,987 | 45.78 |
| Colorado..... | 80 | 5,230,509 | 0.95 | 30 | 3,875,350 | 74.09 |
| Idaho..... | 8 | 361,383 | 0.06 | | | |
| Montana..... | 23 | 1,080,796 | 0.19 | 1 | 174,047 | 16.10 |
| Nevada..... | 11 | 415,333 | 0.08 | | | |
| New Mexico..... | 23 | 938,564 | 0.17 | | | |
| Utah..... | 33 | 2,992,632 | 0.54 | 15 | 2,115,440 | 70.69 |
| Wyoming..... | 18 | 651,966 | 0.12 | | | |
| PACIFIC..... | 450 | 42,282,661 | 7.65 | 265 | 35,527,959 | 84.02 |
| California..... | 346 | 35,182,962 | 6.37 | 222 | 30,327,328 | 86.20 |
| Oregon..... | 38 | 2,263,082 | 0.41 | 17 | 1,538,875 | 68.00 |
| Washington..... | 66 | 4,836,617 | 0.87 | 26 | 3,661,756 | 75.71 |

¹For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES (MEN'S, WOMEN'S, AND CHILDREN'S)—Continued

| STATES | CITIES 10,000 TO 30,000 POPULATION | | | PLACES UNDER 10,000 POPULATION | | |
|---------------------------|------------------------------------|--------------|-------------------------|--------------------------------|---------------|-------------------------|
| | Stores | Sales | Per cent of State total | Stores | Sales | Per cent of State total |
| United States, total..... | 1,544 | \$62,610,893 | 11.34 | 3,584 | \$100,547,528 | 18.80 |
| NEW ENGLAND..... | 215 | 8,136,071 | 19.62 | 192 | 4,772,139 | 11.50 |
| Connecticut..... | 35 | 1,445,878 | 17.69 | 26 | 647,781 | 7.92 |
| Maine..... | 21 | 1,456,677 | 32.39 | 56 | 1,652,506 | 36.75 |
| Massachusetts..... | 99 | 2,951,733 | 13.50 | 50 | 953,791 | 4.36 |
| New Hampshire..... | 22 | 970,787 | 52.01 | 20 | 327,177 | 17.53 |
| Rhode Island..... | 24 | 471,339 | 14.97 | 3 | 106,356 | 3.37 |
| Vermont..... | 14 | 839,657 | 43.64 | 37 | 1,084,528 | 56.36 |
| MIDDLE ATLANTIC..... | 375 | 13,921,248 | 8.39 | 740 | 17,788,114 | 10.72 |
| New Jersey..... | 51 | 1,721,966 | 11.23 | 103 | 2,083,315 | 13.58 |
| New York..... | 116 | 4,185,937 | 3.80 | 243 | 6,087,540 | 5.52 |
| Pennsylvania..... | 208 | 8,013,345 | 19.82 | 394 | 9,617,259 | 23.79 |
| EAST NORTH CENTRAL..... | 267 | 10,974,064 | 10.65 | 502 | 14,216,447 | 13.79 |
| Illinois..... | 57 | 2,077,272 | 7.09 | 152 | 4,254,819 | 14.51 |
| Indiana..... | 59 | 2,715,758 | 19.81 | 50 | 1,496,844 | 10.92 |
| Michigan..... | 44 | 1,896,777 | 10.06 | 89 | 2,524,819 | 13.38 |
| Ohio..... | 79 | 3,169,985 | 9.41 | 132 | 3,733,971 | 11.09 |
| Wisconsin..... | 28 | 1,114,272 | 14.86 | 79 | 2,205,994 | 29.42 |
| WEST NORTH CENTRAL..... | 118 | 4,717,516 | 8.21 | 403 | 11,766,168 | 20.49 |
| Iowa..... | 34 | 1,299,455 | 18.47 | 91 | 2,321,445 | 32.98 |
| Kansas..... | 41 | 1,256,726 | 21.77 | 53 | 1,507,585 | 26.12 |
| Minnesota..... | 13 | 476,880 | 3.89 | 75 | 2,234,451 | 18.24 |
| Missouri..... | 23 | 1,284,574 | 5.32 | 92 | 2,693,129 | 11.14 |
| Nebraska..... | 6 | 382,881 | 5.57 | 45 | 1,844,078 | 26.85 |
| North Dakota..... | | | | 22 | 661,285 | 100.00 |
| South Dakota..... | 1 | 17,000 | 2.54 | 25 | 504,195 | 75.36 |
| SOUTH ATLANTIC..... | 259 | 10,745,734 | 17.70 | 680 | 19,827,178 | 32.66 |
| Delaware..... | | | | 13 | 245,071 | 23.42 |
| Florida..... | 32 | 1,179,136 | 16.58 | 79 | 2,209,031 | 31.06 |
| Georgia..... | 36 | 1,339,825 | 14.57 | 86 | 2,451,275 | 26.66 |
| Maryland..... | 12 | 546,695 | 8.83 | 41 | 813,541 | 13.15 |
| North Carolina..... | 60 | 2,052,581 | 20.47 | 133 | 3,954,420 | 39.45 |
| South Carolina..... | 27 | 1,383,033 | 36.96 | 69 | 1,580,776 | 42.25 |
| Virginia..... | 45 | 1,876,096 | 18.49 | 97 | 3,130,831 | 30.85 |
| West Virginia..... | 47 | 2,368,368 | 24.11 | 162 | 5,442,233 | 55.39 |
| EAST SOUTH CENTRAL..... | 125 | 4,718,516 | 16.86 | 307 | 7,985,271 | 28.53 |
| Alabama..... | 50 | 1,763,998 | 21.85 | 60 | 1,700,080 | 21.05 |
| Kentucky..... | 26 | 1,236,313 | 17.30 | 115 | 2,981,500 | 41.71 |
| Mississippi..... | 31 | 909,081 | 27.48 | 44 | 1,194,931 | 36.12 |
| Tennessee..... | 18 | 809,124 | 8.56 | 88 | 2,108,760 | 22.30 |
| WEST SOUTH CENTRAL..... | 110 | 4,757,257 | 11.83 | 483 | 15,728,357 | 39.11 |
| Arkansas..... | 28 | 942,436 | 25.13 | 80 | 2,297,515 | 61.25 |
| Louisiana..... | 16 | 928,138 | 10.95 | 81 | 2,453,842 | 28.96 |
| Oklahoma..... | 30 | 1,469,334 | 17.30 | 100 | 3,787,398 | 44.59 |
| Texas..... | 36 | 1,417,349 | 7.27 | 222 | 7,189,602 | 36.87 |
| MOUNTAIN..... | 21 | 1,107,683 | 8.38 | 156 | 5,241,756 | 39.63 |
| Arizona..... | | | | 27 | 843,112 | 54.22 |
| Colorado..... | 6 | 274,152 | 5.24 | 44 | 1,081,007 | 20.67 |
| Idaho..... | | | | 8 | 361,383 | 100.00 |
| Montana..... | 6 | 306,842 | 28.39 | 16 | 599,907 | 55.51 |
| Nevada..... | 2 | 125,750 | 30.25 | 9 | 289,583 | 69.72 |
| New Mexico..... | 5 | 282,939 | 30.15 | 18 | 655,625 | 69.85 |
| Utah..... | | | | 18 | 877,183 | 29.31 |
| Wyoming..... | 2 | 118,000 | 18.10 | 16 | 533,956 | 81.90 |
| PACIFIC..... | 54 | 3,532,604 | 8.36 | 131 | 3,222,098 | 7.62 |
| California..... | 40 | 2,784,248 | 7.91 | 84 | 2,071,386 | 5.89 |
| Oregon..... | 7 | 427,589 | 18.80 | 14 | 296,618 | 13.11 |
| Washington..... | 7 | 320,787 | 6.63 | 33 | 854,094 | 17.66 |

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S READY-TO-WEAR SPECIALTY STORES

| STATES | TOTAL | | | CITIES OVER 30,000 POPULATION ¹ | | |
|---------------------------|--------|-----------------|---------------------------------|--|---------------|-------------------------|
| | Stores | Sales | Per cent of United States total | Stores | Sales | Per cent of State total |
| United States, total..... | 18,253 | \$1,087,600,728 | 100.00 | 10,889 | \$894,142,722 | 82.21 |
| NEW ENGLAND..... | 1,509 | 92,410,604 | 8.50 | 933 | 76,937,058 | 83.26 |
| Connecticut..... | 363 | 20,070,519 | 1.85 | 232 | 15,081,109 | 75.14 |
| Maine..... | 126 | 5,343,362 | 0.49 | 28 | 2,612,243 | 48.89 |
| Massachusetts..... | 802 | 53,952,680 | 4.96 | 586 | 49,050,444 | 90.91 |
| New Hampshire..... | 72 | 2,694,998 | 0.25 | 18 | 1,497,432 | 55.56 |
| Rhode Island..... | 84 | 9,106,926 | 0.84 | 69 | 8,695,830 | 95.49 |
| Vermont..... | 62 | 1,242,129 | 0.11 | | | |
| MIDDLE ATLANTIC..... | 6,182 | 381,548,890 | 35.08 | 4,566 | 338,824,397 | 88.80 |
| New Jersey..... | 872 | 34,427,866 | 3.16 | 567 | 27,842,948 | 80.88 |
| New York..... | 3,670 | 244,930,431 | 22.52 | 3,019 | 227,840,467 | 93.02 |
| Pennsylvania..... | 1,640 | 102,190,593 | 9.40 | 980 | 83,140,982 | 81.36 |
| EAST NORTH CENTRAL..... | 3,503 | 245,675,679 | 22.59 | 2,347 | 212,078,847 | 86.32 |
| Illinois..... | 1,487 | 91,477,611 | 8.41 | 1,147 | 81,333,486 | 88.91 |
| Indiana..... | 327 | 20,128,127 | 1.85 | 157 | 14,823,512 | 73.65 |
| Michigan..... | 579 | 49,583,688 | 4.56 | 369 | 44,430,601 | 90.61 |
| Ohio..... | 721 | 59,436,993 | 5.47 | 468 | 52,165,119 | 87.76 |
| Wisconsin..... | 389 | 25,049,260 | 2.30 | 206 | 19,326,129 | 77.15 |
| WEST NORTH CENTRAL..... | 1,619 | 87,994,271 | 8.09 | 553 | 58,512,436 | 66.50 |
| Iowa..... | 287 | 14,872,970 | 1.37 | 66 | 7,733,541 | 52.00 |
| Kansas..... | 248 | 8,005,392 | 0.74 | 41 | 2,893,666 | 36.15 |
| Minnesota..... | 240 | 21,649,249 | 1.99 | 97 | 17,414,564 | 80.44 |
| Missouri..... | 502 | 28,551,997 | 2.62 | 299 | 24,062,669 | 84.28 |
| Nebraska..... | 193 | 9,480,738 | 0.87 | 39 | 5,772,327 | 60.82 |
| North Dakota..... | 64 | 2,735,265 | 0.25 | | | |
| South Dakota..... | 85 | 2,688,660 | 0.25 | 11 | 635,669 | 23.64 |
| SOUTH ATLANTIC..... | 1,577 | 78,131,245 | 7.18 | 774 | 57,675,821 | 73.82 |
| Delaware..... | 31 | 2,033,470 | 0.19 | 18 | 1,069,424 | 82.10 |
| District of Columbia..... | 102 | 14,805,700 | 1.36 | 102 | 14,805,700 | 100.00 |
| Florida..... | 346 | 10,973,340 | 1.01 | 147 | 6,101,645 | 55.60 |
| Georgia..... | 191 | 9,619,633 | 0.88 | 86 | 8,052,138 | 83.71 |
| Maryland..... | 174 | 10,393,489 | 0.95 | 131 | 9,484,918 | 91.26 |
| North Carolina..... | 236 | 8,581,590 | 0.79 | 99 | 5,279,904 | 61.53 |
| South Carolina..... | 100 | 3,648,171 | 0.34 | 30 | 1,458,531 | 39.98 |
| Virginia..... | 218 | 9,890,090 | 0.91 | 113 | 7,015,475 | 70.93 |
| West Virginia..... | 179 | 8,125,762 | 0.75 | 48 | 3,748,086 | 46.13 |
| EAST SOUTH CENTRAL..... | 608 | 31,584,409 | 2.91 | 200 | 22,366,047 | 70.81 |
| Alabama..... | 137 | 6,232,873 | 0.58 | 41 | 4,533,032 | 72.73 |
| Kentucky..... | 170 | 10,867,905 | 1.00 | 72 | 8,624,507 | 79.36 |
| Mississippi..... | 133 | 4,140,528 | 0.38 | 18 | 1,222,992 | 29.54 |
| Tennessee..... | 168 | 10,343,103 | 0.95 | 69 | 7,985,516 | 77.21 |
| WEST SOUTH CENTRAL..... | 1,068 | 50,805,239 | 4.67 | 293 | 32,828,288 | 64.62 |
| Arkansas..... | 138 | 4,603,962 | 0.42 | 15 | 1,344,895 | 29.21 |
| Louisiana..... | 151 | 7,826,817 | 0.72 | 63 | 5,928,823 | 75.75 |
| Oklahoma..... | 252 | 13,036,259 | 1.20 | 51 | 7,656,372 | 58.73 |
| Texas..... | 527 | 25,338,201 | 2.33 | 164 | 17,898,198 | 70.64 |
| MOUNTAIN..... | 509 | 21,360,234 | 1.96 | 114 | 10,842,962 | 50.76 |
| Arizona..... | 34 | 1,546,630 | 0.14 | 15 | 974,183 | 62.99 |
| Colorado..... | 141 | 8,091,287 | 0.74 | 59 | 6,409,971 | 79.22 |
| Idaho..... | 56 | 1,682,271 | 0.15 | | | |
| Montana..... | 95 | 3,358,049 | 0.31 | 12 | 936,992 | 27.90 |
| Nevada..... | 23 | 630,193 | 0.06 | | | |
| New Mexico..... | 41 | 1,244,125 | 0.11 | | | |
| Utah..... | 62 | 3,337,360 | 0.31 | 28 | 2,521,816 | 75.56 |
| Wyoming..... | 57 | 1,470,319 | 0.14 | | | |
| PACIFIC..... | 1,678 | 98,090,152 | 9.02 | 1,089 | 84,076,866 | 85.71 |
| California..... | 1,335 | 77,779,517 | 7.15 | 939 | 68,992,158 | 88.70 |
| Oregon..... | 131 | 8,569,770 | 0.79 | 39 | 5,698,301 | 66.49 |
| Washington..... | 212 | 11,740,865 | 1.08 | 111 | 9,386,407 | 79.95 |

¹ For number of cities see apparel group table.

TABLE I.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S READY-TO-WEAR SPECIALTY STORES—Continued

| STATES | CITIES 10,000 TO 30,000 POPULATION ¹ | | | PLACES UNDER 10,000 POPULATION | | |
|---------------------------|---|---------------|-------------------------|--------------------------------|--------------|-------------------------|
| | Stores | Sales | Per cent of State total | Stores | Sales | Per cent of State total |
| United States, total..... | 2,928 | \$114,159,036 | 10.50 | 4,458 | \$79,293,965 | 7.29 |
| NEW ENGLAND..... | 309 | 10,608,323 | 11.48 | 267 | 4,865,223 | 5.26 |
| Connecticut..... | 32 | 3,708,416 | 13.48 | 49 | 1,280,994 | 6.38 |
| Maine..... | 28 | 1,458,517 | 27.30 | 70 | 1,272,602 | 23.81 |
| Massachusetts..... | 141 | 3,717,294 | 6.89 | 75 | 1,184,942 | 2.20 |
| New Hampshire..... | 27 | 680,470 | 25.25 | 27 | 517,096 | 19.19 |
| Rhode Island..... | 14 | 407,096 | 4.47 | 1 | 4,000 | 0.04 |
| Vermont..... | 17 | 636,530 | 51.25 | 45 | 605,589 | 48.75 |
| MIDDLE ATLANTIC..... | 795 | 28,541,456 | 7.48 | 821 | 14,183,037 | 3.72 |
| New Jersey..... | 163 | 4,621,665 | 13.42 | 142 | 1,963,253 | 5.70 |
| New York..... | 284 | 10,912,641 | 4.46 | 367 | 6,177,323 | 2.52 |
| Pennsylvania..... | 348 | 13,007,150 | 12.73 | 312 | 6,042,461 | 5.91 |
| EAST NORTH CENTRAL..... | 513 | 21,569,081 | 8.78 | 643 | 12,027,751 | 4.90 |
| Illinois..... | 139 | 6,335,749 | 6.93 | 201 | 3,808,376 | 4.16 |
| Indiana..... | 78 | 3,765,686 | 13.71 | 92 | 1,538,929 | 7.64 |
| Michigan..... | 92 | 3,024,770 | 6.10 | 118 | 2,128,317 | 4.29 |
| Ohio..... | 125 | 4,903,035 | 8.25 | 128 | 2,368,839 | 3.99 |
| Wisconsin..... | 79 | 3,539,841 | 14.13 | 104 | 2,183,290 | 8.72 |
| WEST NORTH CENTRAL..... | 318 | 16,864,434 | 19.16 | 748 | 12,617,401 | 14.34 |
| Iowa..... | 76 | 4,203,468 | 28.26 | 145 | 2,935,961 | 19.74 |
| Kansas..... | 76 | 3,189,053 | 39.59 | 132 | 1,942,668 | 24.26 |
| Minnesota..... | 49 | 2,573,690 | 11.89 | 94 | 1,660,995 | 7.67 |
| Missouri..... | 42 | 2,161,080 | 7.87 | 161 | 2,328,248 | 8.15 |
| Nebraska..... | 22 | 1,428,218 | 15.05 | 132 | 2,290,193 | 24.13 |
| North Dakota..... | 28 | 2,101,623 | 76.83 | 36 | 633,642 | 23.17 |
| South Dakota..... | 26 | 1,227,297 | 45.65 | 48 | 825,694 | 30.71 |
| SOUTH ATLANTIC..... | 283 | 10,619,259 | 13.59 | 520 | 9,836,165 | 12.59 |
| Delaware..... | | | | 13 | 364,046 | 17.90 |
| District of Columbia..... | | | | | | |
| Florida..... | 67 | 2,047,028 | 18.66 | 132 | 2,824,667 | 25.74 |
| Georgia..... | 29 | 704,680 | 7.32 | 76 | 862,815 | 8.97 |
| Maryland..... | 12 | 373,850 | 3.60 | 31 | 534,721 | 5.14 |
| North Carolina..... | 42 | 1,474,623 | 17.18 | 95 | 1,827,063 | 21.29 |
| South Carolina..... | 33 | 1,556,182 | 42.66 | 37 | 633,458 | 17.36 |
| Virginia..... | 44 | 1,564,773 | 15.82 | 61 | 1,309,842 | 13.25 |
| West Virginia..... | 56 | 2,898,123 | 35.66 | 75 | 1,479,553 | 18.21 |
| EAST SOUTH CENTRAL..... | 130 | 4,487,774 | 14.21 | 278 | 4,730,588 | 14.98 |
| Alabama..... | 30 | 800,739 | 12.85 | 66 | 899,102 | 14.42 |
| Kentucky..... | 28 | 1,073,803 | 9.88 | 70 | 1,169,595 | 10.78 |
| Mississippi..... | 48 | 1,817,582 | 43.90 | 67 | 1,099,954 | 26.56 |
| Tennessee..... | 24 | 795,650 | 7.69 | 75 | 1,561,937 | 15.10 |
| WEST SOUTH CENTRAL..... | 235 | 9,071,610 | 17.85 | 540 | 8,905,341 | 17.53 |
| Arkansas..... | 38 | 1,765,500 | 38.35 | 85 | 1,493,567 | 32.44 |
| Louisiana..... | 23 | 1,179,769 | 15.07 | 65 | 718,225 | 9.18 |
| Oklahoma..... | 72 | 2,917,733 | 22.38 | 129 | 2,462,154 | 18.89 |
| Texas..... | 102 | 3,208,608 | 12.66 | 261 | 4,231,395 | 16.70 |
| MOUNTAIN..... | 102 | 4,864,571 | 22.77 | 293 | 5,652,701 | 26.47 |
| Arizona..... | | | | 19 | 572,447 | 37.01 |
| Colorado..... | 17 | 686,646 | 8.49 | 65 | 994,670 | 12.29 |
| Idaho..... | 11 | 463,412 | 27.55 | 45 | 1,218,859 | 72.45 |
| Montana..... | 30 | 1,499,612 | 44.66 | 53 | 921,445 | 27.44 |
| Nevada..... | 10 | 478,494 | 75.93 | 13 | 151,699 | 24.07 |
| New Mexico..... | 12 | 680,989 | 54.74 | 29 | 563,136 | 45.26 |
| Utah..... | 5 | 246,226 | 7.38 | 29 | 569,318 | 17.06 |
| Wyoming..... | 17 | 809,192 | 55.04 | 40 | 661,127 | 44.96 |
| PACIFIC..... | 241 | 7,532,528 | 7.68 | 348 | 6,480,758 | 6.61 |
| California..... | 172 | 4,242,224 | 5.45 | 224 | 4,545,135 | 5.85 |
| Oregon..... | 31 | 1,710,810 | 19.96 | 61 | 1,160,659 | 13.55 |
| Washington..... | 38 | 1,579,494 | 13.45 | 63 | 774,964 | 6.60 |

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S ACCESSORIES STORES

| STATES | TOTAL | | | CITIES OVER 30,000 POPULATION ¹ | | |
|--------------------------------|--------|---------------|---------------------------------|--|---------------|-------------------------|
| | Stores | Sales | Per cent of United States total | Stores | Sales | Per cent of State total |
| United States, total..... | 19,971 | \$392,642,191 | 100.00 | 13,667 | \$350,247,926 | 89.20 |
| NEW ENGLAND..... | 1,724 | 39,061,608 | 9.95 | 1,174 | 34,666,232 | 88.75 |
| Connecticut..... | 322 | 8,192,411 | 2.09 | 235 | 7,294,144 | 88.30 |
| Maine..... | 167 | 1,737,346 | 0.44 | 33 | 778,285 | 44.80 |
| Massachusetts..... | 927 | 24,263,679 | 6.18 | 748 | 23,047,457 | 94.99 |
| New Hampshire..... | 101 | 1,092,393 | 0.28 | 30 | 502,001 | 45.95 |
| Rhode Island..... | 152 | 3,248,540 | 0.83 | 122 | 3,104,345 | 95.56 |
| Vermont..... | 55 | 527,239 | 0.13 | | | |
| MIDDLE ATLANTIC..... | 7,323 | 100,187,213 | 40.80 | 6,210 | 151,351,787 | 94.48 |
| New Jersey..... | 873 | 18,394,903 | 4.69 | 688 | 16,050,388 | 87.25 |
| New York..... | 4,660 | 111,328,038 | 28.35 | 4,241 | 108,046,661 | 97.05 |
| Pennsylvania..... | 1,790 | 30,464,272 | 7.76 | 1,281 | 27,254,738 | 89.46 |
| EAST NORTH CENTRAL..... | 4,604 | 85,516,696 | 21.78 | 3,079 | 75,842,112 | 88.69 |
| Illinois..... | 1,771 | 34,805,499 | 8.89 | 1,424 | 32,827,823 | 94.08 |
| Indiana..... | 475 | 6,016,565 | 1.53 | 220 | 4,619,519 | 76.78 |
| Michigan..... | 758 | 17,130,854 | 4.36 | 509 | 15,469,759 | 90.30 |
| Ohio..... | 990 | 17,780,981 | 4.53 | 609 | 15,432,861 | 80.79 |
| Wisconsin..... | 610 | 9,692,797 | 2.47 | 317 | 7,402,150 | 77.30 |
| WEST NORTH CENTRAL..... | 2,000 | 28,329,299 | 7.21 | 697 | 20,691,523 | 73.04 |
| Iowa..... | 419 | 4,389,950 | 1.12 | 89 | 2,533,060 | 57.71 |
| Kansas..... | 279 | 2,445,800 | 0.62 | 57 | 1,262,895 | 51.64 |
| Minnesota..... | 390 | 7,922,196 | 2.02 | 179 | 6,317,732 | 79.75 |
| Missouri..... | 547 | 9,470,652 | 2.41 | 311 | 8,394,440 | 88.04 |
| Nebraska..... | 175 | 2,396,638 | 0.61 | 40 | 1,655,486 | 69.08 |
| North Dakota..... | 84 | 731,359 | 0.19 | | | |
| South Dakota..... | 106 | 972,704 | 0.24 | 12 | 527,320 | 54.21 |
| SOUTH ATLANTIC..... | 1,372 | 21,970,261 | 5.60 | 772 | 18,208,259 | 82.88 |
| Delaware..... | 44 | 605,084 | 0.15 | 28 | 536,026 | 88.69 |
| District of Columbia..... | 125 | 4,349,671 | 1.11 | 125 | 4,349,671 | 100.00 |
| Florida..... | 193 | 2,310,322 | 0.59 | 105 | 1,777,081 | 76.94 |
| Georgia..... | 212 | 3,363,038 | 0.86 | 94 | 2,688,013 | 79.95 |
| Maryland..... | 227 | 3,952,485 | 1.01 | 184 | 3,742,472 | 94.09 |
| North Carolina..... | 201 | 2,174,661 | 0.55 | 82 | 1,552,340 | 71.38 |
| South Carolina..... | 82 | 772,563 | 0.20 | 21 | 305,364 | 39.53 |
| Virginia..... | 160 | 2,672,520 | 0.76 | 85 | 2,386,628 | 89.29 |
| West Virginia..... | 128 | 1,469,917 | 0.37 | 43 | 868,858 | 59.11 |
| EAST SOUTH CENTRAL..... | 479 | 7,046,707 | 1.79 | 199 | 5,829,417 | 82.72 |
| Alabama..... | 94 | 1,623,982 | 0.41 | 42 | 1,354,889 | 83.43 |
| Kentucky..... | 201 | 2,368,957 | 0.60 | 79 | 1,927,255 | 81.35 |
| Mississippi..... | 61 | 508,107 | 0.13 | 10 | 250,090 | 50.40 |
| Tennessee..... | 123 | 2,545,661 | 0.65 | 68 | 2,291,183 | 90.00 |
| WEST SOUTH CENTRAL..... | 752 | 13,815,291 | 3.52 | 326 | 11,293,768 | 81.75 |
| Arkansas..... | 80 | 990,247 | 0.25 | 14 | 645,096 | 65.15 |
| Louisiana..... | 98 | 1,781,718 | 0.45 | 50 | 1,497,860 | 84.07 |
| Oklahoma..... | 187 | 2,820,458 | 0.72 | 72 | 2,246,041 | 79.07 |
| Texas..... | 387 | 8,222,868 | 2.10 | 190 | 6,903,871 | 83.96 |
| MOUNTAIN..... | 370 | 5,365,347 | 1.37 | 138 | 3,040,473 | 56.78 |
| Arizona..... | 26 | 398,937 | 0.10 | 15 | 342,714 | 85.91 |
| Colorado..... | 128 | 2,049,787 | 0.52 | 88 | 1,860,942 | 90.79 |
| Idaho..... | 45 | 322,032 | 0.08 | | | |
| Montana..... | 59 | 1,057,184 | 0.27 | 9 | 127,564 | 12.07 |
| Nevada..... | 14 | 314,263 | 0.08 | | | |
| New Mexico..... | 18 | 78,321 | 0.02 | | | |
| Utah..... | 60 | 963,205 | 0.25 | 26 | 715,253 | 74.26 |
| Wyoming..... | 20 | 181,618 | 0.05 | | | |
| PACIFIC..... | 1,347 | 31,349,769 | 7.98 | 1,072 | 20,318,349 | 63.52 |
| California..... | 1,020 | 24,808,293 | 6.32 | 864 | 23,528,880 | 94.84 |
| Oregon..... | 128 | 1,937,773 | 0.49 | 63 | 1,651,122 | 85.09 |
| Washington..... | 199 | 4,603,703 | 1.17 | 145 | 4,237,547 | 92.05 |

¹ For number of cities see apparel group table.

TABLE 1.—STORES AND SALES, BY STATES AND GEOGRAPHIC DIVISIONS AND BY SIZE OF CITY—Continued

WOMEN'S ACCESSORIES STORES—Continued

| STATES | CITIES 10,000 TO 30,000 POPULATION ¹ | | | PLACES UNDER 10,000 POPULATION | | |
|---------------------------|---|----------------|-------------------------|--------------------------------|----------------|-------------------------|
| | Stores | Sales | Per cent of State total | Stores | Sales | Per cent of State total |
| United States, total..... | 2, 228 | \$23, 969, 282 | 6. 11 | 4, 076 | \$18, 424, 983 | 4. 69 |
| NEW ENGLAND..... | 290 | 3, 062, 967 | 7. 84 | 260 | 1, 332, 409 | 3. 41 |
| Connecticut..... | 52 | 666, 786 | 8. 14 | 35 | 291, 481 | 3. 56 |
| Maine..... | 45 | 617, 844 | 35. 56 | 39 | 341, 217 | 19. 04 |
| Massachusetts..... | 120 | 915, 745 | 3. 77 | 59 | 300, 477 | 1. 24 |
| New Hampshire..... | 31 | 331, 218 | 30. 32 | 34 | 259, 174 | 23. 73 |
| Rhode Island..... | 26 | 127, 041 | 3. 91 | 4 | 17, 154 | 0. 53 |
| Vermont..... | 16 | 404, 333 | 78. 69 | 39 | 122, 906 | 23. 31 |
| MIDDLE ATLANTIC..... | 548 | 5, 949, 382 | 3. 72 | 565 | 2, 886, 044 | 1. 80 |
| New Jersey..... | 121 | 1, 877, 042 | 10. 21 | 64 | 467, 473 | 2. 54 |
| New York..... | 202 | 2, 019, 004 | 1. 81 | 217 | 1, 262, 373 | 1. 14 |
| Pennsylvania..... | 225 | 2, 053, 336 | 6. 74 | 284 | 1, 156, 198 | 3. 80 |
| EAST NORTH CENTRAL..... | 501 | 4, 902, 689 | 5. 73 | 1, 024 | 4, 771, 895 | 5. 58 |
| Illinois..... | 124 | 1, 224, 720 | 3. 51 | 223 | 842, 956 | 2. 41 |
| Indiana..... | 81 | 543, 996 | 9. 04 | 174 | 853, 050 | 14. 18 |
| Michigan..... | 78 | 896, 632 | 5. 24 | 171 | 764, 463 | 4. 46 |
| Ohio..... | 134 | 1, 162, 274 | 6. 54 | 247 | 1, 185, 846 | 6. 67 |
| Wisconsin..... | 84 | 1, 075, 067 | 11. 09 | 209 | 1, 125, 580 | 11. 61 |
| WEST NORTH CENTRAL..... | 317 | 3, 547, 735 | 12. 52 | 986 | 4, 090, 035 | 14. 44 |
| Iowa..... | 89 | 899, 497 | 20. 49 | 241 | 956, 793 | 21. 80 |
| Kansas..... | 80 | 739, 901 | 30. 25 | 142 | 443, 014 | 18. 11 |
| Minnesota..... | 40 | 451, 326 | 5. 70 | 171 | 1, 153, 138 | 14. 55 |
| Missouri..... | 30 | 404, 694 | 4. 27 | 206 | 671, 512 | 7. 09 |
| Nebraska..... | 22 | 297, 172 | 12. 40 | 104 | 443, 880 | 18. 52 |
| North Dakota..... | 35 | 523, 153 | 71. 53 | 49 | 208, 206 | 28. 47 |
| South Dakota..... | 21 | 231, 992 | 23. 85 | 73 | 213, 392 | 21. 94 |
| SOUTH ATLANTIC..... | 175 | 1, 787, 741 | 8. 14 | 425 | 1, 974, 261 | 8. 98 |
| Delaware..... | | | | 16 | 68, 458 | 11. 31 |
| District of Columbia..... | | | | | | |
| Florida..... | 31 | 245, 288 | 10. 62 | 57 | 287, 353 | 12. 44 |
| Georgia..... | 26 | 284, 900 | 8. 47 | 92 | 389, 525 | 11. 58 |
| Maryland..... | 11 | 86, 054 | 2. 18 | 32 | 123, 959 | 3. 13 |
| North Carolina..... | 32 | 219, 115 | 10. 08 | 87 | 403, 200 | 18. 54 |
| South Carolina..... | 29 | 370, 483 | 47. 95 | 32 | 96, 716 | 12. 52 |
| Virginia..... | 21 | 345, 204 | 11. 61 | 54 | 240, 638 | 8. 10 |
| West Virginia..... | 25 | 236, 697 | 16. 10 | 55 | 364, 362 | 24. 79 |
| EAST SOUTH CENTRAL..... | 60 | 517, 668 | 7. 35 | 220 | 699, 622 | 9. 93 |
| Alabama..... | 21 | 170, 527 | 10. 50 | 31 | 98, 566 | 6. 07 |
| Kentucky..... | 22 | 128, 396 | 6. 44 | 100 | 312, 806 | 13. 21 |
| Mississippi..... | 13 | 143, 620 | 28. 27 | 38 | 108, 397 | 21. 33 |
| Tennessee..... | 4 | 74, 626 | 2. 93 | 51 | 179, 853 | 7. 07 |
| WEST SOUTH CENTRAL..... | 115 | 1, 206, 702 | 8. 73 | 311 | 1, 314, 821 | 9. 52 |
| Arkansas..... | 15 | 171, 132 | 17. 28 | 51 | 174, 019 | 17. 57 |
| Louisiana..... | 10 | 115, 497 | 6. 48 | 38 | 168, 361 | 9. 45 |
| Oklahoma..... | 41 | 341, 162 | 12. 09 | 74 | 232, 355 | 8. 24 |
| Texas..... | 49 | 573, 911 | 7. 04 | 145 | 740, 086 | 9. 00 |
| MOUNTAIN..... | 81 | 1, 647, 863 | 30. 71 | 151 | 671, 011 | 12. 51 |
| Arizona..... | | | | 11 | 56, 223 | 14. 09 |
| Colorado..... | 8 | 59, 914 | 2. 92 | 32 | 128, 931 | 6. 29 |
| Idaho..... | 11 | 165, 898 | 51. 52 | 34 | 156, 134 | 48. 48 |
| Montana..... | 29 | 826, 826 | 73. 21 | 21 | 102, 794 | 9. 72 |
| Nevada..... | 11 | 303, 631 | 98. 62 | 3 | 10, 632 | 3. 38 |
| New Mexico..... | 4 | 28, 738 | 36. 93 | 14 | 49, 533 | 63. 31 |
| Utah..... | 5 | 103, 067 | 10. 76 | 29 | 144, 285 | 14. 98 |
| Wyoming..... | 13 | 159, 189 | 87. 65 | 7 | 22, 429 | 12. 35 |
| PACIFIC..... | 141 | 1, 846, 535 | 4. 30 | 134 | 684, 835 | 2. 18 |
| California..... | 84 | 867, 690 | 3. 50 | 72 | 411, 723 | 1. 66 |
| Oregon..... | 27 | 204, 742 | 10. 57 | 38 | 181, 109 | 9. 24 |
| Washington..... | 30 | 274, 103 | 5. 95 | 24 | 92, 053 | 2. 00 |

¹ For number of cities see apparel group table.

TABLE 2.—OPERATING EXPENSES

| KIND OF BUSINESS | Number of stores | Proprietors | EMPLOYEES | |
|--|------------------|-------------|-----------|-----------|
| | | | Full time | Part time |
| Apparel group, total..... | 114,296 | 99,613 | 329,254 | 74,876 |
| Cities over 30,000 population..... | 71,006 | 55,766 | 267,324 | 51,758 |
| Cities 10,000 to 30,000 population..... | 15,888 | 14,167 | 34,241 | 11,094 |
| Places under 10,000 population..... | 27,404 | 29,680 | 27,689 | 12,024 |
| Men's and boys' clothing and furnishings..... | 28,197 | 26,354 | 67,361 | 17,908 |
| Cities over 30,000 population..... | 16,593 | 13,608 | 50,607 | 11,769 |
| Cities 10,000 to 30,000 population..... | 4,005 | 4,037 | 8,105 | 2,709 |
| Places under 10,000 population..... | 7,599 | 8,709 | 8,649 | 3,430 |
| Family clothing stores, men's, women's and children's..... | 10,551 | 9,345 | 43,555 | 9,397 |
| Cities over 30,000 population..... | 5,411 | 4,324 | 32,434 | 5,289 |
| Cities 10,000 to 30,000 population..... | 1,546 | 1,210 | 5,059 | 1,548 |
| Places under 10,000 population..... | 3,594 | 3,811 | 6,062 | 2,560 |
| Women's ready-to-wear stores..... | 18,253 | 15,751 | 100,791 | 16,885 |
| Cities over 30,000 population..... | 10,869 | 8,419 | 85,499 | 12,297 |
| Cities 10,000 to 30,000 population..... | 2,926 | 2,607 | 9,599 | 2,331 |
| Places under 10,000 population..... | 4,458 | 4,725 | 5,693 | 2,257 |
| Women's accessories stores..... | 19,971 | 16,301 | 40,746 | 9,369 |
| Cities over 30,000 population..... | 13,667 | 10,209 | 36,176 | 6,960 |
| Cities 10,000 to 30,000 population..... | 2,228 | 1,798 | 3,066 | 1,131 |
| Places under 10,000 population..... | 4,076 | 4,296 | 1,474 | 1,278 |
| Other apparel and furnishings stores..... | 13,065 | 13,454 | 27,985 | 3,522 |
| Cities over 30,000 population..... | 9,427 | 9,530 | 24,343 | 2,644 |
| Cities 10,000 to 30,000 population..... | 1,547 | 1,649 | 1,959 | 418 |
| Places under 10,000 population..... | 2,091 | 2,275 | 1,683 | 460 |
| Shoe stores..... | 24,259 | 18,408 | 48,816 | 17,795 |
| Cities over 30,000 population..... | 15,039 | 9,676 | 38,265 | 12,799 |
| Cities 10,000 to 30,000 population..... | 3,634 | 2,863 | 6,393 | 2,957 |
| Places under 10,000 population..... | 5,586 | 5,864 | 4,158 | 2,039 |
| General stores..... | 104,089 | 121,366 | 107,023 | 30,931 |
| Cities over 30,000 population..... | 1,494 | 1,715 | 2,565 | 415 |
| Cities 10,000 to 30,000 population..... | 1,018 | 1,152 | 1,596 | 305 |
| Places under 10,000 population..... | 101,577 | 118,499 | 102,862 | 30,211 |
| General merchandise group, total..... | 54,636 | 47,821 | 702,822 | 124,954 |
| Cities over 30,000 population..... | 21,984 | 19,095 | 546,808 | 71,756 |
| Cities 10,000 to 30,000 population..... | 7,465 | 5,117 | 77,551 | 19,428 |
| Places under 10,000 population..... | 25,187 | 23,609 | 78,463 | 33,770 |
| Department stores..... | 4,221 | 1,441 | 484,975 | 59,143 |
| Cities over 30,000 population..... | 1,759 | 475 | 433,655 | 43,901 |
| Cities 10,000 to 30,000 population..... | 1,228 | 407 | 33,648 | 9,237 |
| Places under 10,000 population..... | 1,234 | 559 | 17,672 | 6,005 |
| Dry-goods stores..... | 25,450 | 26,642 | 50,570 | 15,981 |
| Cities over 30,000 population..... | 12,699 | 13,246 | 20,916 | 5,244 |
| Cities 10,000 to 30,000 population..... | 2,516 | 2,409 | 11,274 | 2,578 |
| Places under 10,000 population..... | 10,235 | 10,987 | 18,380 | 8,159 |
| General merchandise stores..... | 12,855 | 12,395 | 38,957 | 14,533 |
| Cities over 30,000 population..... | 3,345 | 3,300 | 9,103 | 2,960 |
| Cities 10,000 to 30,000 population..... | 1,922 | 1,854 | 7,195 | 2,139 |
| Places under 10,000 population..... | 7,588 | 7,241 | 22,659 | 10,034 |
| Variety, 5-and-10, and 10-and-a-dollar stores..... | 12,110 | 7,343 | 128,320 | 35,297 |
| Cities over 30,000 population..... | 4,181 | 2,074 | 83,134 | 20,251 |
| Cities 10,000 to 30,000 population..... | 1,799 | 447 | 25,434 | 5,474 |
| Places under 10,000 population..... | 6,130 | 4,822 | 19,752 | 9,572 |

¹ Proprietors compensation is computed at same rate paid to full-time employees in the same kind of business.

² For detailed data on rents see table on p. 22.

KINDS OF BUSINESS

| PAY ROLL | | | Value of proprietors' services ¹ | Total wage cost | Total wage cost per \$100 of sales | All other expenses (including rent) ² | Total operating cost per \$100 of sales |
|---------------|----------------------------------|--------------|---|-----------------|------------------------------------|--|---|
| Total | Pay roll cost per \$100 of sales | Part time | | | | | |
| \$505,352,285 | \$11.92 | \$18,073,640 | \$147,689,112 | \$653,041,397 | \$15.40 | \$646,212,805 | \$30.64 |
| 423,611,520 | 12.84 | 13,324,792 | 95,670,786 | 519,282,306 | 15.74 | 533,056,746 | 31.89 |
| 47,645,779 | 10.18 | 2,410,020 | 18,884,667 | 66,530,446 | 14.22 | 63,041,783 | 27.69 |
| 34,004,986 | 7.20 | 2,338,837 | 33,133,659 | 67,228,645 | 14.20 | 50,104,276 | 24.78 |
| 123,383,453 | 10.34 | 4,193,547 | 44,109,658 | 167,473,111 | 14.04 | 177,452,206 | 28.92 |
| 97,340,362 | 11.37 | 2,871,144 | 25,865,049 | 123,205,411 | 14.40 | 138,363,644 | 30.56 |
| 13,653,078 | 9.00 | 628,517 | 6,487,469 | 20,140,537 | 13.27 | 19,759,250 | 26.28 |
| 12,370,013 | 6.68 | 693,886 | 11,757,150 | 24,127,163 | 13.03 | 19,338,312 | 23.48 |
| 65,086,231 | 11.78 | 1,945,290 | 13,363,817 | 78,450,948 | 14.20 | 78,656,336 | 28.44 |
| 50,868,530 | 13.07 | 1,183,842 | 7,483,720 | 58,352,250 | 14.99 | 60,254,809 | 30.48 |
| 6,934,349 | 11.07 | 309,447 | 1,585,100 | 3,519,449 | 13.60 | 8,618,720 | 27.36 |
| 7,283,352 | 7.24 | 452,010 | 4,264,987 | 11,578,949 | 11.52 | 9,782,807 | 21.24 |
| 134,581,843 | 12.37 | 4,286,997 | 20,340,267 | 154,931,140 | 14.25 | 161,526,931 | 29.10 |
| 110,956,453 | 13.08 | 3,370,703 | 12,609,402 | 129,656,855 | 14.50 | 137,804,724 | 29.91 |
| 11,620,885 | 10.18 | 492,147 | 3,024,120 | 14,651,005 | 12.83 | 15,013,122 | 25.98 |
| 5,998,665 | 7.56 | 424,147 | 4,625,775 | 10,024,280 | 13.40 | 8,709,085 | 24.38 |
| 54,501,819 | 13.88 | 2,141,212 | 20,629,233 | 75,131,052 | 19.13 | 70,769,212 | 37.16 |
| 49,941,476 | 14.26 | 1,071,961 | 15,630,817 | 65,572,293 | 18.72 | 64,328,779 | 37.09 |
| 3,201,897 | 13.36 | 235,393 | 1,720,598 | 4,922,465 | 20.54 | 4,040,786 | 37.39 |
| 1,358,446 | 7.37 | 233,868 | 3,277,848 | 4,636,294 | 25.16 | 2,401,647 | 38.20 |
| 45,601,162 | 21.85 | 1,173,615 | 20,819,083 | 60,420,235 | 31.82 | 31,353,027 | 46.84 |
| 41,297,516 | 22.55 | 930,728 | 16,545,266 | 57,842,782 | 31.04 | 27,465,611 | 46.56 |
| 2,526,321 | 18.07 | 123,485 | 1,991,992 | 4,518,313 | 32.31 | 2,055,741 | 47.01 |
| 1,777,315 | 15.31 | 119,402 | 2,281,825 | 4,050,140 | 34.96 | 1,831,675 | 50.74 |
| 82,217,787 | 10.19 | 4,332,979 | 23,418,024 | 110,635,811 | 13.71 | 126,455,093 | 29.39 |
| 67,207,183 | 10.72 | 3,206,424 | 17,440,532 | 84,653,715 | 13.51 | 104,851,179 | 30.23 |
| 6,703,249 | 9.56 | 621,031 | 4,075,428 | 13,778,677 | 13.68 | 13,500,164 | 26.95 |
| 5,307,355 | 6.76 | 415,524 | 6,890,064 | 12,203,419 | 15.53 | 8,043,750 | 35.77 |
| 115,511,108 | 4.49 | 5,821,373 | 118,895,492 | 234,406,660 | 9.12 | 114,975,359 | 13.59 |
| 1,724,833 | 5.49 | 89,221 | 1,104,605 | 2,834,438 | 9.01 | 1,997,193 | 15.37 |
| 1,804,178 | 6.16 | 56,653 | 1,261,440 | 3,065,618 | 10.47 | 1,518,714 | 15.46 |
| 111,982,187 | 4.46 | 5,075,499 | 116,524,447 | 228,506,604 | 9.10 | 111,459,452 | 13.54 |
| 818,030,246 | 12.71 | 27,324,971 | 49,547,592 | 868,477,838 | 13.48 | 858,912,672 | 26.81 |
| 658,699,707 | 13.69 | 18,730,431 | 21,857,782 | 680,557,489 | 14.15 | 683,621,641 | 28.36 |
| 78,240,121 | 11.08 | 3,295,001 | 5,330,633 | 83,570,754 | 11.84 | 86,447,849 | 24.08 |
| 81,090,418 | 8.84 | 5,293,539 | 22,359,177 | 104,349,595 | 11.25 | 88,843,182 | 20.82 |
| 620,090,182 | 14.28 | 17,053,136 | 1,771,298 | 622,761,480 | 14.32 | 611,075,124 | 28.36 |
| 557,651,293 | 14.74 | 14,022,833 | 621,013 | 558,272,276 | 14.75 | 548,402,826 | 29.24 |
| 40,575,602 | 11.91 | 1,804,346 | 468,864 | 41,044,526 | 12.05 | 41,602,158 | 24.22 |
| 22,763,257 | 10.11 | 1,225,957 | 681,421 | 23,444,678 | 10.42 | 21,210,140 | 19.84 |
| 57,465,055 | 8.68 | 2,967,632 | 29,050,137 | 86,515,192 | 13.04 | 73,757,083 | 24.17 |
| 25,236,872 | 8.54 | 1,092,151 | 15,611,768 | 40,848,640 | 13.82 | 35,568,149 | 25.85 |
| 12,741,776 | 10.99 | 495,054 | 2,616,174 | 15,357,950 | 13.24 | 14,454,656 | 25.71 |
| 19,486,407 | 7.74 | 1,380,427 | 10,822,195 | 30,308,602 | 12.04 | 23,734,278 | 21.47 |
| 45,113,058 | 8.57 | 2,570,697 | 13,478,696 | 58,591,754 | 11.13 | 49,000,049 | 20.43 |
| 11,464,970 | 9.37 | 527,166 | 3,851,856 | 15,316,826 | 12.52 | 13,188,817 | 23.29 |
| 7,963,307 | 8.74 | 357,962 | 1,958,621 | 9,921,928 | 10.89 | 8,843,534 | 20.59 |
| 25,684,781 | 8.20 | 1,685,569 | 7,668,219 | 33,353,000 | 10.65 | 28,967,698 | 19.26 |
| 95,361,951 | 10.55 | 4,733,506 | 5,247,361 | 100,609,312 | 11.13 | 125,080,416 | 24.96 |
| 64,346,602 | 10.58 | 3,094,281 | 1,773,045 | 66,119,647 | 10.88 | 68,461,849 | 25.10 |
| 16,959,376 | 10.72 | 637,639 | 286,974 | 17,246,350 | 10.90 | 21,687,501 | 24.60 |
| 14,055,973 | 10.19 | 1,001,586 | 3,187,342 | 17,243,315 | 12.60 | 16,931,066 | 24.77 |

TABLE 3.—

[Sales expressed in

| KIND OF BUSINESS | TOTAL | | ALL CASH | | 1 TO 10 PER CENT CREDIT | | 11 TO 20 PER CENT CREDIT | |
|--|-------------|----------|-------------|----------|-------------------------|----------|--------------------------|----------|
| | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent |
| Apparel group, total: | | | | | | | | |
| Number of stores..... | 94,575 | 100.00 | 59,814 | 63.25 | 10,332 | 10.92 | 4,893 | 5.17 |
| Net sales..... | \$3,746,492 | 100.00 | \$1,790,088 | 47.78 | \$288,926 | 7.71 | \$172,547 | 4.61 |
| Men's and boys' clothing and furnishings stores— | | | | | | | | |
| Number of stores..... | 23,522 | 100.00 | 13,788 | 58.62 | 2,993 | 12.72 | 1,512 | 6.43 |
| Net sales..... | \$1,033,669 | 100.00 | \$402,316 | 44.73 | \$105,067 | 10.26 | \$68,922 | 6.67 |
| Men's and boys' clothing stores— | | | | | | | | |
| Number of stores..... | 2,771 | 100.00 | 2,148 | 77.52 | 191 | 6.89 | 83 | 2.99 |
| Net sales..... | \$144,167 | 100.00 | \$109,692 | 76.10 | \$10,288 | 7.14 | \$3,471 | 2.41 |
| Men's and boy's hat stores— | | | | | | | | |
| Number of stores..... | 1,307 | 100.00 | 1,201 | 91.89 | 55 | 4.21 | 8 | 0.61 |
| Net sales..... | \$39,485 | 100.00 | \$35,134 | 88.98 | \$2,277 | 5.77 | \$404 | 1.02 |
| Men's furnishings stores— | | | | | | | | |
| Number of stores..... | 7,174 | 100.00 | 5,353 | 74.62 | 849 | 11.83 | 264 | 3.68 |
| Net sales..... | \$189,407 | 100.00 | \$124,474 | 73.48 | \$18,318 | 10.81 | \$5,819 | 3.44 |
| Men's clothing and furnishings stores— | | | | | | | | |
| Number of stores..... | 12,270 | 100.00 | 5,086 | 41.45 | 1,898 | 15.47 | 1,157 | 9.43 |
| Net sales..... | \$680,610 | 100.00 | \$193,016 | 28.36 | \$75,184 | 11.05 | \$59,228 | 8.70 |
| Family clothing stores—men's, women's, and children's— | | | | | | | | |
| Number of stores..... | 9,071 | 100.00 | 4,466 | 49.23 | 997 | 10.99 | 500 | 5.51 |
| Net sales..... | \$501,517 | 100.00 | \$153,690 | 30.64 | \$31,382 | 6.26 | \$17,304 | 3.45 |
| Women's ready-to-wear specialty shops—apparel and accessories— | | | | | | | | |
| Number of stores..... | 15,270 | 100.00 | 9,070 | 59.40 | 1,506 | 9.86 | 726 | 4.76 |
| Net sales..... | \$986,931 | 100.00 | \$379,837 | 38.49 | \$59,059 | 5.98 | \$38,193 | 3.87 |
| Women's accessories stores— | | | | | | | | |
| Number of stores..... | 16,287 | 100.00 | 11,905 | 73.10 | 1,427 | 8.76 | 592 | 3.69 |
| Net sales..... | \$357,925 | 100.00 | \$239,898 | 67.02 | \$18,371 | 5.13 | \$9,547 | 2.67 |
| Blouse shops— | | | | | | | | |
| Number of stores..... | 10 | 100.00 | 8 | 80.00 | | | | |
| Net sales..... | \$275 | 100.00 | \$201 | 73.09 | | | | |
| Corset and lingerie shops— | | | | | | | | |
| Number of stores..... | 1,904 | 100.00 | 1,564 | 82.14 | 95 | 4.99 | 39 | 2.05 |
| Net sales..... | \$40,874 | 100.00 | \$32,073 | 78.86 | \$1,644 | 4.04 | \$831 | 2.04 |
| Furriers—fur shops— | | | | | | | | |
| Number of stores..... | 1,907 | 100.00 | 993 | 52.07 | 129 | 6.77 | 107 | 5.61 |
| Net sales..... | \$118,209 | 100.00 | \$50,776 | 43.69 | \$3,808 | 3.28 | \$4,219 | 3.63 |
| Hosiery shops— | | | | | | | | |
| Number of stores..... | 1,572 | 100.00 | 1,431 | 91.03 | 68 | 4.32 | 20 | 1.27 |
| Net sales..... | \$47,407 | 100.00 | \$43,618 | 93.01 | \$1,968 | 4.15 | \$869 | 1.83 |
| Knit goods shops— | | | | | | | | |
| Number of stores..... | 340 | 100.00 | 283 | 83.24 | 24 | 7.06 | 5 | 1.47 |
| Net sales..... | \$10,088 | 100.00 | \$7,001 | 69.40 | \$1,849 | 18.33 | \$134 | 1.33 |
| Millinery stores— | | | | | | | | |
| Number of stores..... | 10,241 | 100.00 | 7,384 | 72.10 | 1,085 | 10.59 | 409 | 3.99 |
| Net sales..... | \$137,305 | 100.00 | \$102,291 | 74.50 | \$8,374 | 6.10 | \$3,262 | 2.38 |
| Costume accessories stores (including jewelry, bags, and gloves)— | | | | | | | | |
| Number of stores..... | 239 | 100.00 | 181 | 75.73 | 23 | 9.62 | 9 | 3.77 |
| Net sales..... | \$5,224 | 100.00 | \$3,421 | 65.49 | \$699 | 13.38 | \$172 | 3.29 |
| Umbrella shops (including parasols and canes)— | | | | | | | | |
| Number of stores..... | 74 | 100.00 | 61 | 82.44 | 3 | 4.05 | 3 | 4.05 |
| Net sales..... | \$733 | 100.00 | \$517 | 70.53 | \$29 | 3.96 | \$60 | 8.18 |

CREDIT SALES

thousands of dollars]

| 21 TO 30 PER CENT CREDIT | | 31 TO 40 PER CENT CREDIT | | 41 TO 50 PER CENT CREDIT | | 51 TO 60 PER CENT CREDIT | | 61 TO 70 PER CENT CREDIT | | 71 TO 80 PER CENT CREDIT | | OVER 80 PER CENT CREDIT | |
|--------------------------|--------------|--------------------------|--------------|--------------------------|---------------|--------------------------|--------------|--------------------------|--------------|--------------------------|--------------|-------------------------|----------------|
| Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent |
| 3,005 \$188,952 | 4.13 5.04 | 3,453 \$183,354 | 3.65 4.89 | 3,181 \$194,907 | 3.36 5.20 | 1,869 \$188,240 | 1.98 5.03 | 1,532 \$189,338 | 1.62 5.05 | 1,343 \$171,851 | 1.42 4.59 | 4,253 \$378,289 | 4.50 10.10 |
| 1,336 \$75,119 | 5.68 7.27 | 1,265 \$71,734 | 5.38 6.04 | 1,051 \$78,444 | 4.47 7.59 | 613 \$50,597 | 2.61 5.77 | 420 \$56,736 | 1.78 5.48 | 281 \$32,935 | 1.19 3.18 | 263 \$21,799 | 1.12 2.11 |
| 70 \$3,456 | 2.53 2.40 | 50 \$2,056 | 2.13 1.42 | 63 \$2,734 | 2.27 1.90 | 36 \$4,849 | 1.30 3.36 | 31 \$1,148 | 1.12 0.79 | 23 \$1,550 | 0.83 1.07 | 67 \$4,923 | 2.42 3.41 |
| 16 \$937 | 1.22 2.50 | 6 \$215 | 0.46 0.54 | 8 \$70 | 0.61 0.18 | 2 \$106 | 0.15 0.27 | 1 \$82 | 0.08 0.21 | 1 \$136 | 0.08 0.34 | 9 \$74 | 0.69 0.19 |
| 184 \$4,525 | 2.56 2.07 | 158 \$4,304 | 2.20 2.54 | 138 \$3,884 | 1.92 2.20 | 71 \$2,271 | 0.99 1.34 | 52 \$2,240 | 0.73 1.32 | 47 \$1,571 | 0.66 0.93 | 58 \$2,001 | 0.81 1.18 |
| 1,066 \$66,151 | 8.69 9.72 | 1,042 \$65,159 | 8.49 9.57 | 842 \$71,756 | 6.86 10.54 | 504 \$52,371 | 4.11 7.70 | 336 \$53,266 | 2.74 7.83 | 210 \$29,678 | 1.71 4.36 | 129 \$14,801 | 1.05 2.17 |
| 342 \$14,653 | 3.77 3.92 | 290 \$26,917 | 3.20 5.37 | 263 \$21,046 | 2.90 4.20 | 141 \$26,320 | 1.55 5.25 | 114 \$33,382 | 1.26 6.65 | 176 \$21,571 | 1.94 4.30 | 1,782 \$155,252 | 19.65 30.96 |
| 509 \$57,467 | 3.92 5.82 | 602 \$41,471 | 3.94 4.20 | 660 \$56,518 | 4.32 5.73 | 499 \$68,446 | 3.27 6.94 | 485 \$75,005 | 3.18 7.60 | 393 \$96,744 | 2.57 9.80 | 730 \$114,191 | 4.78 11.57 |
| 453 \$7,925 | 2.78 2.21 | 366 \$9,502 | 2.25 2.65 | 404 \$10,489 | 2.48 2.93 | 228 \$6,732 | 1.40 1.88 | 204 \$5,053 | 1.25 2.25 | 201 \$8,948 | 1.24 2.50 | 507 \$38,460 | 3.11 10.75 |
| ----- | ----- | 110.00 \$15 | 5.46 | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | 110.00 \$59 | 21.45 |
| 36 \$870 | 1.89 2.14 | 29 \$562 | 1.52 1.38 | 31 \$636 | 1.63 1.56 | 26 \$620 | 1.37 1.53 | 22 \$630 | 1.16 1.55 | 21 \$635 | 1.10 1.56 | 41 \$2,173 | 2.15 5.34 |
| 93 \$2,862 | 4.88 2.46 | 66 \$5,334 | 3.46 4.59 | 86 \$5,784 | 4.51 4.98 | 59 \$2,970 | 3.09 2.55 | 71 \$5,282 | 3.72 4.55 | 82 \$6,043 | 4.30 5.20 | 221 \$29,131 | 11.59 25.07 |
| 10 \$90 | 0.04 0.19 | 15 \$443 | 0.95 0.94 | 10 \$76 | 0.64 0.16 | 5 \$152 | 0.32 0.32 | 3 \$34 | 0.19 0.07 | 5 \$113 | 0.32 0.24 | 5 \$44 | 0.32 0.09 |
| 5 \$251 | 1.47 2.49 | 4 \$119 | 1.18 1.18 | 8 \$325 | 2.35 3.22 | 1 \$10 | 0.29 0.10 | 3 \$164 | 0.88 1.62 | 1 \$35 | 0.29 0.35 | 6 \$200 | 1.77 1.98 |
| 304 \$3,784 | 2.97 2.76 | 247 \$2,942 | 2.41 2.14 | 261 \$3,417 | 2.55 2.49 | 133 \$2,915 | 1.30 2.12 | 103 \$1,894 | 1.01 1.38 | 89 \$1,792 | 0.87 1.30 | 226 \$6,634 | 2.21 4.83 |
| 5 \$68 | 2.09 1.30 | 4 \$87 | 1.67 1.67 | 4 \$190 | 1.67 3.64 | 2 \$45 | 0.84 0.86 | 2 \$49 | 0.84 0.94 | 2 \$274 | 0.84 5.24 | 7 \$219 | 2.93 4.19 |
| ----- | ----- | ----- | ----- | 4 \$61 | 5.41 8.32 | 2 \$20 | 2.70 2.73 | ----- | ----- | 1 \$46 | 1.35 6.28 | ----- | ----- |

TABLE 3.—CREDIT

[Sales expressed in

| KIND OF BUSINESS | TOTAL | | ALL CASH | | 1 TO 10 PER CENT CREDIT | | 11 TO 20 PER CENT CREDIT | |
|--|-------------|----------|-------------|----------|-------------------------|----------|--------------------------|----------|
| | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent |
| Apparel group, total—Continued. | | | | | | | | |
| Other apparel and furnishings stores— | | | | | | | | |
| Number of stores | 10,470 | 100.00 | 6,184 | 59.06 | 936 | 8.94 | 605 | 5.78 |
| Net sales | \$173,993 | 100.00 | \$79,826 | 45.88 | \$11,704 | 6.76 | \$6,616 | 3.80 |
| Children's specialty shops— | | | | | | | | |
| Number of stores | 825 | 100.00 | 633 | 76.73 | 65 | 7.88 | 20 | 2.42 |
| Net sales | \$19,547 | 100.00 | \$15,588 | 79.75 | \$1,215 | 6.22 | \$307 | 1.57 |
| Custom tailors— | | | | | | | | |
| Number of stores | 9,070 | 100.00 | 5,182 | 57.13 | 839 | 9.25 | 568 | 6.26 |
| Net sales | \$138,571 | 100.00 | \$57,829 | 41.73 | \$10,038 | 7.24 | \$0,017 | 4.34 |
| Dressmakers— | | | | | | | | |
| Number of stores | 355 | 100.00 | 195 | 54.93 | 11 | 3.10 | 14 | 3.94 |
| Net sales | \$10,384 | 100.00 | \$1,942 | 18.70 | \$145 | 1.40 | \$190 | 1.83 |
| Infants' wear shops— | | | | | | | | |
| Number of stores | 213 | 100.00 | 167 | 78.40 | 21 | 9.86 | 3 | 1.41 |
| Net sales | \$4,325 | 100.00 | \$3,301 | 76.32 | \$366 | 8.46 | \$102 | 2.36 |
| Mail-order apparel houses— | | | | | | | | |
| Number of houses | 7 | 100.00 | 7 | 100.00 | | | | |
| Net sales | \$1,166 | 100.00 | \$1,166 | 100.00 | | | | |
| Shoe stores— | | | | | | | | |
| Number of stores | 19,955 | 100.00 | 14,401 | 72.17 | 2,473 | 12.39 | 958 | 4.80 |
| Net sales | \$92,491 | 100.00 | \$47,521 | 68.52 | \$62,343 | 9.00 | \$31,955 | 4.61 |
| Shoe stores, men's— | | | | | | | | |
| Number of stores | 1,144 | 100.00 | 1,018 | 88.99 | 42 | 3.67 | 16 | 1.40 |
| Net sales | \$51,742 | 100.00 | \$46,412 | 89.70 | \$1,603 | 3.10 | \$771 | 1.49 |
| Shoe stores, women's— | | | | | | | | |
| Number of stores | 1,448 | 100.00 | 1,148 | 79.28 | 59 | 4.07 | 38 | 2.62 |
| Net sales | \$118,898 | 100.00 | \$82,214 | 69.15 | \$5,585 | 4.70 | \$5,111 | 4.30 |
| Family shoe stores—men's, women's, and children's— | | | | | | | | |
| Number of stores | 17,363 | 100.00 | 12,235 | 70.46 | 2,372 | 13.66 | 904 | 5.21 |
| Net sales | \$521,851 | 100.00 | \$345,895 | 66.28 | \$55,155 | 10.57 | \$26,083 | 5.00 |
| General merchandise group—total: | | | | | | | | |
| Number of stores | 45,345 | 100.00 | 29,080 | 64.13 | 4,937 | 10.89 | 2,706 | 5.97 |
| Net sales | \$5,596,132 | 100.00 | \$1,781,467 | 31.83 | \$329,264 | 5.88 | \$297,698 | 5.32 |
| Department stores— | | | | | | | | |
| Number of stores | 3,820 | 100.00 | 1,574 | 41.20 | 202 | 5.29 | 370 | 9.69 |
| Net sales | \$3,806,228 | 100.00 | \$554,856 | 14.58 | \$198,158 | 5.21 | \$219,641 | 5.77 |
| With food departments— | | | | | | | | |
| Number of stores | 438 | 100.00 | 97 | 22.15 | 30 | 6.85 | 42 | 9.59 |
| Net sales | \$919,898 | 100.00 | \$161,237 | 17.53 | \$45,335 | 4.93 | \$86,111 | 9.36 |
| Without food departments— | | | | | | | | |
| Number of stores | 3,382 | 100.00 | 1,477 | 43.67 | 172 | 5.09 | 328 | 9.70 |
| Net sales | \$2,886,330 | 100.00 | \$393,619 | 13.64 | \$152,823 | 5.29 | \$133,530 | 4.63 |
| Dry goods stores— | | | | | | | | |
| Number of stores | 20,442 | 100.00 | 12,773 | 62.48 | 2,856 | 13.97 | 1,306 | 6.39 |
| Net sales | \$565,164 | 100.00 | \$273,776 | 48.44 | \$71,536 | 12.66 | \$40,023 | 7.08 |
| General merchandise stores— | | | | | | | | |
| Number of stores | 10,614 | 100.00 | 5,343 | 50.34 | 1,330 | 12.53 | 841 | 7.92 |
| Net sales | \$442,167 | 100.00 | \$190,490 | 43.08 | \$49,464 | 11.18 | \$35,390 | 8.00 |
| With food departments— | | | | | | | | |
| Number of stores | 1,984 | 100.00 | 523 | 26.36 | 197 | 9.93 | 117 | 5.90 |
| Net sales | \$121,656 | 100.00 | \$24,764 | 20.36 | \$12,578 | 10.34 | \$6,520 | 5.36 |
| Without food departments— | | | | | | | | |
| Number of stores | 8,630 | 100.00 | 4,820 | 55.85 | 1,133 | 13.13 | 724 | 8.39 |
| Net sales | \$320,511 | 100.00 | \$165,726 | 51.71 | \$36,886 | 11.51 | \$28,870 | 9.01 |
| Variety, 5-and-10, and to-a-dollar stores— | | | | | | | | |
| Number of stores | 10,469 | 100.00 | 9,390 | 89.69 | 549 | 5.25 | 189 | 1.81 |
| Net sales | \$782,573 | 100.00 | \$762,345 | 97.42 | \$10,106 | 1.29 | \$2,644 | 0.34 |

SALES—Continued

thousands of dollars]

| 21 TO 30 PER CENT CREDIT | | 31 TO 40 PER CENT CREDIT | | 41 TO 50 PER CENT CREDIT | | 51 TO 60 PER CENT CREDIT | | 61 TO 70 PER CENT CREDIT | | 71 TO 80 PER CENT CREDIT | | OVER 80 PER CENT CREDIT | |
|--------------------------|----------|--------------------------|----------|--------------------------|----------|--------------------------|----------|--------------------------|----------|--------------------------|----------|-------------------------|----------|
| Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent | Amount | Per cent |
| 450 | 4.30 | 361 | 3.45 | 423 | 4.04 | 212 | 2.02 | 189 | 1.81 | 226 | 2.16 | 884 | 8.44 |
| \$6,515 | 3.75 | \$4,495 | 2.58 | \$5,077 | 2.92 | \$5,692 | 3.27 | \$3,862 | 2.22 | \$6,470 | 3.72 | \$43,676 | 25.10 |
| 19 | 2.30 | 19 | 2.30 | 21 | 2.55 | 10 | 1.21 | 8 | 0.97 | 8 | 0.97 | 22 | 2.67 |
| \$411 | 2.10 | \$378 | 1.93 | \$362 | 1.85 | \$212 | 1.08 | \$171 | 0.88 | \$335 | 1.71 | \$568 | 2.91 |
| 416 | 4.50 | 328 | 3.62 | 393 | 4.33 | 197 | 2.17 | 181 | 2.00 | 208 | 2.29 | 758 | 8.36 |
| \$5,719 | 4.13 | \$3,950 | 2.85 | \$4,645 | 3.35 | \$5,412 | 3.91 | \$3,691 | 2.66 | \$6,021 | 4.35 | \$35,249 | 25.44 |
| 10 | 2.82 | 5 | 1.41 | 9 | 2.54 | 3 | 0.84 | ----- | ----- | 8 | 2.25 | 100 | 28.17 |
| \$79 | 0.76 | \$45 | 0.43 | \$70 | 0.67 | \$29 | 0.28 | ----- | ----- | \$90 | 0.87 | \$7,794 | 75.06 |
| 5 | 2.35 | 9 | 4.22 | ----- | ----- | 2 | 0.94 | ----- | ----- | 2 | 0.94 | 4 | 1.88 |
| \$306 | 7.08 | \$122 | 2.82 | ----- | ----- | \$39 | 0.90 | ----- | ----- | \$24 | 0.56 | \$65 | 1.50 |
| ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 725 | 3.63 | 569 | 2.85 | 380 | 1.90 | 176 | 0.88 | 120 | 0.60 | 66 | 0.33 | 87 | 0.45 |
| \$27,273 | 3.94 | \$20,235 | 4.22 | \$23,333 | 3.37 | \$21,453 | 3.10 | \$12,264 | 1.77 | \$5,193 | 0.75 | \$5,011 | 0.72 |
| 21 | 1.84 | 13 | 1.14 | 10 | 0.87 | 6 | 0.52 | 11 | 0.96 | 6 | 0.52 | 1 | 0.09 |
| \$893 | 1.73 | \$494 | 0.95 | \$407 | 0.79 | \$183 | 0.35 | \$725 | 1.40 | \$230 | 0.44 | \$24 | 0.05 |
| 30 | 2.49 | 41 | 2.83 | 37 | 2.56 | 40 | 2.76 | 27 | 1.87 | 13 | 0.90 | 9 | 0.62 |
| \$2,913 | 2.45 | \$2,965 | 2.49 | \$3,884 | 3.27 | \$8,143 | 6.85 | \$5,537 | 4.68 | \$1,077 | 0.90 | \$1,469 | 1.23 |
| 608 | 3.85 | 515 | 2.97 | 333 | 1.92 | 130 | 0.75 | 82 | 0.47 | 47 | 0.27 | 77 | 0.44 |
| \$23,487 | 4.50 | \$25,776 | 4.94 | \$19,042 | 3.65 | \$13,127 | 2.52 | \$6,002 | 1.15 | \$3,886 | 0.74 | \$3,418 | 0.65 |
| 2,116 | 4.67 | 1,838 | 4.16 | 1,052 | 3.64 | 910 | 2.01 | 708 | 1.56 | 527 | 1.16 | 821 | 1.81 |
| \$344,811 | 6.16 | \$419,092 | 7.49 | \$600,516 | 10.89 | \$864,041 | 15.44 | \$528,160 | 9.44 | \$259,102 | 4.63 | \$162,931 | 2.92 |
| 328 | 8.69 | 334 | 8.74 | 324 | 8.48 | 313 | 8.19 | 188 | 4.92 | 83 | 2.17 | 104 | 2.73 |
| \$273,089 | 7.17 | \$335,663 | 8.82 | \$548,411 | 14.41 | \$821,254 | 21.53 | \$497,594 | 13.07 | \$237,392 | 6.24 | \$120,171 | 3.16 |
| 34 | 7.76 | 50 | 11.42 | 54 | 12.33 | 46 | 10.50 | 44 | 10.05 | 21 | 4.79 | 20 | 4.56 |
| \$65,369 | 7.11 | \$58,950 | 6.41 | \$107,191 | 18.17 | \$262,138 | 28.50 | \$42,641 | 4.63 | \$18,431 | 2.00 | \$12,495 | 1.36 |
| 294 | 8.69 | 284 | 8.40 | 270 | 7.98 | 267 | 7.89 | 144 | 4.26 | 62 | 1.83 | 84 | 2.49 |
| \$207,720 | 7.20 | \$276,713 | 9.59 | \$381,220 | 13.21 | \$559,116 | 19.37 | \$454,953 | 15.76 | \$218,961 | 7.58 | \$107,675 | 3.73 |
| 1,009 | 4.94 | 875 | 4.28 | 741 | 3.62 | 300 | 1.47 | 220 | 1.08 | 152 | 0.74 | 210 | 1.03 |
| \$38,922 | 6.89 | \$48,670 | 8.61 | \$36,918 | 6.53 | \$25,746 | 4.56 | \$12,210 | 2.16 | \$5,702 | 1.01 | \$11,661 | 2.06 |
| 675 | 6.36 | 598 | 5.63 | 521 | 4.91 | 277 | 2.61 | 281 | 2.65 | 276 | 2.60 | 472 | 4.45 |
| \$30,680 | 6.94 | \$32,965 | 7.49 | \$22,852 | 5.17 | \$16,049 | 3.77 | \$17,813 | 3.77 | \$15,622 | 3.53 | \$30,242 | 6.84 |
| 98 | 4.94 | 139 | 7.01 | 155 | 7.81 | 120 | 6.05 | 160 | 8.06 | 174 | 8.77 | 301 | 15.17 |
| \$5,200 | 4.27 | \$11,198 | 9.20 | \$7,196 | 5.92 | \$7,735 | 6.36 | \$11,234 | 9.23 | \$12,037 | 9.89 | \$23,194 | 19.07 |
| 577 | 6.69 | 459 | 5.32 | 366 | 4.24 | 157 | 1.82 | 121 | 1.40 | 102 | 1.18 | 171 | 1.98 |
| \$25,480 | 7.95 | \$21,767 | 6.79 | \$15,056 | 4.38 | \$8,914 | 2.78 | \$6,579 | 2.05 | \$3,585 | 1.12 | \$7,048 | 2.20 |
| 104 | 0.99 | 81 | 0.77 | 66 | 0.63 | 20 | 0.19 | 19 | 0.18 | 16 | 0.15 | 35 | 0.34 |
| \$2,120 | 0.27 | \$1,794 | 0.23 | \$1,335 | 0.17 | \$392 | 0.05 | \$543 | 0.07 | \$386 | 0.05 | \$908 | 0.11 |

TABLE 4.—STORES AND SALES

[Sales expressed in

| KIND OF BUSINESS | ANNUAL NET SALES EXCEEDING \$1,000,000 | | ANNUAL SALES FROM \$500,000 TO \$999,999 | | ANNUAL SALES FROM \$300,000 TO \$499,999 | | ANNUAL SALES FROM \$200,000 TO \$299,999 | |
|---|--|-------------|--|-----------|--|-----------|--|-----------|
| | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales |
| Apparel group, total..... | 211 | \$470,807 | 382 | \$262,097 | 680 | \$255,584 | 1,106 | \$264,728 |
| Per cent of stores and sales..... | 0.19 | 11.10 | 0.33 | 6.18 | 0.60 | 6.03 | 0.97 | 6.24 |
| Men's and boys' clothing and furnishings..... | 48 | \$87,745 | 108 | \$72,296 | 209 | \$79,548 | 316 | \$75,403 |
| Per cent of stores and sales..... | 0.17 | 7.36 | 0.38 | 6.06 | 0.74 | 6.67 | 1.12 | 6.32 |
| Family clothing stores, men's, women's, and children's..... | 47 | \$124,731 | 46 | \$31,614 | 78 | \$29,604 | 121 | \$29,224 |
| Per cent of stores and sales..... | 0.45 | 22.58 | 0.44 | 5.72 | 0.74 | 5.36 | 1.15 | 5.29 |
| Women's ready-to-wear specialty stores..... | 95 | \$227,064 | 150 | \$105,719 | 204 | \$75,867 | 342 | \$82,920 |
| Per cent of stores and sales..... | 0.52 | 20.88 | 0.82 | 9.72 | 1.12 | 6.97 | 1.87 | 7.62 |
| Women's accessories stores..... | 6 | \$11,848 | 17 | \$11,882 | 40 | \$14,537 | 93 | \$21,692 |
| Per cent of stores and sales..... | 0.03 | 3.02 | 0.09 | 3.03 | 0.20 | 3.70 | 0.47 | 5.52 |
| Other apparel and furnishings stores..... | 2 | \$2,803 | 9 | \$6,625 | 27 | \$10,195 | 42 | \$9,867 |
| Per cent of stores and sales..... | 0.02 | 1.38 | 0.07 | 3.27 | 0.21 | 5.03 | 0.33 | 4.87 |
| Shoe stores..... | 13 | \$16,676 | 52 | \$33,961 | 122 | \$45,833 | 192 | \$45,622 |
| Per cent of stores and sales..... | 0.05 | 2.07 | 0.21 | 4.21 | 0.50 | 5.68 | 0.79 | 5.66 |
| Other stores selling apparel and clothing, total..... | 650 | \$3,486,719 | 825 | \$572,539 | 1,383 | \$520,366 | 2,048 | \$495,331 |
| Per cent of stores and sales..... | 0.43 | 38.68 | 0.52 | 6.35 | 0.87 | 5.77 | 1.29 | 5.49 |
| General stores..... | 13 | \$15,739 | 88 | \$59,351 | 280 | \$103,615 | 501 | \$119,157 |
| Per cent of stores and sales..... | 0.01 | 0.61 | 0.08 | 2.31 | 0.27 | 4.03 | 0.48 | 4.04 |
| Department stores..... | 804 | \$3,366,569 | 441 | \$312,514 | 615 | \$232,392 | 789 | \$192,610 |
| Per cent of stores and sales..... | 14.31 | 77.39 | 10.45 | 7.19 | 14.57 | 5.34 | 18.69 | 4.43 |
| Dry goods stores..... | 3 | \$4,175 | 54 | \$36,724 | 102 | \$38,042 | 160 | \$37,876 |
| Per cent of stores and sales..... | 0.01 | 0.63 | 0.21 | 5.54 | 0.40 | 5.74 | 0.63 | 5.71 |
| General merchandise stores..... | 8 | \$14,325 | 25 | \$16,391 | 51 | \$19,529 | 72 | \$17,170 |
| Per cent of stores and sales..... | 0.06 | 2.72 | 0.20 | 3.11 | 0.40 | 3.71 | 0.56 | 3.26 |
| Variety, 5-and-10, and 10-a-dollar stores..... | 58 | \$85,911 | 217 | \$147,559 | 335 | \$126,788 | 526 | \$128,518 |
| Per cent of stores and sales..... | 0.48 | 9.50 | 1.79 | 16.32 | 2.77 | 14.02 | 4.35 | 14.21 |

CLASSIFIED BY SIZE OF BUSINESS

thousands of dollars]

| ANNUAL SALES FROM \$100,000 TO \$199,999 | | ANNUAL SALES FROM \$50,000 TO \$99,999 | | ANNUAL SALES FROM \$30,000 TO \$49,999 | | ANNUAL SALES FROM \$20,000 TO \$29,999 | | ANNUAL SALES FROM \$10,000 TO \$19,999 | | ANNUAL SALES FROM \$5,000 TO \$9,999 | | ANNUAL SALES OF LESS THAN \$5,000 | |
|--|-----------|--|-------------|--|-----------|--|-----------|--|-----------|--------------------------------------|-----------|-----------------------------------|----------|
| Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales | Stores | Sales |
| 4,553 | \$615,151 | 12,622 | \$858,204 | 16,634 | \$637,545 | 15,025 | \$365,505 | 23,308 | \$335,106 | 16,459 | \$117,861 | 23,286 | \$58,245 |
| 3.98 | 14.51 | 11.04 | 20.24 | 14.55 | 15.03 | 13.15 | 8.62 | 20.39 | 7.90 | 14.43 | 2.78 | 20.37 | 1.37 |
| 1,260 | \$170,309 | 3,769 | \$254,958 | 5,536 | \$211,627 | 4,839 | \$118,234 | 6,314 | \$92,222 | 3,169 | \$23,162 | 2,629 | \$7,240 |
| 4.47 | 14.28 | 13.37 | 21.38 | 19.63 | 17.74 | 17.16 | 9.91 | 22.39 | 7.73 | 11.24 | 1.94 | 9.33 | 0.61 |
| 487 | \$65,346 | 1,658 | \$111,787 | 2,026 | \$78,319 | 1,588 | \$38,589 | 2,179 | \$31,330 | 1,231 | \$8,875 | 1,060 | \$2,925 |
| 4.61 | 11.83 | 15.71 | 20.24 | 19.20 | 14.18 | 15.05 | 6.99 | 20.65 | 5.67 | 11.67 | 1.61 | 10.33 | 0.53 |
| 1,298 | \$177,334 | 2,667 | \$183,657 | 2,788 | \$107,225 | 2,264 | \$55,303 | 3,458 | \$49,848 | 2,228 | \$16,033 | 2,759 | \$6,631 |
| 7.11 | 16.31 | 14.61 | 16.89 | 15.28 | 9.86 | 12.40 | 5.09 | 18.94 | 4.58 | 12.21 | 1.47 | 15.12 | 0.61 |
| 302 | \$52,246 | 1,083 | \$73,807 | 1,677 | \$63,663 | 1,862 | \$44,690 | 3,919 | \$55,076 | 3,799 | \$26,842 | 7,063 | \$16,342 |
| 1.96 | 13.31 | 5.42 | 18.80 | 8.40 | 16.21 | 9.32 | 11.38 | 19.62 | 14.03 | 19.02 | 6.84 | 35.47 | 4.16 |
| 186 | \$24,107 | 547 | \$37,284 | 861 | \$32,793 | 912 | \$21,962 | 2,163 | \$30,045 | 2,695 | \$18,755 | 5,618 | \$14,281 |
| 1.99 | 11.31 | 4.14 | 17.77 | 6.50 | 15.61 | 6.85 | 10.41 | 16.38 | 14.33 | 20.68 | 9.07 | 43.43 | 6.95 |
| 930 | \$125,809 | 2,898 | \$196,712 | 3,746 | \$143,918 | 3,560 | \$86,727 | 5,275 | \$76,585 | 3,364 | \$24,154 | 4,107 | \$10,826 |
| 3.83 | 15.59 | 11.95 | 24.38 | 15.44 | 17.84 | 14.68 | 10.75 | 21.75 | 9.49 | 13.87 | 2.99 | 16.93 | 1.34 |
| 6,596 | \$907,960 | 14,858 | \$1,011,115 | 20,364 | \$772,657 | 20,232 | \$487,690 | 35,245 | \$498,949 | 25,841 | \$184,102 | 30,647 | \$77,176 |
| 4.15 | 10.07 | 9.36 | 11.22 | 12.83 | 8.57 | 12.75 | 5.41 | 22.21 | 5.54 | 16.28 | 2.04 | 19.31 | 0.86 |
| 2,505 | \$333,754 | 8,463 | \$566,228 | 13,442 | \$507,872 | 13,807 | \$331,783 | 24,667 | \$347,864 | 18,258 | \$129,700 | 22,065 | \$55,672 |
| 2.41 | 12.98 | 8.13 | 22.03 | 12.91 | 19.76 | 13.28 | 12.90 | 23.70 | 13.53 | 17.54 | 5.05 | 21.19 | 2.16 |
| 1,684 | \$241,036 | 49 | \$3,662 | 15 | \$590 | 12 | \$307 | 11 | \$178 | 1 | \$9 | ----- | ----- |
| 39.90 | 5.54 | 1.16 | 0.09 | 0.36 | 0.01 | 0.28 | 0.01 | 0.26 | ----- | 0.02 | ----- | ----- | ----- |
| 620 | \$84,665 | 1,925 | \$128,329 | 3,154 | \$119,503 | 3,361 | \$81,235 | 6,014 | \$85,214 | 4,774 | \$34,036 | 5,283 | \$13,405 |
| 2.44 | 12.76 | 7.56 | 19.35 | 12.39 | 18.02 | 13.21 | 12.25 | 23.63 | 12.85 | 18.76 | 5.13 | 20.76 | 2.02 |
| 440 | \$59,299 | 2,890 | \$202,260 | 2,652 | \$102,067 | 1,963 | \$48,039 | 2,455 | \$35,700 | 1,220 | \$8,947 | 1,079 | \$2,922 |
| 3.42 | 11.26 | 22.48 | 38.41 | 20.63 | 19.38 | 15.27 | 9.12 | 19.10 | 6.78 | 9.49 | 1.70 | 8.39 | 0.55 |
| 1,347 | \$189,206 | 1,531 | \$110,636 | 1,101 | \$42,625 | 1,089 | \$26,326 | 2,098 | \$29,993 | 1,588 | \$11,413 | 2,220 | \$5,177 |
| 11.12 | 20.93 | 12.64 | 12.24 | 9.09 | 4.72 | 8.99 | 2.91 | 17.33 | 3.32 | 13.11 | 1.26 | 18.33 | 0.57 |

TABLE 75.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY
WOMEN'S READY-TO-WEAR SPECIALTY STORES

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

| SIZE OF CITY | TOTAL | | | | SINGLE-STORE INDEPENDENTS | | | | 2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS | | | |
|------------------------------|--------|-----------------|----------------------------------|---------------------------------|---------------------------|---------------|----------------------------------|--------------------------------|--|-------------|----------------------------------|-------------------------------|
| | Stores | Net sales | Per cent of total— all places | Per cent of total— all types | Stores | Net sales | Per cent of total— all places | Per cent of total— by types | Stores | Net sales | Per cent of total— all places | Per cent of total— by type |
| United States, total..... | 18,253 | \$1,087,600,723 | 100.00 | 100.00 | 13,848 | \$633,741,906 | 100.00 | 58.27 | 2,118 | 174,069,233 | 100.00 | 16.00 |
| Cities over 30,000..... | 10,869 | 894,142,722 | 82.21 | 100.00 | 7,787 | 490,107,307 | 77.34 | 54.82 | 1,390 | 148,219,044 | 85.15 | 16.68 |
| Cities 10,000 to 30,000..... | 2,926 | 114,150,036 | 10.60 | 100.00 | 2,146 | 79,250,201 | 12.51 | 69.42 | 420 | 18,201,188 | 10.46 | 15.94 |
| Places under 10,000..... | 4,458 | 79,298,965 | 7.29 | 100.00 | 3,915 | 64,324,458 | 10.15 | 81.12 | 308 | 7,649,031 | 4.39 | 9.65 |
| New England..... | 1,509 | 92,410,604 | 100.00 | 100.00 | 1,150 | 54,648,029 | 100.00 | 59.14 | 184 | 17,542,488 | 100.00 | 18.98 |
| Cities over 30,000..... | 933 | 76,937,058 | 83.26 | 100.00 | 684 | 42,399,209 | 77.59 | 55.11 | 112 | 15,510,871 | 88.42 | 20.16 |
| Cities 10,000 to 30,000..... | 309 | 10,608,323 | 11.48 | 100.00 | 242 | 8,242,685 | 15.08 | 77.70 | 40 | 4,179,742 | 8.44 | 13.95 |
| Places under 10,000..... | 267 | 4,865,223 | 5.26 | 100.00 | 224 | 4,006,135 | 7.33 | 82.34 | 32 | 551,875 | 3.14 | 11.35 |
| Middle Atlantic..... | 6,182 | 381,548,890 | 100.00 | 100.00 | 4,834 | 233,389,773 | 100.00 | 61.71 | 718 | 52,310,938 | 100.00 | 13.71 |
| Cities over 30,000..... | 4,566 | 338,824,397 | 88.80 | 100.00 | 3,481 | 199,616,480 | 85.53 | 58.91 | 559 | 46,602,137 | 89.20 | 13.77 |
| Cities 10,000 to 30,000..... | 795 | 28,541,456 | 7.48 | 100.00 | 626 | 22,127,066 | 9.48 | 77.53 | 100 | 4,004,600 | 7.77 | 14.24 |
| Places under 10,000..... | 821 | 14,183,037 | 3.72 | 100.00 | 727 | 11,646,227 | 4.99 | 82.11 | 59 | 1,584,201 | 3.03 | 11.17 |
| East North Central..... | 3,503 | 245,675,679 | 100.00 | 100.00 | 2,446 | 134,180,529 | 100.00 | 54.62 | 420 | 42,969,374 | 100.00 | 17.49 |
| Cities over 30,000..... | 2,347 | 212,078,847 | 86.32 | 100.00 | 1,538 | 110,176,451 | 82.11 | 51.95 | 307 | 38,683,540 | 90.03 | 18.24 |
| Cities 10,000 to 30,000..... | 513 | 21,569,081 | 8.78 | 100.00 | 339 | 13,553,166 | 10.10 | 62.84 | 74 | 3,536,525 | 8.23 | 16.40 |
| Places under 10,000..... | 643 | 12,027,751 | 4.90 | 100.00 | 569 | 10,450,912 | 7.79 | 86.89 | 39 | 749,309 | 1.74 | 6.23 |
| West North Central..... | 1,619 | 87,994,271 | 100.00 | 100.00 | 1,199 | 48,373,780 | 100.00 | 54.97 | 170 | 12,354,500 | 100.00 | 14.04 |
| Cities over 30,000..... | 553 | 58,512,430 | 66.50 | 100.00 | 383 | 29,488,468 | 60.96 | 50.40 | 62 | 7,984,862 | 64.63 | 13.65 |
| Cities 10,000 to 30,000..... | 318 | 16,864,434 | 19.16 | 100.00 | 191 | 9,271,409 | 19.17 | 54.98 | 63 | 2,730,696 | 22.10 | 16.19 |
| Places under 10,000..... | 748 | 12,617,401 | 14.34 | 100.00 | 625 | 9,613,903 | 19.87 | 76.20 | 55 | 1,638,942 | 13.27 | 12.90 |
| South Atlantic..... | 1,577 | 78,131,245 | 100.00 | 100.00 | 1,203 | 47,061,753 | 100.00 | 60.24 | 172 | 11,965,088 | 100.00 | 15.31 |
| Cities over 30,000..... | 774 | 57,675,821 | 73.82 | 100.00 | 540 | 32,792,022 | 69.68 | 56.86 | 78 | 8,371,533 | 69.97 | 14.51 |
| Cities 10,000 to 30,000..... | 283 | 10,619,259 | 13.59 | 100.00 | 207 | 6,742,978 | 14.33 | 63.50 | 54 | 2,515,224 | 21.02 | 23.69 |
| Places under 10,000..... | 520 | 9,836,165 | 12.59 | 100.00 | 456 | 7,526,753 | 15.99 | 76.52 | 41 | 1,078,331 | 9.01 | 10.90 |
| East South Central..... | 608 | 31,584,409 | 100.00 | 100.00 | 466 | 19,223,681 | 100.00 | 60.87 | 65 | 4,563,510 | 100.00 | 14.45 |
| Cities over 30,000..... | 200 | 22,366,047 | 70.81 | 100.00 | 112 | 11,952,407 | 62.18 | 53.44 | 29 | 3,353,807 | 73.49 | 15.00 |
| Cities 10,000 to 30,000..... | 130 | 4,487,774 | 14.21 | 100.00 | 103 | 3,560,753 | 18.21 | 78.01 | 14 | 480,773 | 10.54 | 10.71 |
| Places under 10,000..... | 278 | 4,730,588 | 14.98 | 100.00 | 251 | 3,770,521 | 19.61 | 79.70 | 22 | 728,930 | 15.97 | 16.41 |
| West South Central..... | 1,068 | 50,805,239 | 100.00 | 100.00 | 830 | 28,467,708 | 100.00 | 56.03 | 105 | 7,994,551 | 100.00 | 15.74 |
| Cities over 30,000..... | 293 | 32,828,288 | 64.62 | 100.00 | 170 | 14,651,426 | 51.47 | 44.03 | 44 | 5,803,636 | 72.59 | 17.68 |
| Cities 10,000 to 30,000..... | 235 | 9,071,610 | 17.85 | 100.00 | 173 | 6,273,952 | 22.03 | 69.16 | 37 | 1,677,664 | 20.99 | 18.50 |
| Places under 10,000..... | 540 | 8,905,341 | 17.53 | 100.00 | 487 | 7,542,330 | 26.50 | 84.70 | 24 | 513,251 | 6.42 | 5.76 |
| Mountain..... | 509 | 21,360,234 | 100.00 | 100.00 | 411 | 16,570,023 | 100.00 | 77.57 | 45 | 2,294,655 | 100.00 | 10.74 |
| Cities over 30,000..... | 114 | 10,842,962 | 50.76 | 100.00 | 70 | 8,129,864 | 49.06 | 74.98 | 18 | 1,400,928 | 61.05 | 12.92 |
| Cities 10,000 to 30,000..... | 102 | 4,864,571 | 22.77 | 100.00 | 76 | 3,723,021 | 22.47 | 76.54 | 10 | 545,858 | 23.79 | 11.22 |
| Places under 10,000..... | 293 | 5,652,701 | 26.47 | 100.00 | 259 | 4,717,138 | 28.47 | 83.45 | 17 | 347,869 | 15.16 | 6.16 |
| Pacific..... | 1,678 | 98,090,152 | 100.00 | 100.00 | 1,309 | 51,826,690 | 100.00 | 52.84 | 239 | 22,074,129 | 100.00 | 22.50 |
| Cities over 30,000..... | 1,089 | 84,076,866 | 85.71 | 100.00 | 803 | 40,960,980 | 79.03 | 48.72 | 182 | 20,447,730 | 92.63 | 24.32 |
| Cities 10,000 to 30,000..... | 241 | 7,532,528 | 7.68 | 100.00 | 189 | 5,815,171 | 11.22 | 77.20 | 38 | 1,170,076 | 5.30 | 15.53 |
| Places under 10,000..... | 348 | 6,480,758 | 6.61 | 100.00 | 317 | 5,050,539 | 9.75 | 77.93 | 19 | 466,323 | 2.07 | 7.04 |

| SIZE OF CITY | LOCAL CHAINS | | | | SECTIONAL CHAINS | | | | NATIONAL CHAINS | | | | OTHER TYPES OF OPERATION | | | |
|------------------------------|--------------|--------------|------------------------------|----------------------------|------------------|---------------|------------------------------|----------------------------|-----------------|--------------|------------------------------|----------------------------|--------------------------|--------------|------------------------------|----------------------------|
| | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types |
| United States, total..... | 692 | \$44,333,556 | 100.00 | 4.08 | 632 | \$110,045,823 | 100.00 | 10.12 | 590 | \$92,580,516 | 100.00 | 8.50 | 373 | \$32,829,629 | 100.00 | 3.03 |
| Cities over 30,000..... | 481 | 35,880,247 | 80.93 | 4.01 | 453 | 102,015,524 | 92.70 | 11.41 | 525 | 89,325,411 | 96.48 | 9.99 | 233 | 28,535,189 | 86.92 | 3.19 |
| Cities 10,000 to 30,000..... | 106 | 5,624,558 | 12.69 | 4.93 | 104 | 4,482,270 | 4.07 | 3.93 | 54 | 3,029,245 | 3.27 | 2.65 | 96 | 3,571,604 | 10.88 | 3.13 |
| Places under 10,000..... | 105 | 2,828,751 | 6.38 | 3.87 | 75 | 3,548,029 | 3.23 | 4.47 | 11 | 225,860 | 0.25 | 0.28 | 44 | 722,836 | 2.20 | 0.91 |
| New England..... | 39 | 8,532,337 | 100.00 | 9.23 | 66 | 4,994,935 | 100.00 | 5.41 | 58 | 6,274,320 | 100.00 | 6.79 | 12 | 418,495 | 100.00 | 0.45 |
| Cities over 30,000..... | 26 | 8,042,205 | 94.25 | 10.45 | 52 | 4,631,560 | 92.73 | 6.02 | 51 | 6,000,761 | 95.64 | 7.80 | 8 | 352,452 | 84.22 | 0.46 |
| Cities 10,000 to 30,000..... | 8 | 374,735 | 4.39 | 3.53 | 8 | 171,559 | 3.43 | 1.62 | 7 | 273,559 | 4.36 | 2.58 | 4 | 66,043 | 15.78 | 0.62 |
| Places under 10,000..... | 5 | 115,397 | 1.35 | 2.37 | 6 | 191,816 | 3.84 | 3.94 | | | | | | | | |
| Middle Atlantic..... | 239 | 11,573,852 | 100.00 | 3.03 | 155 | 48,215,693 | 100.00 | 12.64 | 167 | 27,920,935 | 100.00 | 7.32 | 69 | 8,137,699 | 100.00 | 2.13 |
| Cities over 30,000..... | 199 | 10,252,649 | 88.53 | 3.03 | 123 | 47,060,091 | 97.60 | 13.89 | 156 | 27,519,844 | 98.56 | 8.12 | 48 | 7,713,196 | 94.78 | 2.28 |
| Cities 10,000 to 30,000..... | 18 | 706,710 | 6.11 | 2.48 | 24 | 858,405 | 1.78 | 3.01 | 10 | 400,563 | 1.44 | 1.40 | 17 | 384,112 | 4.72 | 1.34 |
| Places under 10,000..... | 22 | 614,493 | 5.31 | 4.33 | 8 | 297,197 | 0.62 | 2.10 | 1 | 528 | | | 4 | 40,391 | 0.50 | 0.29 |
| East North Central..... | 207 | 11,413,805 | 100.00 | 4.65 | 197 | 28,854,202 | 100.00 | 11.74 | 111 | 19,833,412 | 100.00 | 8.07 | 122 | 8,424,357 | 100.00 | 3.43 |
| Cities over 30,000..... | 166 | 9,693,540 | 84.93 | 4.57 | 170 | 27,940,493 | 96.83 | 13.17 | 85 | 18,362,566 | 92.58 | 8.66 | 81 | 7,222,257 | 85.73 | 3.41 |
| Cities 10,000 to 30,000..... | 25 | 1,295,109 | 11.35 | 6.00 | 22 | 761,804 | 2.64 | 3.53 | 19 | 1,320,246 | 6.70 | 6.16 | 34 | 1,093,231 | 12.98 | 5.07 |
| Places under 10,000..... | 16 | 425,156 | 3.72 | 3.53 | 5 | 151,905 | 0.53 | 1.26 | 7 | 141,600 | 0.72 | 1.18 | 7 | 108,699 | 1.29 | 0.91 |
| West North Central..... | 52 | 3,573,608 | 100.00 | 4.06 | 79 | 8,063,449 | 100.00 | 9.16 | 50 | 10,940,802 | 100.00 | 12.44 | 69 | 4,688,132 | 100.00 | 5.33 |
| Cities over 30,000..... | 15 | 1,690,638 | 47.31 | 2.89 | 37 | 6,164,934 | 76.46 | 10.54 | 43 | 10,547,808 | 96.41 | 18.02 | 13 | 2,635,726 | 56.22 | 4.50 |
| Cities 10,000 to 30,000..... | 18 | 1,454,745 | 40.71 | 3.03 | 23 | 1,351,878 | 16.76 | 8.02 | 4 | 303,262 | 2.83 | 1.83 | 29 | 1,746,444 | 37.25 | 10.35 |
| Places under 10,000..... | 19 | 428,225 | 11.98 | 3.39 | 19 | 546,637 | 6.78 | 4.33 | 3 | 83,732 | 0.76 | 0.66 | 27 | 305,962 | 6.53 | 2.43 |
| South Atlantic..... | 25 | 1,182,970 | 100.00 | 1.51 | 40 | 2,917,259 | 100.00 | 3.73 | 98 | 10,038,422 | 100.00 | 12.85 | 39 | 4,965,753 | 100.00 | 6.36 |
| Cities over 30,000..... | 8 | 538,780 | 45.54 | 0.93 | 20 | 1,442,049 | 49.43 | 2.50 | 94 | 9,693,141 | 96.56 | 16.81 | 35 | 4,838,266 | 97.43 | 8.39 |
| Cities 10,000 to 30,000..... | 8 | 340,913 | 28.82 | 3.21 | 8 | 575,551 | 19.73 | 5.42 | 4 | 345,281 | 3.44 | 3.25 | 2 | 99,312 | 2.00 | 0.93 |
| Places under 10,000..... | 9 | 303,277 | 25.64 | 3.08 | 12 | 899,659 | 30.84 | 9.15 | | | | | 2 | 28,175 | 0.67 | 0.29 |
| East South Central..... | 9 | 365,288 | 100.00 | 1.16 | 13 | 999,050 | 100.00 | 3.16 | 40 | 4,918,953 | 100.00 | 15.57 | 15 | 1,513,927 | 100.00 | 4.79 |
| Cities over 30,000..... | 1 | (x) | (x) | (x) | 11 | 956,371 | 95.73 | 4.28 | 36 | 4,720,155 | 95.96 | 21.10 | 11 | 1,371,039 | 90.66 | 6.13 |
| Cities 10,000 to 30,000..... | 4 | (x) | (x) | (x) | 2 | 42,679 | 4.27 | 0.95 | 4 | 198,798 | 4.04 | 4.43 | 3 | (x) | (x) | (x) |
| Places under 10,000..... | 4 | 153,236 | 41.95 | 3.24 | | | | | | | | | 1 | (x) | (x) | (x) |
| West South Central..... | 46 | 2,526,107 | 100.00 | 4.97 | 21 | 2,380,858 | 100.00 | 4.69 | 43 | 7,328,319 | 100.00 | 14.42 | 23 | 2,107,696 | 100.00 | 4.15 |
| Cities over 30,000..... | 11 | 1,056,362 | 41.82 | 3.22 | 15 | 2,258,934 | 94.88 | 6.88 | 37 | 7,155,783 | 97.65 | 21.80 | 16 | 1,902,147 | 90.25 | 5.79 |
| Cities 10,000 to 30,000..... | 14 | 875,587 | 34.66 | 9.65 | | | | | 6 | 172,536 | 2.35 | 1.90 | 5 | 71,871 | 3.41 | 0.79 |
| Places under 10,000..... | 21 | 594,158 | 23.52 | 6.67 | 6 | 121,924 | 5.12 | 1.37 | | | | | 2 | 133,678 | 6.34 | 1.50 |
| Mountain..... | 7 | 173,710 | 100.00 | 0.84 | 34 | 1,468,107 | 100.00 | 6.87 | 5 | 402,992 | 100.00 | 1.89 | 7 | 445,747 | 100.00 | 2.09 |
| Cities over 30,000..... | 1 | (x) | (x) | (x) | 9 | 501,707 | 34.17 | 4.63 | 5 | 402,992 | 100.00 | 3.72 | 5 | 389,722 | 87.43 | 3.59 |
| Cities 10,000 to 30,000..... | 2 | (x) | (x) | (x) | 13 | 489,567 | 33.35 | 10.07 | | | | | 1 | (x) | (x) | (x) |
| Places under 10,000..... | 4 | 83,001 | 46.45 | 1.47 | 12 | 476,833 | 32.48 | 8.43 | | | | | 1 | (x) | (x) | (x) |
| Pacific..... | 68 | 4,986,879 | 100.00 | 5.08 | 27 | 12,152,270 | 100.00 | 12.39 | 18 | 4,922,361 | 100.00 | 5.02 | 17 | 2,127,823 | 100.00 | 2.17 |
| Cities over 30,000..... | 54 | 4,576,026 | 91.76 | 5.44 | 16 | 11,059,385 | 91.01 | 13.15 | 18 | 4,922,361 | 100.00 | 5.86 | 16 | 2,110,384 | 99.18 | 2.51 |
| Cities 10,000 to 30,000..... | 9 | 299,015 | 6.00 | 3.97 | 4 | 230,827 | 1.90 | 3.07 | | | | | 1 | 17,439 | 0.82 | 0.23 |
| Places under 10,000..... | 5 | 111,838 | 2.24 | 1.73 | 7 | 862,058 | 7.09 | 13.30 | | | | | | | | |

TABLE 5.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY—Continued

MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES

| SIZE OF CITY | TOTAL | | | | SINGLE-STORE INDEPENDENTS | | | | 2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS | | | |
|------------------------------|--------|-----------------|----------------------------------|---------------------------------|---------------------------|---------------|----------------------------------|--------------------------------|--|---------------|----------------------------------|--------------------------------|
| | Stores | Net sales | Per cent of total— all places | Per cent of total— all types | Stores | Net sales | Per cent of total— all places | Per cent of total— by types | Stores | Net sales | Per cent of total— all places | Per cent of total— by types |
| United States total..... | 28,197 | \$1,192,722,773 | 100.00 | 100.00 | 22,588 | \$793,750,038 | 100.00 | 66.55 | 2,525 | \$135,349,154 | 100.00 | 11.35 |
| Cities over 30,000..... | 16,593 | 855,806,487 | 71.75 | 100.00 | 12,083 | 497,479,027 | 62.67 | 58.13 | 1,849 | 109,541,319 | 80.93 | 12.80 |
| Cities 10,000 to 30,000..... | 4,005 | 151,775,457 | 12.73 | 100.00 | 3,466 | 127,962,605 | 16.12 | 84.31 | 324 | 15,042,628 | 11.11 | 9.91 |
| Places under 10,000..... | 7,599 | 185,140,829 | 15.52 | 100.00 | 7,039 | 168,308,406 | 21.21 | 80.91 | 352 | 10,765,207 | 7.96 | 5.82 |
| New England..... | 2,415 | 93,248,856 | 100.00 | 100.00 | 1,923 | 60,975,278 | 100.00 | 65.39 | 225 | 12,901,144 | 100.00 | 18.84 |
| Cities over 30,000..... | 1,404 | 65,839,963 | 70.61 | 100.00 | 1,011 | 36,339,630 | 59.60 | 55.19 | 161 | 10,964,375 | 84.99 | 16.65 |
| Cities 10,000 to 30,000..... | 453 | 14,442,336 | 15.49 | 100.00 | 385 | 12,476,782 | 20.46 | 86.39 | 40 | 1,236,760 | 9.59 | 8.56 |
| Places under 10,000..... | 558 | 12,966,557 | 13.90 | 100.00 | 527 | 12,158,866 | 19.94 | 93.77 | 24 | 700,009 | 5.42 | 5.40 |
| Middle Atlantic..... | 9,095 | 391,165,842 | 100.00 | 100.00 | 7,055 | 236,090,963 | 100.00 | 60.36 | 831 | 47,726,354 | 100.00 | 12.20 |
| Cities over 30,000..... | 6,565 | 323,766,325 | 82.77 | 100.00 | 4,749 | 176,032,877 | 74.56 | 54.37 | 683 | 43,148,700 | 90.41 | 13.33 |
| Cities 10,000 to 30,000..... | 1,134 | 37,354,451 | 9.55 | 100.00 | 1,002 | 32,536,754 | 13.78 | 87.10 | 81 | 2,832,543 | 5.93 | 7.58 |
| Places under 10,000..... | 1,396 | 30,045,066 | 7.68 | 100.00 | 1,304 | 27,521,332 | 11.66 | 91.60 | 67 | 1,745,111 | 3.66 | 5.81 |
| East North Central..... | 6,494 | 294,040,512 | 100.00 | 100.00 | 5,082 | 183,721,258 | 100.00 | 62.48 | 610 | 29,726,205 | 100.00 | 10.11 |
| Cities over 30,000..... | 3,935 | 218,853,819 | 74.43 | 100.00 | 2,764 | 118,030,036 | 64.25 | 53.93 | 471 | 23,987,344 | 80.69 | 10.96 |
| Cities 10,000 to 30,000..... | 824 | 33,358,515 | 11.34 | 100.00 | 715 | 28,024,794 | 15.25 | 84.01 | 67 | 3,638,145 | 12.24 | 10.91 |
| Places under 10,000..... | 1,735 | 41,848,178 | 14.23 | 100.00 | 1,603 | 37,666,428 | 20.50 | 90.01 | 72 | 2,100,716 | 7.07 | 5.02 |
| West North Central..... | 2,797 | 105,120,922 | 100.00 | 100.00 | 2,383 | 80,133,323 | 100.00 | 76.23 | 191 | 9,258,857 | 100.00 | 8.81 |
| Cities over 30,000..... | 929 | 46,917,760 | 44.63 | 100.00 | 697 | 29,466,254 | 36.77 | 62.80 | 81 | 4,532,936 | 48.96 | 9.66 |
| Cities 10,000 to 30,000..... | 416 | 19,731,232 | 18.77 | 100.00 | 338 | 15,824,179 | 19.75 | 80.20 | 48 | 2,602,590 | 28.11 | 13.19 |
| Places under 10,000..... | 1,452 | 38,471,930 | 36.60 | 100.00 | 1,348 | 34,842,858 | 43.48 | 90.57 | 62 | 2,123,331 | 22.93 | 5.62 |
| South Atlantic..... | 2,177 | 84,655,570 | 100.00 | 100.00 | 1,811 | 69,152,769 | 100.00 | 81.69 | 214 | 8,551,657 | 100.00 | 10.10 |
| Cities over 30,000..... | 1,231 | 57,937,287 | 68.44 | 100.00 | 951 | 44,988,917 | 65.06 | 77.65 | 158 | 6,573,956 | 76.88 | 11.35 |
| Cities 10,000 to 30,000..... | 358 | 13,071,485 | 15.44 | 100.00 | 311 | 11,325,497 | 16.38 | 86.64 | 33 | 1,445,504 | 16.90 | 11.06 |
| Places under 10,000..... | 588 | 13,646,798 | 16.12 | 100.00 | 549 | 12,838,355 | 18.56 | 94.08 | 23 | 532,197 | 6.22 | 3.90 |
| East South Central..... | 837 | 36,734,324 | 100.00 | 100.00 | 710 | 30,527,361 | 100.00 | 83.10 | 49 | 3,058,257 | 100.00 | 8.33 |
| Cities over 30,000..... | 362 | 22,351,426 | 60.85 | 100.00 | 261 | 17,073,676 | 55.93 | 76.39 | 33 | 2,353,538 | 76.96 | 10.53 |
| Cities 10,000 to 30,000..... | 162 | 5,961,148 | 16.23 | 100.00 | 145 | 5,252,843 | 17.21 | 88.12 | 12 | 584,878 | 19.12 | 9.81 |
| Places under 10,000..... | 313 | 8,421,750 | 22.92 | 100.00 | 304 | 8,200,842 | 26.86 | 97.35 | 4 | 119,841 | 3.92 | 1.42 |
| West South Central..... | 1,380 | 62,665,265 | 100.00 | 100.00 | 1,166 | 48,909,186 | 100.00 | 78.05 | 107 | 6,081,118 | 100.00 | 9.70 |
| Cities over 30,000..... | 602 | 39,824,029 | 63.55 | 100.00 | 455 | 28,939,162 | 59.17 | 72.67 | 63 | 4,512,805 | 74.21 | 11.33 |
| Cities 10,000 to 30,000..... | 231 | 9,460,906 | 15.10 | 100.00 | 195 | 7,604,506 | 15.55 | 80.35 | 17 | 775,477 | 12.75 | 8.20 |
| Places under 10,000..... | 547 | 13,380,330 | 21.35 | 100.00 | 516 | 12,365,518 | 25.28 | 92.42 | 27 | 792,836 | 13.04 | 5.92 |
| Mountain..... | 761 | 28,622,035 | 100.00 | 100.00 | 654 | 23,635,750 | 100.00 | 82.59 | 57 | 2,955,521 | 100.00 | 10.33 |
| Cities over 30,000..... | 207 | 10,457,782 | 36.54 | 100.00 | 176 | 8,369,872 | 35.41 | 80.05 | 18 | 1,019,687 | 34.50 | 9.75 |
| Cities 10,000 to 30,000..... | 130 | 6,107,717 | 21.34 | 100.00 | 116 | 5,103,429 | 21.59 | 83.56 | 8 | 616,267 | 20.85 | 10.09 |
| Places under 10,000..... | 424 | 12,056,536 | 42.12 | 100.00 | 362 | 10,165,449 | 43.00 | 84.32 | 31 | 1,319,567 | 44.65 | 10.94 |
| Pacific..... | 2,241 | 96,469,447 | 100.00 | 100.00 | 1,804 | 60,601,145 | 100.00 | 62.82 | 241 | 15,090,041 | 100.00 | 15.64 |
| Cities over 30,000..... | 1,366 | 70,161,052 | 72.73 | 100.00 | 1,027 | 38,521,659 | 63.56 | 54.90 | 181 | 12,447,978 | 82.49 | 17.74 |
| Cities 10,000 to 30,000..... | 289 | 12,004,711 | 12.44 | 100.00 | 251 | 9,530,869 | 15.73 | 79.39 | 18 | 1,310,464 | 8.68 | 10.92 |
| Places under 10,000..... | 586 | 14,303,684 | 14.83 | 100.00 | 526 | 12,548,721 | 20.71 | 87.73 | 42 | 1,331,599 | 8.83 | 9.31 |

| SIZE OF CITY | LOCAL CHAINS | | | | SECTIONAL CHAINS | | | | NATIONAL CHAINS | | | | OTHER TYPES OF OPERATION | | | |
|------------------------------|--------------|---------------|------------------------------|----------------------------|------------------|--------------|------------------------------|----------------------------|-----------------|--------------|------------------------------|----------------------------|--------------------------|--------------|------------------------------|----------------------------|
| | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types |
| United States, total..... | 1,076 | \$100,747,737 | 100.00 | 8.45 | 1,022 | \$78,140,197 | 100.00 | 6.55 | 718 | \$73,732,213 | 100.00 | 6.18 | 268 | \$11,003,434 | 100.00 | 0.92 |
| Cities over 30,000..... | 872 | 92,426,570 | 91.74 | 10.80 | 871 | 72,914,006 | 93.31 | 8.52 | 700 | 73,316,368 | 99.44 | 8.57 | 218 | 10,129,197 | 92.05 | 1.18 |
| Cities 10,000 to 30,000..... | 91 | 4,474,063 | 4.44 | 2.95 | 103 | 3,885,710 | 4.97 | 2.56 | 14 | 262,184 | 0.36 | 0.17 | 7 | 148,267 | 1.35 | 0.10 |
| Places under 10,000..... | 113 | 3,847,104 | 3.82 | 2.08 | 48 | 1,340,481 | 1.72 | 0.72 | 4 | 153,661 | 0.20 | 0.08 | 43 | 725,970 | 6.60 | 0.39 |
| New England..... | 57 | 3,819,719 | 100.00 | 4.09 | 112 | 9,045,327 | 100.00 | 9.70 | 75 | 4,333,508 | 100.00 | 4.65 | 23 | 2,173,880 | 100.00 | 2.33 |
| Cities over 30,000..... | 42 | 3,331,178 | 87.21 | 5.06 | 97 | 8,751,711 | 96.75 | 13.29 | 73 | 4,316,310 | 99.60 | 6.56 | 20 | 2,136,759 | 98.29 | 3.25 |
| Cities 10,000 to 30,000..... | 10 | 400,570 | 10.04 | 2.82 | 15 | 293,616 | 3.25 | 2.03 | 1 | 1,481 | 0.04 | 0.01 | 2 | 27,121 | 1.25 | 0.19 |
| Places under 10,000..... | 5 | 81,965 | 2.15 | 0.63 | — | — | — | — | 1 | 15,717 | 0.36 | 0.12 | 1 | 10,000 | 0.46 | 0.08 |
| Middle Atlantic..... | 463 | 56,191,793 | 100.00 | 14.30 | 352 | 25,385,376 | 100.00 | 6.49 | 258 | 22,574,378 | 100.00 | 5.77 | 136 | 3,196,978 | 100.00 | 0.82 |
| Cities over 30,000..... | 423 | 54,813,267 | 97.55 | 16.93 | 326 | 24,448,021 | 96.31 | 7.55 | 255 | 22,453,722 | 99.47 | 6.93 | 129 | 2,869,738 | 89.76 | 0.89 |
| Cities 10,000 to 30,000..... | 29 | 1,073,886 | 1.91 | 2.88 | 20 | 816,285 | 3.22 | 2.19 | 1 | 23,707 | 0.10 | 0.06 | 1 | 71,276 | 2.23 | 0.19 |
| Places under 10,000..... | 11 | 304,640 | 0.54 | 1.02 | 6 | 121,070 | 0.47 | 0.40 | 2 | 96,949 | 0.43 | 0.32 | 6 | 255,964 | 8.01 | 0.85 |
| East North Central..... | 295 | 23,762,388 | 100.00 | 8.08 | 281 | 26,774,160 | 100.00 | 9.11 | 179 | 26,907,288 | 100.00 | 9.15 | 47 | 3,149,213 | 100.00 | 1.07 |
| Cities over 30,000..... | 244 | 21,461,425 | 90.32 | 9.81 | 239 | 25,497,119 | 95.23 | 11.65 | 175 | 26,758,316 | 99.45 | 12.23 | 42 | 3,099,579 | 98.42 | 1.42 |
| Cities 10,000 to 30,000..... | 18 | 918,731 | 3.87 | 2.70 | 18 | 628,034 | 2.35 | 1.88 | 3 | 107,977 | 0.40 | 0.32 | 3 | 40,834 | 1.30 | 0.12 |
| Places under 10,000..... | 33 | 1,382,232 | 5.81 | 3.30 | 24 | 649,007 | 2.42 | 1.55 | 1 | 40,995 | 0.15 | 0.10 | 2 | 8,800 | 0.28 | 0.02 |
| West North Central..... | 89 | 4,226,442 | 100.00 | 4.02 | 60 | 3,431,104 | 100.00 | 3.26 | 69 | 7,741,313 | 100.00 | 7.37 | 5 | 323,878 | 100.00 | 0.31 |
| Cities over 30,000..... | 35 | 1,798,254 | 42.55 | 3.83 | 51 | 3,178,220 | 92.63 | 6.78 | 63 | 7,675,918 | 99.16 | 16.36 | 2 | 266,178 | 80.69 | 0.57 |
| Cities 10,000 to 30,000..... | 15 | 986,184 | 23.33 | 5.00 | 9 | 292,884 | 7.37 | 1.28 | 6 | 65,395 | 0.84 | 0.33 | — | — | — | — |
| Places under 10,000..... | 39 | 1,442,004 | 34.12 | 3.75 | — | — | — | — | — | — | — | — | 3 | 63,700 | 19.31 | 0.16 |
| South Atlantic..... | 21 | 770,936 | 100.00 | 0.91 | 66 | 2,595,010 | 100.00 | 3.07 | 44 | 2,363,027 | 100.00 | 2.79 | 21 | 1,222,171 | 100.00 | 1.44 |
| Cities over 30,000..... | 17 | 665,286 | 86.30 | 1.15 | 50 | 2,328,143 | 89.72 | 4.02 | 43 | 2,314,134 | 98.02 | 4.00 | 12 | 1,064,851 | 87.13 | 1.83 |
| Cities 10,000 to 30,000..... | 1 | (X) | (X) | (X) | 11 | 213,237 | 8.22 | 1.63 | 1 | 46,893 | 1.98 | 0.36 | 1 | 9,036 | 0.74 | 0.07 |
| Places under 10,000..... | 3 | (X) | (X) | (X) | 5 | 53,630 | 2.06 | 0.39 | — | — | — | — | 8 | 148,284 | 12.13 | 1.09 |
| East South Central..... | 17 | 854,051 | 100.00 | 2.33 | 20 | 583,833 | 100.00 | 1.59 | 26 | 1,101,067 | 100.00 | 3.00 | 15 | 609,155 | 100.00 | 1.65 |
| Cities over 30,000..... | 13 | 728,062 | 85.29 | 3.26 | 18 | 556,278 | 95.28 | 2.49 | 26 | 1,101,067 | 100.00 | 4.93 | 11 | 537,905 | 88.30 | 2.40 |
| Cities 10,000 to 30,000..... | 3 | (X) | (X) | (X) | 2 | 27,555 | 4.72 | 0.40 | — | — | — | — | — | — | — | — |
| Places under 10,000..... | 1 | (X) | (X) | (X) | — | — | — | — | — | — | — | — | 4 | 71,250 | 11.70 | 0.85 |
| West South Central..... | 14 | 1,444,853 | 100.00 | 2.31 | 64 | 4,602,281 | 100.00 | 7.34 | 29 | 1,627,827 | 100.00 | 2.60 | — | — | — | — |
| Cities over 30,000..... | 12 | 1,257,904 | 87.06 | 3.10 | 43 | 3,486,331 | 75.75 | 8.75 | 29 | 1,627,827 | 100.00 | 4.09 | — | — | — | — |
| Cities 10,000 to 30,000..... | 2 | 186,949 | 12.94 | 1.97 | 17 | 803,974 | 19.43 | 9.45 | — | — | — | — | — | — | — | — |
| Places under 10,000..... | — | — | — | — | 4 | 221,976 | 4.82 | 1.60 | — | — | — | — | — | — | — | — |
| Mountain..... | 14 | 575,711 | 100.00 | 2.01 | 15 | 911,938 | 100.00 | 3.19 | 4 | 407,722 | 100.00 | 1.42 | 17 | 132,303 | 100.00 | 0.46 |
| Cities over 30,000..... | 4 | 134,144 | 23.30 | 1.28 | 5 | 509,935 | 55.92 | 4.88 | 3 | 400,277 | 98.17 | 3.83 | 1 | 23,867 | 18.03 | 0.23 |
| Cities 10,000 to 30,000..... | 2 | 235,058 | 40.83 | 3.85 | 3 | 145,518 | 15.96 | 2.38 | 1 | 7,445 | 1.83 | 0.12 | — | — | — | — |
| Places under 10,000..... | 8 | 206,509 | 35.87 | 1.71 | 7 | 256,485 | 28.12 | 2.13 | — | — | — | — | 16 | 108,526 | 81.97 | 0.90 |
| Pacific..... | 106 | 9,101,244 | 100.00 | 9.43 | 52 | 4,811,168 | 100.00 | 4.93 | 34 | 6,676,083 | 100.00 | 6.92 | 4 | 189,766 | 100.00 | 0.20 |
| Cities over 30,000..... | 82 | 8,236,050 | 90.49 | 11.74 | 42 | 4,158,248 | 86.43 | 5.93 | 33 | (X) | (X) | (X) | 1 | (X) | (X) | (X) |
| Cities 10,000 to 30,000..... | 11 | 539,489 | 5.93 | 4.49 | 8 | (X) | (X) | (X) | 1 | (X) | (X) | (X) | — | — | — | — |
| Places under 10,000..... | 13 | 325,705 | 3.58 | 2.28 | 2 | (X) | (X) | (X) | — | — | — | — | 3 | (X) | (X) | (X) |

APPAREL RETAILING

TABLE 5.—STORES AND SALES, BY TYPES OF OPERATION AND BY SIZE OF CITY—Continued

FAMILY CLOTHING STORES—MEN'S, WOMEN'S, AND CHILDREN'S

| SIZE OF CITY | TOTAL | | | | SINGLE-STORE INDEPENDENTS | | | | 2-STORE AND 3-STORE INDEPENDENTS AND LOCAL BRANCH SYSTEMS | | | |
|-------------------------|--------|---------------|----------------------------------|---------------------------------|---------------------------|---------------|----------------------------------|--------------------------------|---|--------------|----------------------------------|--------------------------------|
| | Stores | Net sales | Per cent of total— all places | Per cent of total— all types | Stores | Net sales | Per cent of total— all places | Per cent of total— by types | Stores | Net sales | Per cent of total— all places | Per cent of total— by types |
| United States, total | 10,551 | \$552,353,340 | 100.00 | 100.00 | 7,934 | \$313,516,693 | 100.00 | 56.76 | 926 | \$81,191,003 | 100.00 | 14.70 |
| Cities over 30,000 | 5,411 | 389,105,461 | 70.46 | 100.00 | 3,852 | 106,977,523 | 62.83 | 50.62 | 511 | 62,680,863 | 77.20 | 16.11 |
| Cities 10,000 to 30,000 | 1,546 | 62,640,348 | 11.34 | 100.00 | 1,000 | 35,601,920 | 11.35 | 56.84 | 148 | 7,865,739 | 9.69 | 12.56 |
| Places under 10,000 | 3,594 | 100,547,528 | 18.20 | 100.00 | 3,082 | 80,937,250 | 25.82 | 80.49 | 267 | 10,644,401 | 13.11 | 10.59 |
| New England | 925 | 41,477,689 | 100.00 | 100.00 | 729 | 27,154,433 | 100.00 | 65.47 | 100 | 9,003,712 | 100.00 | 21.71 |
| Cities over 30,000 | 516 | 28,530,824 | 68.81 | 100.00 | 402 | 17,316,779 | 63.77 | 60.68 | 58 | 7,284,901 | 80.91 | 25.53 |
| Cities 10,000 to 30,000 | 217 | 8,165,726 | 19.69 | 100.00 | 157 | 5,814,409 | 21.41 | 71.21 | 27 | 1,135,517 | 12.61 | 13.91 |
| Places under 10,000 | 192 | 4,772,139 | 11.51 | 100.00 | 170 | 4,023,245 | 14.82 | 84.31 | 15 | 683,294 | 6.48 | 12.22 |
| Middle Atlantic | 3,213 | 165,967,705 | 100.00 | 100.00 | 2,588 | 93,334,045 | 100.00 | 56.24 | 228 | 17,272,636 | 100.00 | 10.41 |
| Cities over 30,000 | 2,098 | 131,258,343 | 80.89 | 100.00 | 1,693 | 71,390,395 | 76.50 | 53.18 | 135 | 13,642,983 | 78.99 | 10.16 |
| Cities 10,000 to 30,000 | 375 | 13,921,248 | 8.39 | 100.00 | 247 | 6,831,618 | 7.32 | 40.07 | 33 | 1,945,275 | 11.26 | 13.97 |
| Places under 10,000 | 740 | 17,788,114 | 10.72 | 100.00 | 648 | 15,106,032 | 16.18 | 84.92 | 60 | 1,684,378 | 9.75 | 9.47 |
| East North Central | 1,846 | 103,060,307 | 100.00 | 100.00 | 1,257 | 59,100,279 | 100.00 | 57.35 | 159 | 15,900,508 | 100.00 | 15.52 |
| Cities over 30,000 | 1,077 | 77,880,856 | 75.56 | 100.00 | 667 | 41,430,977 | 70.10 | 53.21 | 112 | 13,504,675 | 84.45 | 17.34 |
| Cities 10,000 to 30,000 | 267 | 10,974,064 | 10.65 | 100.00 | 151 | 5,801,110 | 9.82 | 52.86 | 21 | 1,110,192 | 6.94 | 10.12 |
| Places under 10,000 | 502 | 14,216,447 | 13.79 | 100.00 | 439 | 11,868,192 | 20.68 | 83.48 | 26 | 1,375,761 | 8.61 | 9.67 |
| West North Central | 828 | 57,429,623 | 100.00 | 100.00 | 643 | 29,974,641 | 100.00 | 52.19 | 74 | 13,512,614 | 100.00 | 23.53 |
| Cities over 30,000 | 307 | 40,945,939 | 71.30 | 100.00 | 194 | 16,470,734 | 54.95 | 40.23 | 44 | 12,055,857 | 89.22 | 29.44 |
| Cities 10,000 to 30,000 | 118 | 4,717,516 | 8.21 | 100.00 | 82 | 3,300,833 | 11.04 | 70.16 | 9 | 302,423 | 2.68 | 7.68 |
| Places under 10,000 | 403 | 60,766,173 | 30.49 | 100.00 | 367 | 10,194,074 | 34.01 | 86.64 | 21 | 1,094,334 | 8.10 | 9.30 |
| South Atlantic | 1,537 | 60,705,673 | 100.00 | 100.00 | 1,117 | 36,801,865 | 100.00 | 60.62 | 128 | 7,419,079 | 100.00 | 12.22 |
| Cities over 30,000 | 259 | 30,132,961 | 49.64 | 100.00 | 406 | 16,910,162 | 45.95 | 56.12 | 55 | 4,268,763 | 57.54 | 14.17 |
| Cities 10,000 to 30,000 | 598 | 10,745,734 | 17.70 | 100.00 | 161 | 5,464,728 | 14.85 | 50.85 | 20 | 1,334,787 | 17.99 | 12.42 |
| Places under 10,000 | 680 | 19,827,178 | 32.66 | 100.00 | 550 | 14,426,975 | 39.20 | 72.76 | 53 | 1,815,529 | 24.47 | 9.16 |
| East South Central | 679 | 27,086,934 | 100.00 | 100.00 | 503 | 17,004,967 | 100.00 | 60.76 | 60 | 3,753,653 | 100.00 | 13.41 |
| Cities over 30,000 | 247 | 15,283,147 | 54.61 | 100.00 | 156 | 7,614,396 | 44.78 | 49.82 | 28 | 2,595,832 | 69.16 | 16.99 |
| Cities 10,000 to 30,000 | 125 | 4,718,516 | 16.86 | 100.00 | 76 | 2,615,067 | 14.79 | 53.30 | 15 | 646,471 | 17.22 | 13.70 |
| Places under 10,000 | 307 | 7,085,271 | 25.53 | 100.00 | 271 | 6,875,504 | 40.43 | 86.10 | 17 | 511,350 | 13.62 | 6.40 |
| West South Central | 835 | 40,216,516 | 100.00 | 100.00 | 602 | 24,125,985 | 100.00 | 59.99 | 89 | 5,866,280 | 100.00 | 14.59 |
| Cities over 30,000 | 242 | 19,730,902 | 49.06 | 100.00 | 137 | 9,765,586 | 40.48 | 49.49 | 27 | 2,463,478 | 41.99 | 12.40 |
| Cities 10,000 to 30,000 | 110 | 4,757,257 | 11.83 | 100.00 | 74 | 3,007,758 | 12.47 | 63.22 | 14 | 650,229 | 11.09 | 13.67 |
| Places under 10,000 | 483 | 15,728,357 | 39.11 | 100.00 | 391 | 11,352,641 | 47.05 | 72.18 | 48 | 2,752,553 | 46.92 | 17.50 |
| Mountain | 293 | 13,220,272 | 100.00 | 100.00 | 197 | 9,967,144 | 100.00 | 75.36 | 25 | 1,485,967 | 100.00 | 11.24 |
| Cities over 30,000 | 61 | 6,876,833 | 51.99 | 100.00 | 45 | 4,075,878 | 46.91 | 67.99 | 7 | 676,666 | 45.54 | 9.84 |
| Cities 10,000 to 30,000 | 151 | 1,107,683 | 8.38 | 100.00 | 18 | 817,891 | 8.21 | 73.34 | 1 | 124,919 | 8.41 | 11.28 |
| Places under 10,000 | 266 | 5,241,756 | 39.63 | 100.00 | 134 | 4,473,875 | 44.88 | 85.35 | 17 | 684,402 | 46.05 | 13.06 |
| Pacific | 450 | 42,282,661 | 100.00 | 100.00 | 298 | 16,053,334 | 100.00 | 37.97 | 63 | 6,886,554 | 100.00 | 16.29 |
| Cities over 30,000 | 265 | 35,527,959 | 84.02 | 100.00 | 152 | 11,397,116 | 70.99 | 32.08 | 45 | 6,187,828 | 89.85 | 17.42 |
| Cities 10,000 to 30,000 | 54 | 3,532,604 | 8.36 | 100.00 | 34 | 2,039,506 | 12.71 | 57.73 | 3 | 555,926 | 8.07 | 15.74 |
| Places under 10,000 | 131 | 3,222,098 | 7.62 | 100.00 | 112 | 2,616,712 | 16.30 | 81.21 | 8 | 142,800 | 2.08 | 4.43 |

| SIZE OF CITY | LOCAL CHAINS | | | | SECTIONAL CHAINS | | | | NATIONAL CHAINS | | | | OTHER TYPES OF OPERATION | | | |
|------------------------------|--------------|--------------|------------------------------|----------------------------|------------------|--------------|------------------------------|----------------------------|-----------------|--------------|------------------------------|----------------------------|--------------------------|-------------|------------------------------|----------------------------|
| | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types | Stores | Net sales | Per cent of total—all places | Per cent of total—by types |
| United States total..... | 443 | \$42,455,815 | 100.00 | 7.69 | 509 | \$64,079,238 | 100.00 | 11.60 | 633 | \$44,204,045 | 100.00 | 8.00 | 106 | \$6,906,546 | 100.00 | 1.25 |
| Cities over 30,000..... | 224 | 31,664,929 | 74.58 | 8.13 | 321 | 56,131,907 | 87.60 | 14.42 | 435 | 36,464,123 | 82.49 | 9.37 | 63 | 5,246,119 | 75.96 | 1.35 |
| Cities 10,000 to 30,000..... | 90 | 5,808,659 | 13.68 | 9.27 | 128 | 6,221,341 | 9.71 | 9.93 | 176 | 7,018,676 | 15.58 | 11.20 | 4 | 124,013 | 1.80 | 0.20 |
| Places under 10,000..... | 129 | 4,982,227 | 11.74 | 4.96 | 60 | 1,725,990 | 2.69 | 1.72 | 22 | 721,246 | 1.63 | 0.71 | 34 | 1,536,414 | 22.24 | 1.53 |
| New England..... | 19 | 1,202,882 | 100.00 | 2.90 | 43 | 2,574,576 | 100.00 | 6.21 | 29 | 1,437,419 | 100.00 | 3.46 | 5 | 104,667 | 100.00 | 0.25 |
| Cities over 30,000..... | 12 | 822,235 | 68.35 | 2.88 | 28 | 2,018,829 | 78.41 | 7.07 | 14 | 1,030,313 | 71.68 | 3.61 | 2 | 66,767 | 63.79 | 0.23 |
| Cities 10,000 to 30,000..... | 5 | 367,219 | 30.53 | 4.50 | 12 | 468,191 | 18.19 | 5.73 | 13 | 342,490 | 23.88 | 4.19 | 3 | 37,900 | 36.21 | 0.46 |
| Places under 10,000..... | 2 | 13,428 | 1.12 | 0.28 | 3 | 87,556 | 3.40 | 1.83 | 2 | 64,616 | 4.49 | 1.36 | | | | |
| Middle Atlantic..... | 57 | 5,919,841 | 100.00 | 3.57 | 154 | 34,280,946 | 100.00 | 20.65 | 129 | 11,568,564 | 100.00 | 6.97 | 57 | 3,591,673 | 100.00 | 2.16 |
| Cities over 30,000..... | 36 | 4,957,039 | 83.74 | 3.69 | 95 | 31,111,234 | 90.76 | 23.17 | 89 | 9,887,224 | 85.47 | 7.37 | 50 | 3,263,474 | 90.86 | 2.43 |
| Cities 10,000 to 30,000..... | 8 | 704,701 | 11.90 | 5.06 | 52 | 2,956,247 | 8.62 | 21.24 | 35 | 1,483,401 | 12.82 | 10.66 | | | | |
| Places under 10,000..... | 13 | 258,101 | 4.36 | 1.45 | 7 | 213,465 | 0.62 | 1.20 | 5 | 197,939 | 1.71 | 1.11 | 7 | 328,199 | 9.14 | 1.85 |
| East North Central..... | 117 | 7,668,958 | 100.00 | 7.44 | 130 | 8,350,045 | 100.00 | 8.10 | 172 | 11,631,365 | 100.00 | 11.28 | 11 | 319,212 | 100.00 | 0.31 |
| Cities over 30,000..... | 63 | 5,543,426 | 72.28 | 7.12 | 102 | 7,313,636 | 87.59 | 9.39 | 127 | 9,914,785 | 85.24 | 12.73 | 6 | 162,477 | 50.90 | 0.21 |
| Cities 10,000 to 30,000..... | 24 | 1,358,508 | 17.72 | 12.38 | 26 | 964,896 | 11.55 | 8.79 | 44 | 1,653,245 | 14.21 | 15.07 | 1 | 86,113 | 26.98 | 0.78 |
| Places under 10,000..... | 30 | 767,024 | 10.00 | 5.40 | 2 | 71,513 | 0.86 | 0.50 | 1 | 63,335 | 0.55 | 0.45 | 4 | 70,622 | 22.12 | 0.50 |
| West North Central..... | 13 | 1,523,793 | 100.00 | 2.65 | 38 | 8,457,569 | 100.00 | 14.73 | 50 | 3,275,505 | 100.00 | 5.70 | 10 | 685,501 | 100.00 | 1.20 |
| Cities over 30,000..... | 5 | 1,069,033 | 70.16 | 2.61 | 24 | 7,992,032 | 94.50 | 19.52 | 34 | 2,782,444 | 84.96 | 6.80 | 6 | 575,339 | 83.93 | 1.40 |
| Cities 10,000 to 30,000..... | 5 | 284,826 | 18.69 | 6.04 | 8 | 299,382 | 3.54 | 6.35 | 14 | 461,052 | 14.08 | 9.77 | | | | |
| Places under 10,000..... | 3 | 169,934 | 11.15 | 1.44 | 6 | 166,155 | 1.96 | 1.41 | 2 | 31,509 | 0.96 | 0.27 | 4 | 110,162 | 16.07 | 0.94 |
| South Atlantic..... | 78 | 4,118,949 | 100.00 | 6.79 | 67 | 4,085,990 | 100.00 | 6.73 | 135 | 7,495,517 | 100.00 | 12.35 | 12 | 784,173 | 100.00 | 1.29 |
| Cities over 30,000..... | 25 | 1,136,283 | 27.59 | 3.77 | 29 | 2,639,561 | 64.60 | 8.76 | 82 | 5,159,440 | 68.83 | 17.12 | 1 | 18,452 | 2.35 | 0.06 |
| Cities 10,000 to 30,000..... | 13 | 943,359 | 22.90 | 8.78 | 19 | 927,228 | 22.69 | 8.63 | 46 | 2,075,632 | 27.69 | 19.32 | | | | |
| Places under 10,000..... | 40 | 2,039,307 | 49.51 | 10.29 | 19 | 519,201 | 12.71 | 2.62 | 7 | 280,445 | 3.48 | 1.31 | 11 | 765,721 | 97.65 | 3.86 |
| East South Central..... | 26 | 1,180,528 | 100.00 | 4.22 | 42 | 3,099,344 | 100.00 | 11.03 | 44 | 2,754,241 | 100.00 | 9.84 | 4 | 194,201 | 100.00 | 0.69 |
| Cities over 30,000..... | 10 | 584,986 | 49.55 | 3.83 | 24 | 2,352,277 | 75.90 | 15.39 | 24 | 2,128,009 | 77.26 | 13.92 | 1 | 7,647 | 3.94 | 0.05 |
| Cities 10,000 to 30,000..... | 11 | 442,852 | 37.51 | 9.39 | 9 | 517,068 | 16.68 | 10.96 | 14 | 597,058 | 21.68 | 12.65 | | | | |
| Places under 10,000..... | 5 | 152,690 | 12.94 | 1.91 | 9 | 229,999 | 7.42 | 2.88 | 2 | 29,174 | 1.06 | 0.37 | 3 | 186,554 | 96.06 | 2.34 |
| West South Central..... | 61 | 3,986,124 | 100.00 | 9.91 | 23 | 2,354,132 | 100.00 | 5.85 | 58 | 3,839,015 | 100.00 | 9.55 | 2 | 45,000 | 100.00 | 0.11 |
| Cities over 30,000..... | 21 | 2,155,409 | 54.07 | 10.92 | 9 | 1,898,352 | 80.64 | 9.62 | 48 | 3,448,077 | 89.82 | 17.48 | | | | |
| Cities 10,000 to 30,000..... | 11 | 661,252 | 16.59 | 13.90 | 2 | 88,329 | 3.75 | 1.86 | 9 | 349,689 | 9.11 | 7.35 | | | | |
| Places under 10,000..... | 29 | 1,169,463 | 29.34 | 7.44 | 12 | 367,451 | 15.61 | 2.34 | 1 | 41,249 | 1.07 | 0.26 | 2 | 45,000 | 100.00 | 0.28 |
| Mountain..... | 2 | 225,138 | 100.00 | 1.70 | 2 | 106,538 | 100.00 | 0.80 | 9 | 394,002 | 100.00 | 2.98 | 3 | 1,047,463 | 100.00 | 7.92 |
| Cities over 30,000..... | 1 | (x) | (x) | (x) | 1 | (x) | (x) | (x) | 6 | 304,920 | 77.39 | 4.44 | 1 | (x) | (x) | (x) |
| Cities 10,000 to 30,000..... | 1 | (x) | (x) | (x) | | | | | 1 | (x) | (x) | (x) | | | | |
| Places under 10,000..... | | | | | 1 | (x) | (x) | (x) | 2 | (x) | (x) | (x) | 2 | (x) | (x) | (x) |
| Pacific..... | 70 | 16,629,602 | 100.00 | 39.33 | 10 | 770,098 | 100.00 | 1.82 | 7 | 1,808,417 | 100.00 | 4.27 | 2 | 134,656 | 100.00 | 0.32 |
| Cities over 30,000..... | 51 | 15,280,150 | 91.88 | 43.01 | 9 | 734,448 | 95.37 | 2.07 | 7 | 1,808,417 | 100.00 | 5.09 | 1 | 120,000 | 89.12 | 0.33 |
| Cities 10,000 to 30,000..... | 12 | 937,172 | 5.64 | 26.53 | | | | | | | | | | | | |
| Places under 10,000..... | 7 | 412,280 | 2.48 | 12.80 | 1 | 35,650 | 4.63 | 1.11 | | | | | 1 | 14,656 | 10.88 | 0.45 |

TABLE 6A.—APPROXIMATE SALES OF MEN'S WEAR, BY STATES

| STATES | Total of men's and boys' clothing | Per cent | Men's and boys' suits | Men's and boys' overcoats |
|--------------------------------|-----------------------------------|----------|-----------------------|---------------------------|
| United States, total..... | \$2,814,940,412 | 100.00 | \$781,089,055 | \$251,154,951 |
| NEW ENGLAND..... | 198,357,610 | 7.06 | 55,649,355 | 19,890,876 |
| Connecticut..... | 40,849,784 | 1.45 | 10,544,092 | 4,261,851 |
| Maine..... | 16,560,212 | 0.59 | 4,108,329 | 1,954,296 |
| Massachusetts..... | 108,898,824 | 3.87 | 31,749,281 | 10,577,339 |
| New Hampshire..... | 8,655,467 | 0.31 | 2,703,655 | 895,897 |
| Rhode Island..... | 16,481,553 | 0.59 | 4,807,636 | 1,387,238 |
| Vermont..... | 6,911,770 | 0.25 | 1,736,362 | 814,205 |
| MIDDLE ATLANTIC..... | 763,169,312 | 27.11 | 207,872,432 | 81,619,075 |
| New Jersey..... | 86,555,767 | 3.07 | 25,063,303 | 7,726,612 |
| New York..... | 438,753,371 | 15.59 | 120,430,190 | 52,572,405 |
| Pennsylvania..... | 237,859,974 | 8.45 | 62,378,939 | 21,320,058 |
| EAST NORTH CENTRAL..... | 660,950,179 | 23.48 | 182,493,437 | 65,081,992 |
| Illinois..... | 249,289,551 | 8.86 | 67,178,287 | 22,860,649 |
| Indiana..... | 64,777,342 | 2.30 | 19,792,311 | 5,376,925 |
| Michigan..... | 124,946,323 | 4.44 | 32,046,385 | 16,208,900 |
| Ohio..... | 165,805,548 | 5.89 | 45,660,652 | 15,427,694 |
| Wisconsin..... | 56,131,415 | 1.99 | 17,215,301 | 5,207,824 |
| WEST NORTH CENTRAL..... | 275,959,203 | 9.81 | 77,352,990 | 25,189,116 |
| Iowa..... | 51,044,438 | 1.81 | 14,322,332 | 5,461,846 |
| Kansas..... | 31,484,237 | 1.12 | 8,926,052 | 2,604,888 |
| Minnesota..... | 62,112,124 | 2.21 | 16,563,125 | 4,534,633 |
| Missouri..... | 83,881,228 | 2.98 | 23,133,249 | 7,697,273 |
| Nebraska..... | 25,567,189 | 0.91 | 7,841,892 | 3,088,394 |
| North Dakota..... | 10,181,660 | 0.36 | 2,806,652 | 783,010 |
| South Dakota..... | 11,688,327 | 0.42 | 4,099,688 | 1,119,072 |
| SOUTH ATLANTIC..... | 247,118,942 | 8.77 | 74,025,261 | 17,053,145 |
| Delaware..... | 5,042,464 | 0.18 | 1,163,697 | 684,330 |
| District of Columbia..... | 21,885,635 | 0.78 | 6,155,077 | 1,716,004 |
| Florida..... | 22,736,609 | 0.81 | 7,047,395 | 1,247,088 |
| Georgia..... | 37,404,251 | 1.33 | 11,910,361 | 2,399,457 |
| Maryland..... | 36,008,106 | 1.28 | 10,961,057 | 2,934,203 |
| North Carolina..... | 41,226,690 | 1.46 | 10,176,235 | 2,148,979 |
| South Carolina..... | 16,733,142 | 0.59 | 5,354,367 | 1,161,305 |
| Virginia..... | 34,980,553 | 1.24 | 11,210,657 | 2,909,125 |
| West Virginia..... | 31,101,492 | 1.10 | 10,046,425 | 1,852,654 |
| EAST SOUTH CENTRAL..... | 133,444,964 | 4.73 | 40,996,832 | 9,042,378 |
| Alabama..... | 33,817,865 | 1.20 | 10,658,913 | 2,284,831 |
| Kentucky..... | 35,603,737 | 1.26 | 10,548,983 | 3,448,445 |
| Mississippi..... | 22,520,206 | 0.80 | 6,796,538 | 925,731 |
| Tennessee..... | 41,503,156 | 1.47 | 12,992,448 | 2,383,371 |
| WEST SOUTH CENTRAL..... | 210,858,610 | 7.49 | 60,232,807 | 12,657,351 |
| Arkansas..... | 25,062,678 | 0.89 | 8,639,261 | 1,106,376 |
| Louisiana..... | 32,431,808 | 1.15 | 10,524,965 | 1,782,397 |
| Oklahoma..... | 39,416,612 | 1.40 | 9,755,612 | 3,617,473 |
| Texas..... | 113,947,512 | 4.05 | 31,312,969 | 6,151,105 |
| MOUNTAIN..... | 82,647,623 | 2.94 | 19,845,517 | 6,169,732 |
| Arizona..... | 9,860,269 | 0.35 | 1,649,395 | 814,369 |
| Colorado..... | 25,645,697 | 0.91 | 6,752,186 | 2,045,604 |
| Idaho..... | 8,728,493 | 0.31 | 2,058,345 | 762,878 |
| Montana..... | 12,850,293 | 0.46 | 2,785,108 | 1,067,655 |
| Nevada..... | 2,628,250 | 0.09 | 796,646 | 147,014 |
| New Mexico..... | 6,111,288 | 0.22 | 1,584,015 | 407,500 |
| Utah..... | 11,522,688 | 0.41 | 2,680,710 | 598,565 |
| Wyoming..... | 5,300,645 | 0.19 | 1,539,112 | 320,147 |
| PACIFIC..... | 242,433,969 | 8.61 | 62,370,374 | 14,451,286 |
| California..... | 180,102,751 | 6.40 | 45,940,366 | 9,628,103 |
| Oregon..... | 22,420,173 | 0.80 | 5,519,351 | 1,977,609 |
| Washington..... | 39,911,045 | 1.41 | 11,110,657 | 2,845,674 |

TABLE 6A.—APPROXIMATE SALES OF MEN'S WEAR, BY STATES—Continued

| STATES | Men's and boys' furnishings | Men's and boys' hats and caps | Men's and boys' shoes | Other men's clothing and furnishings (including men's custom tailoring) |
|---------------------------|-----------------------------|-------------------------------|-----------------------|---|
| United States, total..... | \$770, 025, 483 | \$166, 487, 621 | \$439, 732, 255 | \$406, 501, 047 |
| NEW ENGLAND..... | 57, 834, 470 | 11, 617, 859 | 24, 988, 003 | 28, 377, 047 |
| Connecticut..... | 11, 677, 666 | 1, 781, 656 | 5, 026, 988 | 7, 557, 531 |
| Maine..... | 4, 450, 759 | 1, 128, 441 | 2, 605, 809 | 2, 312, 578 |
| Massachusetts..... | 32, 701, 077 | 6, 822, 124 | 11, 991, 851 | 14, 967, 152 |
| New Hampshire..... | 2, 195, 451 | 341, 546 | 1, 474, 300 | 1, 044, 618 |
| Rhode Island..... | 5, 356, 014 | 1, 035, 172 | 2, 451, 990 | 1, 443, 453 |
| Vermont..... | 1, 363, 503 | 508, 920 | 1, 437, 065 | 1, 051, 715 |
| MIDDLE ATLANTIC..... | 217, 646, 571 | 47, 070, 678 | 117, 320, 225 | 91, 640, 331 |
| New Jersey..... | 25, 908, 590 | 5, 636, 786 | 13, 770, 494 | 8, 449, 982 |
| New York..... | 123, 344, 822 | 28, 232, 600 | 69, 762, 590 | 44, 410, 964 |
| Pennsylvania..... | 68, 393, 159 | 13, 201, 292 | 33, 787, 141 | 38, 779, 385 |
| EAST NORTH CENTRAL..... | 176, 010, 113 | 36, 788, 899 | 97, 969, 148 | 102, 906, 590 |
| Illinois..... | 65, 633, 638 | 12, 845, 238 | 37, 167, 614 | 43, 604, 125 |
| Indiana..... | 17, 900, 321 | 3, 949, 126 | 9, 432, 324 | 8, 326, 335 |
| Michigan..... | 33, 708, 614 | 6, 537, 464 | 18, 494, 499 | 17, 350, 461 |
| Ohio..... | 45, 410, 723 | 9, 807, 161 | 24, 056, 484 | 25, 442, 833 |
| Wisconsin..... | 13, 356, 817 | 3, 649, 910 | 8, 818, 227 | 7, 882, 836 |
| WEST NORTH CENTRAL..... | 69, 804, 412 | 17, 229, 645 | 46, 331, 698 | 40, 051, 342 |
| Iowa..... | 12, 584, 436 | 2, 788, 365 | 9, 889, 125 | 5, 998, 834 |
| Kansas..... | 8, 581, 145 | 1, 916, 620 | 4, 931, 398 | 4, 524, 134 |
| Minnesota..... | 16, 950, 911 | 3, 430, 079 | 10, 012, 428 | 10, 620, 948 |
| Missouri..... | 21, 201, 035 | 6, 210, 161 | 12, 659, 823 | 13, 079, 687 |
| Nebraska..... | 5, 857, 170 | 1, 633, 762 | 4, 516, 742 | 3, 129, 229 |
| North Dakota..... | 2, 371, 886 | 593, 343 | 2, 169, 106 | 1, 297, 663 |
| South Dakota..... | 2, 257, 829 | 657, 315 | 2, 153, 076 | 1, 401, 347 |
| SOUTH ATLANTIC..... | 61, 786, 121 | 13, 923, 456 | 43, 397, 843 | 36, 933, 116 |
| Delaware..... | 1, 598, 689 | 489, 621 | 733, 088 | 373, 039 |
| District of Columbia..... | 6, 499, 951 | 1, 457, 627 | 2, 662, 348 | 3, 394, 628 |
| Florida..... | 6, 741, 998 | 1, 270, 408 | 4, 131, 793 | 2, 297, 927 |
| Georgia..... | 8, 656, 245 | 1, 659, 581 | 7, 374, 699 | 5, 403, 908 |
| Maryland..... | 9, 989, 781 | 1, 964, 260 | 4, 700, 560 | 5, 458, 245 |
| North Carolina..... | 9, 271, 247 | 2, 421, 827 | 8, 743, 048 | 8, 465, 354 |
| South Carolina..... | 3, 453, 944 | 999, 510 | 3, 610, 919 | 2, 153, 107 |
| Virginia..... | 8, 545, 505 | 2, 051, 740 | 5, 685, 122 | 4, 578, 404 |
| West Virginia..... | 7, 028, 761 | 1, 608, 882 | 5, 756, 266 | 4, 808, 504 |
| EAST SOUTH CENTRAL..... | 31, 025, 968 | 7, 851, 270 | 29, 504, 936 | 15, 023, 530 |
| Alabama..... | 7, 831, 220 | 1, 810, 329 | 7, 996, 216 | 3, 236, 356 |
| Kentucky..... | 8, 607, 203 | 2, 458, 640 | 6, 218, 942 | 4, 321, 524 |
| Mississippi..... | 5, 095, 407 | 1, 343, 803 | 5, 842, 566 | 2, 516, 161 |
| Tennessee..... | 9, 492, 138 | 2, 238, 498 | 9, 447, 212 | 4, 949, 489 |
| WEST SOUTH CENTRAL..... | 52, 999, 391 | 14, 095, 689 | 35, 569, 691 | 35, 303, 681 |
| Arkansas..... | 5, 103, 035 | 1, 433, 535 | 5, 367, 378 | 3, 413, 093 |
| Louisiana..... | 8, 482, 879 | 2, 396, 078 | 5, 446, 656 | 3, 798, 833 |
| Oklahoma..... | 10, 399, 562 | 2, 504, 625 | 7, 326, 596 | 5, 812, 744 |
| Texas..... | 29, 013, 915 | 7, 761, 451 | 17, 429, 061 | 22, 279, 011 |
| MOUNTAIN..... | 23, 562, 443 | 4, 770, 553 | 14, 400, 838 | 13, 898, 540 |
| Arizona..... | 3, 469, 701 | 614, 245 | 1, 633, 762 | 1, 678, 797 |
| Colorado..... | 7, 388, 811 | 1, 513, 954 | 3, 805, 612 | 4, 139, 530 |
| Idaho..... | 1, 909, 809 | 625, 455 | 1, 668, 664 | 1, 703, 342 |
| Montana..... | 3, 394, 899 | 608, 444 | 2, 525, 910 | 2, 470, 367 |
| Nevada..... | 750, 483 | 174, 008 | 395, 884 | 364, 215 |
| New Mexico..... | 1, 714, 799 | 321, 277 | 1, 180, 755 | 902, 942 |
| Utah..... | 3, 408, 921 | 624, 758 | 2, 373, 486 | 1, 836, 248 |
| Wyoming..... | 1, 525, 110 | 290, 412 | 816, 765 | 803, 099 |
| PACIFIC..... | 79, 355, 994 | 13, 139, 572 | 30, 249, 873 | 42, 666, 870 |
| California..... | 62, 308, 632 | 9, 069, 266 | 20, 270, 247 | 32, 862, 137 |
| Oregon..... | 5, 742, 728 | 1, 408, 950 | 3, 593, 921 | 4, 177, 714 |
| Washington..... | 11, 304, 634 | 2, 637, 366 | 6, 385, 705 | 5, 627, 019 |

TABLE 6B.—APPROXIMATE SALES OF WOMEN'S READY-TO-WEAR AND ACCESSORIES, BY STATES

| STATES | Women's apparel and accessories (except commodities shown in other apparel table, 6-C) | Per cent | Women's and misses' coats, suits and dresses | Millinery | Underwear, negligees, corsets, etc. |
|---------------------------|--|----------|--|---------------|-------------------------------------|
| United States, total..... | \$4,190,418,448 | 100.00 | \$1,655,572,033 | \$349,157,400 | \$461,934,581 |
| New England..... | 346,821,968 | 8.28 | 133,341,807 | 27,412,394 | 42,487,730 |
| Connecticut..... | 62,674,292 | 1.50 | 25,243,612 | 5,099,248 | 7,410,529 |
| Maine..... | 23,466,505 | 0.56 | 10,262,867 | 1,638,395 | 2,739,252 |
| Massachusetts..... | 211,877,346 | 5.06 | 79,575,116 | 16,542,743 | 20,311,360 |
| New Hampshire..... | 12,153,238 | 0.29 | 4,185,200 | 1,272,633 | 1,694,794 |
| Rhode Island..... | 28,957,755 | 0.69 | 11,471,951 | 2,037,332 | 3,558,565 |
| Vermont..... | 7,692,832 | 0.18 | 2,603,001 | 822,043 | 773,200 |
| Middle Atlantic..... | 1,219,245,418 | 29.10 | 511,346,644 | 98,807,817 | 130,161,907 |
| New Jersey..... | 134,328,672 | 3.21 | 49,523,447 | 9,967,183 | 17,343,693 |
| New York..... | 714,953,132 | 17.06 | 318,770,166 | 59,412,013 | 67,179,547 |
| Pennsylvania..... | 369,963,614 | 8.83 | 143,053,031 | 29,518,621 | 45,638,667 |
| East North Central..... | 958,296,740 | 22.88 | 369,857,985 | 78,962,847 | 106,678,640 |
| Illinois..... | 348,843,048 | 8.33 | 130,194,902 | 26,322,889 | 42,387,581 |
| Indiana..... | 92,652,376 | 2.21 | 35,788,972 | 7,681,367 | 9,727,574 |
| Michigan..... | 172,152,013 | 4.11 | 67,646,507 | 14,048,268 | 18,107,457 |
| Ohio..... | 253,078,854 | 6.04 | 101,883,404 | 21,685,057 | 28,815,021 |
| Wisconsin..... | 91,570,449 | 2.19 | 34,344,200 | 9,225,266 | 7,641,007 |
| West North Central..... | 383,301,238 | 9.15 | 148,635,980 | 34,113,060 | 40,574,692 |
| Iowa..... | 67,819,817 | 1.62 | 25,622,993 | 6,082,244 | 6,595,644 |
| Kansas..... | 41,923,139 | 1.00 | 16,360,551 | 3,640,676 | 3,730,667 |
| Minnesota..... | 81,749,122 | 1.95 | 31,458,952 | 7,085,150 | 8,070,652 |
| Missouri..... | 134,013,954 | 3.20 | 51,585,836 | 12,274,910 | 16,970,970 |
| Nebraska..... | 32,627,562 | 0.78 | 13,437,682 | 2,997,219 | 3,199,819 |
| North Dakota..... | 12,053,635 | 0.29 | 4,713,220 | 902,787 | 915,654 |
| South Dakota..... | 13,114,009 | 0.31 | 5,456,755 | 1,130,074 | 1,091,226 |
| South Atlantic..... | 359,696,731 | 8.58 | 141,829,680 | 32,824,176 | 34,589,081 |
| Delaware..... | 7,242,306 | 0.17 | 2,335,188 | 557,932 | 818,082 |
| District of Columbia..... | 41,312,330 | 0.99 | 17,113,723 | 3,472,747 | 4,467,970 |
| Florida..... | 38,004,419 | 0.91 | 15,416,548 | 3,202,411 | 3,478,320 |
| Georgia..... | 51,276,340 | 1.22 | 18,302,036 | 4,894,795 | 5,499,604 |
| Maryland..... | 56,027,813 | 1.34 | 22,988,531 | 4,704,322 | 6,083,679 |
| North Carolina..... | 52,300,845 | 1.25 | 18,322,417 | 5,453,004 | 4,352,097 |
| South Carolina..... | 23,658,806 | 0.56 | 9,541,478 | 2,713,042 | 2,112,442 |
| Virginia..... | 50,324,889 | 1.20 | 20,705,196 | 4,706,425 | 4,612,180 |
| West Virginia..... | 39,549,483 | 0.94 | 17,103,663 | 3,060,398 | 3,174,747 |
| East South Central..... | 174,847,303 | 4.16 | 69,819,263 | 13,732,622 | 10,761,622 |
| Alabama..... | 44,617,968 | 1.06 | 17,633,295 | 3,727,800 | 4,789,237 |
| Kentucky..... | 44,109,980 | 1.05 | 17,740,635 | 3,665,104 | 4,382,445 |
| Mississippi..... | 30,650,974 | 0.73 | 12,425,642 | 2,165,045 | 2,779,032 |
| Tennessee..... | 55,468,381 | 1.32 | 22,019,691 | 4,174,673 | 4,810,908 |
| West South Central..... | 285,232,986 | 6.80 | 106,156,191 | 25,144,208 | 32,906,573 |
| Arkansas..... | 27,826,191 | 0.66 | 12,654,752 | 2,172,442 | 2,900,074 |
| Louisiana..... | 40,226,025 | 0.96 | 14,177,098 | 3,468,153 | 3,945,283 |
| Oklahoma..... | 54,044,776 | 1.29 | 20,202,351 | 4,709,166 | 4,738,978 |
| Texas..... | 163,135,994 | 3.89 | 59,221,990 | 14,794,507 | 21,262,238 |
| Mountain..... | 192,679,446 | 4.59 | 74,878,257 | 14,794,507 | 11,698,523 |
| Arizona..... | 12,697,334 | 0.30 | 4,810,648 | 999,649 | 1,986,268 |
| Colorado..... | 34,807,998 | 0.83 | 14,048,005 | 2,674,645 | 3,401,642 |
| Idaho..... | 9,738,856 | 0.23 | 4,147,712 | 658,890 | 953,519 |
| Montana..... | 14,637,766 | 0.35 | 6,087,389 | 756,502 | 1,825,236 |
| Nevada..... | 2,928,563 | 0.07 | 1,360,163 | 262,242 | 311,200 |
| New Mexico..... | 5,109,876 | 0.12 | 2,207,771 | 402,942 | 506,805 |
| Utah..... | 17,174,820 | 0.41 | 7,010,555 | 1,177,930 | 2,091,519 |
| Wyoming..... | 5,684,233 | 0.14 | 2,706,014 | 337,056 | 622,244 |
| Pacific..... | 360,296,618 | 8.60 | 132,206,217 | 30,900,300 | 46,075,833 |
| California..... | 280,686,966 | 6.70 | 106,505,098 | 23,747,100 | 35,079,479 |
| Oregon..... | 30,953,967 | 0.74 | 11,026,079 | 2,520,401 | 3,509,693 |
| Washington..... | 48,655,655 | 1.16 | 14,674,440 | 4,632,869 | 6,886,401 |

TABLE 6B.—APPROXIMATE SALES OF WOMEN'S READY-TO-WEAR AND ACCESSORIES, BY STATES—Continued

| STATES | Women's and misses' hosiery | Furs and fur goods | Women's and misses' shoes | Other women's apparel and accessories, including women's custom tailoring |
|---------------------------|-----------------------------|--------------------|---------------------------|---|
| United States, total..... | \$462,308,480 | \$191,131,004 | \$748,870,768 | \$321,444,022 |
| New England..... | 40,807,170 | 20,827,622 | 54,791,109 | 27,154,086 |
| Connecticut..... | 6,085,248 | 3,780,462 | 10,481,712 | 4,573,491 |
| Maine..... | 2,843,772 | 970,886 | 3,764,264 | 1,247,069 |
| Massachusetts..... | 25,698,445 | 13,982,996 | 32,371,345 | 17,395,321 |
| New Hampshire..... | 1,880,840 | 150,265 | 2,168,202 | 801,284 |
| Rhode Island..... | 3,318,727 | 1,643,400 | 4,461,739 | 2,466,041 |
| Vermont..... | 980,138 | 299,633 | 1,543,847 | 670,880 |
| Middle Atlantic..... | 128,591,453 | 70,927,773 | 191,497,477 | 87,822,347 |
| New Jersey..... | 17,306,510 | 5,158,052 | 26,361,964 | 8,667,823 |
| New York..... | 71,240,457 | 48,428,896 | 97,806,270 | 52,115,783 |
| Pennsylvania..... | 40,044,486 | 17,340,825 | 67,329,243 | 27,038,741 |
| East North Central..... | 108,398,630 | 50,475,129 | 172,168,157 | 71,770,352 |
| Illinois..... | 37,603,644 | 21,894,876 | 61,508,654 | 28,930,502 |
| Indiana..... | 10,852,024 | 4,048,872 | 17,332,603 | 7,220,964 |
| Michigan..... | 18,304,734 | 9,881,725 | 31,602,511 | 12,560,811 |
| Ohio..... | 29,146,434 | 9,203,936 | 44,911,359 | 17,433,643 |
| Wisconsin..... | 12,486,794 | 5,445,720 | 16,803,030 | 5,624,432 |
| West North Central..... | 41,404,951 | 15,246,498 | 77,460,406 | 25,865,702 |
| Iowa..... | 7,067,293 | 2,516,584 | 15,464,046 | 4,471,043 |
| Kansas..... | 5,026,029 | 742,762 | 8,233,566 | 4,188,888 |
| Minnesota..... | 8,670,887 | 4,746,261 | 16,863,909 | 4,863,311 |
| Missouri..... | 14,684,116 | 5,273,929 | 24,211,622 | 9,012,571 |
| Nebraska..... | 3,336,420 | 1,304,524 | 6,561,508 | 1,800,390 |
| North Dakota..... | 1,399,971 | 287,458 | 2,983,036 | 881,509 |
| South Dakota..... | 1,250,235 | 375,010 | 3,162,719 | 647,990 |
| South Atlantic..... | 40,001,808 | 8,628,844 | 70,354,319 | 31,468,823 |
| Delaware..... | 1,116,758 | 115,787 | 1,432,342 | 867,117 |
| District of Columbia..... | 4,264,830 | 2,698,444 | 6,488,093 | 2,816,523 |
| Florida..... | 5,047,287 | 57,829 | 7,924,352 | 2,877,672 |
| Georgia..... | 6,013,919 | 574,369 | 11,341,749 | 4,645,968 |
| Maryland..... | 6,370,998 | 2,043,783 | 10,099,047 | 3,737,453 |
| North Carolina..... | 5,713,108 | 733,426 | 10,901,986 | 6,824,847 |
| South Carolina..... | 2,213,953 | 45,243 | 4,525,290 | 2,507,358 |
| Virginia..... | 5,261,435 | 1,472,467 | 9,615,137 | 3,891,549 |
| West Virginia..... | 3,999,520 | 887,496 | 8,026,323 | 3,297,336 |
| East South Central..... | 20,436,512 | 2,799,320 | 39,820,902 | 11,477,062 |
| Alabama..... | 4,980,773 | 427,804 | 9,979,140 | 3,079,919 |
| Kentucky..... | 5,339,205 | 1,039,332 | 8,890,070 | 3,053,189 |
| Mississippi..... | 3,543,000 | 262,562 | 7,533,485 | 1,942,206 |
| Tennessee..... | 6,573,534 | 1,069,622 | 13,418,207 | 3,401,746 |
| West South Central..... | 30,678,214 | 5,046,031 | 56,640,501 | 28,661,118 |
| Arkansas..... | 2,564,035 | 497,465 | 5,489,055 | 1,588,368 |
| Louisiana..... | 4,915,719 | 531,793 | 8,668,968 | 4,529,021 |
| Oklahoma..... | 6,216,494 | 1,709,901 | 10,791,612 | 5,676,274 |
| Texas..... | 16,981,966 | 2,306,872 | 31,700,966 | 16,867,465 |
| Mountain..... | 12,590,538 | 3,185,833 | 18,544,298 | 7,112,141 |
| Arizona..... | 1,514,357 | 64,691 | 2,314,663 | 1,007,058 |
| Colorado..... | 3,814,261 | 1,536,332 | 6,998,989 | 2,434,134 |
| Idaho..... | 1,566,729 | 73,618 | 1,706,583 | 631,805 |
| Montana..... | 1,744,842 | 956,486 | 2,489,902 | 677,409 |
| Nevada..... | 365,269 | 45,799 | 490,319 | 93,481 |
| New Mexico..... | 668,198 | 13,073 | 1,060,638 | 280,449 |
| Utah..... | 2,371,580 | 326,505 | 2,441,205 | 1,755,526 |
| Wyoming..... | 545,312 | 169,329 | 1,041,999 | 282,279 |
| Pacific..... | 39,404,354 | 13,993,954 | 67,603,509 | 30,112,391 |
| California..... | 28,929,437 | 10,697,887 | 51,640,881 | 23,486,514 |
| Oregon..... | 4,312,697 | 1,270,208 | 6,069,374 | 2,245,255 |
| Washington..... | 6,162,220 | 2,025,859 | 9,893,254 | 4,380,622 |

TABLE 6C.—APPROXIMATE SALES OF OTHER APPAREL AND ACCESSORIES, BY STATES

| STATES | Other apparel and accessories | Per cent | Children's wear | Infants' wear | Rubber and other footwear (including infants' shoes) |
|--------------------------------|-------------------------------|--------------|-------------------|-------------------|--|
| United States total..... | \$341,377,284 | 100.00 | \$137,628,635 | \$127,341,985 | \$76,408,644 |
| NEW ENGLAND..... | 27,874,699 | 8.17 | 10,870,808 | 11,165,056 | 5,838,835 |
| Connecticut..... | 5,063,118 | 1.48 | 1,502,688 | 2,289,888 | 1,270,542 |
| Maine..... | 1,838,645 | 0.54 | 498,399 | 832,369 | 507,877 |
| Massachusetts..... | 16,758,607 | 4.91 | 7,437,160 | 6,647,222 | 2,674,225 |
| New Hampshire..... | 1,070,471 | 0.32 | 385,103 | 197,691 | 487,677 |
| Rhode Island..... | 2,052,155 | 0.60 | 681,895 | 1,003,596 | 366,664 |
| Vermont..... | 1,091,703 | 0.32 | 365,563 | 194,290 | 531,850 |
| MIDDLE ATLANTIC..... | 110,589,673 | 32.40 | 51,281,879 | 41,648,559 | 17,659,235 |
| New Jersey..... | 12,745,142 | 3.74 | 5,786,673 | 5,165,431 | 1,703,038 |
| New York..... | 63,186,812 | 18.51 | 30,431,803 | 23,857,927 | 8,897,082 |
| Pennsylvania..... | 34,657,719 | 10.15 | 15,063,403 | 12,625,201 | 6,969,115 |
| EAST NORTH CENTRAL..... | 79,518,495 | 23.29 | 25,104,923 | 33,262,247 | 21,151,325 |
| Illinois..... | 30,058,455 | 8.80 | 9,502,038 | 13,285,046 | 7,271,321 |
| Indiana..... | 7,704,813 | 2.26 | 1,505,713 | 3,262,708 | 2,936,392 |
| Michigan..... | 13,905,126 | 4.07 | 4,285,606 | 5,660,113 | 3,969,407 |
| Ohio..... | 20,816,952 | 5.95 | 7,450,215 | 8,665,012 | 4,201,725 |
| Wisconsin..... | 7,533,149 | 2.21 | 2,361,301 | 2,389,368 | 2,782,480 |
| WEST NORTH CENTRAL..... | 29,510,069 | 8.64 | 9,923,476 | 10,400,616 | 9,185,977 |
| Iowa..... | 5,246,876 | 1.54 | 1,514,894 | 1,457,904 | 2,274,078 |
| Kansas..... | 2,947,844 | 0.86 | 922,730 | 1,051,723 | 973,391 |
| Minnesota..... | 7,139,916 | 2.09 | 2,045,216 | 2,319,185 | 2,775,515 |
| Missouri..... | 9,687,904 | 2.84 | 3,846,219 | 4,171,387 | 1,670,298 |
| Nebraska..... | 2,672,349 | 0.78 | 1,090,783 | 885,037 | 696,529 |
| North Dakota..... | 877,985 | 0.26 | 246,217 | 288,087 | 343,681 |
| South Dakota..... | 937,195 | 0.27 | 257,417 | 227,293 | 452,485 |
| SOUTH ATLANTIC..... | 26,232,126 | 7.68 | 10,269,827 | 8,832,736 | 7,129,593 |
| Delaware..... | 686,921 | 0.20 | 203,048 | 333,208 | 150,665 |
| District of Columbia..... | 2,517,636 | 0.74 | 1,047,868 | 1,278,701 | 191,087 |
| Florida..... | 1,033,479 | 0.56 | 571,583 | 959,132 | 402,764 |
| Georgia..... | 4,641,727 | 1.36 | 2,063,211 | 1,238,780 | 1,339,736 |
| Maryland..... | 3,764,165 | 1.10 | 1,396,664 | 1,486,907 | 880,594 |
| North Carolina..... | 4,186,669 | 1.23 | 1,567,028 | 1,107,238 | 1,512,403 |
| South Carolina..... | 2,152,302 | 0.63 | 925,752 | 247,730 | 978,820 |
| Virginia..... | 3,538,264 | 1.04 | 1,528,120 | 1,169,820 | 840,324 |
| West Virginia..... | 2,810,963 | 0.82 | 966,553 | 1,011,220 | 833,190 |
| EAST SOUTH CENTRAL..... | 13,003,563 | 3.81 | 5,112,671 | 3,405,632 | 4,485,260 |
| Alabama..... | 2,711,573 | 0.80 | 1,146,039 | 587,222 | 978,312 |
| Kentucky..... | 3,760,022 | 1.10 | 1,363,224 | 1,204,790 | 1,192,008 |
| Mississippi..... | 2,015,879 | 0.59 | 554,284 | 507,372 | 954,223 |
| Tennessee..... | 4,516,089 | 1.32 | 2,049,124 | 1,106,248 | 1,360,717 |
| WEST SOUTH CENTRAL..... | 21,238,696 | 6.22 | 9,840,951 | 5,982,428 | 5,415,317 |
| Arkansas..... | 2,024,165 | 0.59 | 493,014 | 600,157 | 930,994 |
| Louisiana..... | 3,211,583 | 0.94 | 1,843,561 | 593,627 | 774,395 |
| Oklahoma..... | 3,396,164 | 1.00 | 1,359,740 | 894,015 | 1,142,409 |
| Texas..... | 12,606,784 | 3.69 | 6,144,636 | 3,894,629 | 2,567,519 |
| MOUNTAIN..... | 8,733,593 | 2.56 | 3,651,875 | 2,997,538 | 2,084,180 |
| Arizona..... | 1,592,697 | 0.47 | 756,176 | 569,473 | 267,048 |
| Colorado..... | 2,336,858 | 0.74 | 1,020,131 | 1,127,644 | 389,083 |
| Idaho..... | 931,850 | 0.29 | 510,801 | 104,057 | 366,992 |
| Montana..... | 1,020,025 | 0.30 | 236,646 | 358,267 | 431,112 |
| Nevada..... | 164,518 | 0.05 | 49,501 | 57,294 | 57,723 |
| New Mexico..... | 495,047 | 0.14 | 173,491 | 112,921 | 208,635 |
| Utah..... | 1,433,568 | 0.42 | 671,834 | 544,707 | 217,027 |
| Wyoming..... | 503,030 | 0.15 | 232,295 | 123,175 | 146,560 |
| PACIFIC..... | 24,076,350 | 7.23 | 11,570,225 | 9,647,173 | 3,458,952 |
| California..... | 18,460,849 | 5.41 | 8,968,410 | 7,587,504 | 1,904,935 |
| Oregon..... | 2,168,155 | 0.63 | 762,314 | 735,400 | 669,441 |
| Washington..... | 4,047,346 | 1.19 | 1,838,501 | 1,324,269 | 884,576 |

TABLE 7A.—APPROXIMATE SALES OF MEN'S CLOTHING AND FURNISHINGS, BY KINDS OF BUSINESS

| KIND OF STORE | CUSTOM TAILORING FOR MEN | | MEN'S AND BOYS' SUITS | | MEN'S AND BOYS' OVERCOATS | |
|--|--------------------------|----------|-----------------------|----------|---------------------------|----------|
| | Sales | Per cent | Sales | Per cent | Sales | Per cent |
| Total, all stores..... | \$167,344,860 | 100.00 | \$781,039,055 | 100.00 | \$251,154,951 | 100.00 |
| Family clothing stores..... | 4,755,983 | 2.84 | 96,619,601 | 12.37 | 41,030,697 | 16.34 |
| Men's and boys' clothing stores..... | 3,988,867 | 2.38 | 129,764,776 | 16.61 | 37,529,835 | 14.94 |
| Men's and boys' clothing and furnishings stores..... | 11,699,287 | 6.99 | 314,160,904 | 40.22 | 116,580,338 | 46.41 |
| Men's and boys' furnishings stores..... | | | | | 619,241 | 0.25 |
| Men's and boys' hat stores..... | | | | | 56,410 | 0.02 |
| Children's specialty shops..... | | | | | 200,636 | 0.08 |
| Custom tailors..... | 143,072,173 | 85.50 | 3,513,240 | 0.45 | 1,572,169 | 0.62 |
| General stores..... | | | 69,960,317 | 8.95 | 8,222,069 | 3.28 |
| Groceries with apparel..... | | | 9,227,497 | 1.18 | 3,366,039 | 1.34 |
| Groceries with dry goods..... | | | 4,792,441 | 0.61 | 1,323,139 | 0.53 |
| Groceries with general merchandise..... | | | 55,940,379 | 7.16 | 3,532,892 | 1.41 |
| Department stores..... | 2,217,762 | 1.33 | 130,026,872 | 16.65 | 35,179,208 | 14.01 |
| Department stores with food departments..... | 447,271 | 0.27 | 28,048,745 | 3.59 | 7,275,952 | 2.90 |
| Department stores without food departments..... | 1,770,491 | 1.06 | 101,978,127 | 13.06 | 27,903,256 | 11.11 |
| General merchandise stores..... | 1,214,216 | 0.72 | 20,641,104 | 2.65 | 7,238,012 | 2.89 |
| General merchandise stores with food departments..... | 240,653 | 0.14 | 1,301,680 | 0.17 | 616,967 | 0.25 |
| General merchandise stores without food departments..... | 973,563 | 0.58 | 19,339,424 | 2.48 | 6,621,045 | 2.64 |
| Dry-goods stores..... | 168,646 | 0.10 | 4,834,929 | 0.62 | 1,227,655 | 0.49 |
| Mail-order houses..... | 227,926 | 0.14 | 9,252,267 | 1.18 | 1,324,958 | 0.53 |
| Variety stores..... | | | 981,674 | 0.13 | | |
| Army and Navy goods stores..... | | | 525,870 | 0.07 | 239,820 | 0.09 |
| All other stores..... | | | 134,901 | 0.02 | 133,903 | 0.05 |

| KIND OF STORE | MEN'S AND BOYS' HATS AND CAPS | | MEN'S AND BOYS' FURNISHINGS | | MEN'S AND BOYS' WORK CLOTHING | | OTHER CLOTHING, MEN'S AND BOYS' | |
|--|-------------------------------|----------|-----------------------------|----------|-------------------------------|----------|---------------------------------|----------|
| | Sales | Per cent | Sales | Per cent | Sales | Per cent | Sales | Per cent |
| Total, all stores..... | \$166,487,621 | 100.00 | \$770,025,483 | 100.00 | \$113,648,494 | 100.00 | \$125,507,693 | 100.00 |
| Family clothing stores..... | 17,519,176 | 10.52 | 55,019,892 | 7.15 | 8,402,974 | 7.39 | 25,932,519 | 20.66 |
| Men's and boys' clothing stores..... | 1,195,036 | 0.72 | 187,762 | 0.02 | 83,580 | 0.07 | 3,585,283 | 2.86 |
| Men's and boys' clothing and furnishings stores..... | 51,020,164 | 31.01 | 180,145,385 | 23.40 | 18,994,789 | 16.71 | 26,969,619 | 21.49 |
| Men's and boys' furnishings stores..... | 18,325,084 | 11.01 | 176,553,889 | 22.93 | 6,397,835 | 5.63 | 5,572,258 | 4.44 |
| Men's and boys' hat stores..... | 39,335,915 | 23.63 | 3,868,470 | 0.50 | | | 363,772 | 0.29 |
| Women's ready-to-wear stores..... | | | 1,771,793 | 0.23 | | | | |
| Hosiery shops..... | | | 679,511 | 0.09 | | | 84,234 | 0.07 |
| Knit goods shops..... | | | 983,311 | 0.13 | | | | |
| Children's specialty shops..... | | | 102,136 | 0.01 | | | | |
| Custom tailors..... | 297,779 | 0.18 | 3,837,212 | 0.50 | | | 701,429 | 0.56 |
| General stores..... | 10,772,440 | 6.46 | 40,602,865 | 5.27 | 3,968,408 | 3.49 | 6,475,337 | 5.16 |
| Groceries with apparel..... | 1,556,442 | 0.93 | 5,345,160 | 0.69 | 555,873 | 0.49 | 778,216 | 0.62 |
| Groceries with dry goods..... | 684,661 | 0.41 | 2,738,620 | 0.36 | | | 684,660 | 0.55 |
| Groceries with general merchandise..... | 8,531,337 | 5.12 | 32,519,085 | 4.22 | 3,412,535 | 3.00 | 5,012,461 | 3.99 |
| Department stores..... | 16,839,125 | 10.12 | 197,275,463 | 25.62 | 20,854,967 | 18.35 | 30,372,165 | 24.20 |
| Department stores with food departments..... | 3,407,975 | 2.05 | 47,725,454 | 6.20 | 3,741,548 | 3.29 | 8,647,080 | 6.89 |
| Department stores without food departments..... | 13,431,150 | 8.07 | 149,550,009 | 19.42 | 17,113,419 | 15.06 | 21,725,079 | 17.31 |
| General merchandise stores..... | 5,077,669 | 3.41 | 26,529,800 | 3.45 | 18,095,924 | 15.93 | 8,553,506 | 6.81 |
| General merchandise stores with food departments..... | 588,340 | 0.35 | 3,084,543 | 0.40 | 3,156,493 | 2.78 | 1,131,932 | 0.90 |
| General merchandise stores without food departments..... | 5,089,219 | 3.06 | 23,445,257 | 3.05 | 14,939,431 | 13.15 | 7,421,574 | 5.91 |
| Dry-goods stores..... | 2,234,367 | 1.34 | 23,503,700 | 3.05 | 6,306,847 | 5.55 | 3,571,412 | 2.84 |
| Mail-order houses..... | 1,017,022 | 0.61 | 15,479,937 | 2.01 | 9,978,746 | 8.78 | 8,267,660 | 6.59 |
| Variety stores..... | 1,199,725 | 0.72 | 37,332,976 | 4.85 | 9,708,097 | 8.54 | 3,302,892 | 2.63 |
| Army and Navy goods stores..... | 342,132 | 0.21 | 2,437,284 | 0.32 | 10,802,957 | 9.51 | 1,621,610 | 1.29 |
| All other stores..... | 102,497 | 0.06 | 249,566 | 0.03 | 53,370 | 0.05 | 133,907 | 0.11 |
| Shoe stores..... | | | 3,413,531 | 0.44 | | | | |
| Men's..... | | | 1,233,670 | 0.16 | | | | |
| Family..... | | | 2,179,861 | 0.28 | | | | |

CENSUS OF DISTRIBUTION

TABLE 7B.—APPROXIMATE SALES OF WOMEN'S

| KIND OF STORE | Custom tailoring and dressmaking for women | | Millinery | | Women's and misses' coats, suits, and dresses | | Underwear, negligees, corsets, etc. | |
|--|--|----------|---------------|----------|---|----------|-------------------------------------|----------|
| | Sales | Per cent | Sales | Per cent | Sales | Per cent | Sales | Per cent |
| Total, all stores..... | \$47,075,727 | 100.00 | \$349,157,400 | 100.00 | \$1,655,572,033 | 100.00 | \$461,934,591 | 100.00 |
| Family clothing stores..... | 3,130,983 | 6.65 | 12,043,999 | 3.45 | 149,929,836 | 9.06 | 19,626,962 | 4.25 |
| Men's and boys' clothing and furnishings stores..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Women's ready-to-wear stores..... | 12,131,729 | 25.77 | 45,569,518 | 13.05 | 760,959,572 | 45.96 | 70,972,153 | 15.36 |
| Millinery stores..... | ----- | ----- | 155,199,343 | 44.45 | ----- | ----- | 847,550 | 0.18 |
| Corset and lingerie shops..... | ----- | ----- | ----- | ----- | 851,159 | 0.05 | 33,610,798 | 7.28 |
| Hosiery shops..... | ----- | ----- | ----- | ----- | ----- | ----- | 6,461,779 | 1.40 |
| Knit goods shops..... | ----- | ----- | ----- | ----- | ----- | ----- | 3,218,539 | 0.70 |
| Furriers..... | ----- | ----- | 521,052 | 0.15 | 2,506,113 | 0.15 | ----- | ----- |
| Costume accessory stores..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Children's specialty shops..... | ----- | ----- | ----- | ----- | 697,531 | 0.04 | 524,071 | 0.11 |
| Infants' wear shops..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Custom tailors..... | 9,931,884 | 21.10 | ----- | ----- | 637,173 | 0.04 | ----- | ----- |
| Dressmakers..... | 10,951,794 | 23.26 | ----- | ----- | ----- | ----- | ----- | ----- |
| Shoe stores..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Women's..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| Family..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| General stores..... | 1,814,532 | 3.85 | 4,730,493 | 1.36 | 70,455,153 | 4.26 | 7,118,945 | 1.54 |
| Groceries with apparel..... | 109,953 | 0.23 | 633,697 | 0.18 | 7,280,130 | 0.44 | 667,063 | 0.14 |
| Groceries with dry goods..... | ----- | ----- | 684,660 | 0.20 | 13,693,255 | 0.83 | 1,369,324 | 0.30 |
| Groceries with general merchandise..... | 1,704,579 | 3.62 | 3,412,136 | 0.98 | 49,481,768 | 2.99 | 5,082,558 | 1.10 |
| Department stores..... | 6,730,215 | 14.30 | 87,626,767 | 25.10 | 498,331,112 | 30.10 | 196,728,079 | 42.58 |
| Department stores with food departments..... | 744,010 | 1.58 | 19,491,440 | 5.58 | 94,209,270 | 5.69 | 53,697,676 | 11.62 |
| Department stores without food departments..... | 5,986,205 | 12.72 | 68,135,327 | 19.52 | 404,121,842 | 24.41 | 143,030,403 | 30.96 |
| General merchandise stores..... | 570,158 | 1.21 | 9,372,701 | 2.68 | 34,994,665 | 2.11 | 14,339,096 | 3.11 |
| General merchandise stores with food departments..... | 46,332 | 0.10 | 466,811 | 0.13 | 2,506,513 | 0.15 | 1,186,872 | 0.26 |
| General merchandise stores without food departments..... | 523,826 | 1.11 | 8,905,890 | 2.55 | 32,488,152 | 1.96 | 13,152,224 | 2.85 |
| Dry goods stores..... | 1,683,752 | 3.58 | 16,299,738 | 4.67 | 103,593,777 | 6.26 | 45,201,418 | 9.79 |
| Mail-order houses..... | ----- | ----- | 4,442,564 | 1.27 | 25,344,919 | 1.53 | 17,506,804 | 3.79 |
| Variety stores..... | ----- | ----- | 12,463,571 | 3.57 | 6,623,304 | 0.40 | 45,561,447 | 9.86 |
| Army and Navy goods stores..... | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| All other stores..... | 130,677 | 0.28 | 887,654 | 0.25 | 647,719 | 0.04 | 216,950 | 0.05 |

APPAREL AND ACCESSORIES, BY KINDS OF BUSINESS

| Women's and misses' hosiery | | Other apparel, women's and misses' | | Children's wear | | Infants' wear | | Furs and fur goods | |
|-----------------------------|----------|------------------------------------|----------|-----------------|----------|---------------|----------|--------------------|----------|
| Sales | Per cent | Sales | Per cent | Sales | Per cent | Sales | Per cent | Sales | Per cent |
| \$462,308,630 | 100.00 | \$274,368,295 | 100.00 | \$137,626,635 | 100.00 | \$127,341,985 | 100.00 | \$191,131,004 | 100.00 |
| 16,300,086 | 3.55 | 27,159,485 | 9.90 | 15,835,388 | 11.51 | 2,015,397 | 1.58 | 7,205,810 | 3.77 |
| 1,701,561 | 0.37 | | | | | | | 121,606 | 0.06 |
| 48,180,244 | 10.42 | 42,204,305 | 15.38 | 12,605,668 | 9.16 | 2,486,705 | 1.95 | 41,515,154 | 21.72 |
| 1,413,027 | 0.31 | 923,194 | 0.34 | | | | | | |
| 9,537,566 | 2.06 | 2,782,020 | 1.01 | 291,659 | 0.21 | 195,020 | 0.15 | | |
| 45,402,006 | 9.82 | 1,544,922 | 0.56 | | | | | | |
| 4,789,696 | 1.04 | 318,222 | 0.12 | 316,537 | 0.23 | 713,463 | 0.56 | | |
| 123,658 | 0.03 | | | | | | | | |
| 327,014 | 0.07 | 246,064 | 0.09 | 14,036,252 | 10.20 | 4,979,859 | 3.91 | | |
| 567,724 | 0.12 | | | 605,433 | 0.44 | 4,298,717 | 3.38 | | |
| | | | | | | | | | |
| 42,000,371 | 9.09 | | | | | | | | |
| 14,503,571 | 3.14 | | | | | | | | |
| 27,496,800 | 5.95 | | | | | | | | |
| 4,541,893 | 0.99 | 2,835,621 | 1.03 | 2,529,283 | 1.84 | | | 2,647,094 | 1.39 |
| 444,697 | 0.10 | 444,697 | 0.16 | 138,359 | 0.10 | | | 423,617 | 0.22 |
| 684,660 | 0.15 | 684,660 | 0.25 | 684,660 | 0.50 | | | 644,525 | 0.34 |
| 3,412,536 | 0.74 | 1,706,264 | 0.62 | 1,706,264 | 1.24 | | | 1,578,952 | 0.83 |
| 163,584,992 | 35.38 | 113,616,837 | 41.41 | 55,143,710 | 40.07 | 72,299,378 | 56.78 | 42,604,233 | 22.29 |
| 32,056,006 | 6.93 | 26,202,806 | 9.55 | 9,765,150 | 7.10 | 18,991,861 | 14.92 | 8,846,356 | 4.63 |
| 131,528,986 | 28.45 | 87,414,031 | 31.86 | 45,378,560 | 32.97 | 53,307,517 | 41.86 | 33,757,877 | 17.66 |
| 17,308,044 | 3.74 | 14,183,322 | 5.17 | 6,558,380 | 4.76 | 4,260,016 | 3.35 | 480,658 | 0.25 |
| 1,470,433 | 0.32 | 995,795 | 0.36 | 348,000 | 0.25 | 281,861 | 0.22 | 88,003 | 0.05 |
| 15,837,611 | 3.42 | 13,187,527 | 4.81 | 6,210,380 | 4.51 | 3,978,155 | 3.12 | 392,655 | 0.20 |
| 44,205,206 | 9.56 | 26,575,067 | 9.69 | 12,560,427 | 9.13 | 10,500,311 | 8.25 | 2,886,437 | 1.51 |
| 11,071,805 | 2.39 | 4,728,251 | 1.72 | 8,681,575 | 6.31 | 4,889,587 | 3.84 | | |
| 50,968,662 | 11.02 | 36,869,394 | 13.44 | 8,043,194 | 5.84 | 20,594,758 | 16.17 | | |
| | | | | 262,215 | 0.19 | | | | |
| 195,075 | 0.04 | 381,561 | 0.14 | 156,914 | 0.11 | 108,774 | 0.09 | 378,232 | 0.20 |

TABLE 7C.—APPROXIMATE SALES OF SHOES, BY KINDS OF BUSINESS

| KIND OF STORE | MEN'S, BOYS', AND YOUTHS' SHOES | | WOMEN'S, MISSES', AND CHILDREN'S SHOES | | RUBBER AND OTHER FOOTWEAR (INCLUDING INFANTS' SHOES) | |
|--|---------------------------------|----------|--|----------|--|----------|
| | Sales | Per cent | Sales | Per cent | Sales | Per cent |
| Total, all stores..... | \$439,732,255 | 100.00 | \$748,870,786 | 100.00 | \$76,408,644 | 100.00 |
| Family clothing stores..... | 12,549,091 | 2.85 | 17,334,297 | 2.32 | 1,468,112 | 1.92 |
| Men's and boys' clothing and furnishings stores..... | 25,772,627 | 5.86 | 2,339,943 | 0.31 | 1,071,884 | 1.40 |
| Men's and boys' furnishings stores..... | 2,331,928 | 0.53 | | | 10,771 | 0.01 |
| Women's ready-to-wear stores..... | 138,103 | 0.03 | 15,440,174 | 2.06 | 65,034 | 0.09 |
| Shoe stores..... | 264,576,513 | 60.17 | 428,363,374 | 57.20 | 40,896,913 | 53.52 |
| Men's..... | 57,353,013 | 13.04 | 155,615 | 0.02 | 1,312,665 | 1.72 |
| Women's..... | 136,149 | 0.03 | 97,568,212 | 13.03 | 2,326,684 | 3.04 |
| Family..... | 207,087,351 | 47.10 | 330,639,547 | 44.15 | 37,257,564 | 48.76 |
| General stores..... | 41,611,717 | 9.46 | 67,375,198 | 9.00 | 6,440,871 | 8.43 |
| Groceries with apparel..... | 2,082,206 | 0.47 | 3,371,382 | 0.45 | 322,294 | 0.42 |
| Groceries with dry goods..... | 11,827,434 | 2.69 | 19,150,272 | 2.56 | 1,830,710 | 2.40 |
| Groceries with general merchandise..... | 27,702,077 | 6.30 | 44,853,544 | 5.99 | 4,287,867 | 5.61 |
| Department stores..... | 46,506,403 | 10.58 | 152,929,280 | 20.42 | 8,860,501 | 11.60 |
| General merchandise stores..... | 23,368,023 | 5.31 | 22,797,309 | 3.05 | 3,489,180 | 4.57 |
| Dry-goods stores..... | 6,530,938 | 1.49 | 19,262,428 | 2.57 | 1,566,903 | 2.05 |
| Mail-order houses..... | 12,172,176 | 2.77 | 18,789,359 | 2.51 | 4,503,531 | 5.90 |
| Variety stores..... | 2,137,555 | 0.49 | 4,067,469 | 0.54 | 7,994,690 | 10.46 |
| Army and Navy goods stores..... | 2,037,181 | 0.46 | 171,955 | 0.02 | 40,254 | 0.05 |

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